

Bond Education Committee Minutes  
September 4, 2024; 6:00 PM  
Bonnie B. Davis Agricultural Center  
FINAL

COMMITTEE MEMBERS PRESENT: Al Ciarochi, Benjamin Alschuler, Dr. Danielle Jones, Sarah Smylie, Jean Hamilton, Phyllis Portie-Ascott, Jason Johnson, Samantha Earnhardt, Anissa McLendon,

COMMITTEE MEMBERS ABSENT: Vina Modares, Frederick Davis, Andrea Tanner, Rani Dasi

COUNTY STAFF PRESENT: Travis Myren, Kirk Vaughn, Kristin Prelipp

CHCCS STAFF PRESENT: Andy Jenks

OCS STAFF PRESENT: Kevin Smith

AVENIR BOLD STAFF PRESENT: Jan Johnson, Karen Howell, Ty Howard, Scott Scaggs

GUESTS: Lynn Carswell, Kari Hamel,

1. Call to Order 6:00 p.m.

*Co-Chairs Commissioners Jean Hamilton and Phyllis Portie-Ascott*

2. Approval of draft minutes from July 25, August 20, and August 28 meetings.

*Co-Chairs Commissioners Jean Hamilton and Phyllis Portie-Ascott*

Motion to approve by Al Ciarochi., Sarah Smylie seconded the motion.

- a. Ben Alschuler asks about how long taxes will be raised. Travis Myren said that we would not borrow money well in advance of using it. So, the money would be borrowed over time to maximize dollars.
- b. Kirk Vaughn says we borrow over 20 years, and we have to spend the monies within seven years. These monies will be on the books for as long as 30 years from now.
- c. Sarah Smylie asks if the tax increase will be decided before.
- d. Jean Hamilton said in the sample ballot we are assuming it is a one-time tax. They want to address this in the Frequently Asked Questions document.

3. Input Session

*Co-Chairs and Avenir Bold*

Includes a discussion about the key message matrix.

- a. Ty Howard goes over the key message matrix target audiences and the key messages for that audience.
- b. Karen Howell discusses the target audience's media habits.
- c. Scott Scaggs shares how they are proposing to tell the story with their messaging themes, imagery suggestions, language, and tone.

Breakout session: groups discussed the key messages in small groups.

- a. Jan Johnson proposes the question, what happens if the bond doesn't pass? The group discusses how to tell that story. Educational adequacy would not be addressed.
- b. Sarah Smylie likens it to having to resort to expensive band-aids rather than being able to make the improvements that are needed.
- c. Ben Alschuler says that if the bond does not pass, we would have to do small repairs on an ad hoc basis, and it would be more expensive due to interest rates.
- d. Kevin Smith says that in a previous bond campaign, they told the story of the number of footprints that occur in a school versus other county facilities that have been built with bond money in the past. It is the most bang for the buck in that regard.

#### 4. Timeline of Deliverables

##### *Co-Chairs and Avenir Bold*

Karen Howell discusses the paid media timeline. All media would drive audiences back to the microsite. Jan Johnson shows a draft plan of timeline of deliverables.

#### 5. Reminder of Meeting Schedule

##### *Co-Chairs*

6:00 to 7:30 p.m. on the following Wednesdays:

- September 18 at the Solid Waste Administration Office, 1207 Eubanks Road, Chapel Hill
- October 2 at the Bonnie B. Davis Environment & Agricultural Center, 1020 US-70 West, Hillsborough
- October 16 at the Solid Waste Administration Office, 1207 Eubanks Road, Chapel Hill
- October 30 at the Whitted Human Services Building, Donna Baker Meeting Room, 300 W. Tryon St., Hillsborough

#### 6. Adjourns at 7:28 pm