



VISION:
To be a world-class school system.

THE SCHOOL BOARD OF LEE COUNTY
School Board Workshop – MINUTES
(Training Rooms “A” & “B,” 2855 Colonial Blvd., Fort Myers, FL)
Tuesday, April 24, 2018

Members Attending

Ms. Cathleen O’Daniel Morgan, Chairman
Mrs. Pamela H. LaRiviere, Vice Chairman
(left at 4:19)
Ms. Mary Fischer, Member
Mrs. Melisa W. Giovannelli, Member
Mrs. Chris N. Patricca, Member
Mr. Steven K. Teuber, Member
Dr. Jane E. Kuckel, Member

Dr. Gregory K. Adkins, Superintendent/Secretary
Mr. Keith B. Martin, Board Attorney

Mrs. Susan Johnson, Recording Secretary
Mrs. Mary Reider, Executive Secretary

Call to Order

Ms. Cathleen Morgan called the School Board Workshop of April 24, 2018, to order at 2:03 P.M.

Purpose of Workshop

- **Legislation – Moving Forward**

Mrs. Carole Green and Ms. Ashley Stacell from Capitol Strategies Consulting, Inc. reviewed with Board Members possible items for the School Board’s 2019 Legislative Platform. It was agreed that another Board Workshop will be required to refine the points discussed and to continue the discussion regarding advocacy.

- **District Branding Initiative**

Ms. Teri Hansen, President of Priority Marketing, and some of her associates gave an overview of the District Branding initiative. Possible taglines were shared. Based on feedback from the Board, Priority Marketing, will come back with some additional suggestions.

(Mrs. LaRiviere left the meeting at 4:19 p.m.)

Good of the Order

There was consensus to revise School Board Policy 2.04, Campaigning on School District Grounds, to specify the prohibition of obtaining signatures for candidacy petitions on District grounds. Mr. Martin will draft a revision to bring back to the Board.

Adjournment

Ms. Morgan adjourned the April 24, 2018, School Board Workshop at 4:40 P.M.


Cathleen O'Daniel Morgan, Meeting Chairman

ATTEST:


Gregory K. Adkins, Ed.D., Superintendent/Secretary

APPROVED
MAY 08 2018
SCHOOL BOARD OF
LEE COUNTY

Any backup items are on file with the official minutes.