

## Meeting Notes

Jefferson County Board of Education  
Revenue Advisory Task Force  
November 25, 2019 - 5:30 p.m.

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### Present:

Karina Barillas, Cindy Baumert, Kevin Brown, James Craig, Amy Dennes, Christopher Fitzpatrick, Lori Goodwin, Cordelia Hardin, Chris Harmer, Natalie Harris, Lawrence Herring, Cassia Herron, Cathy Hinko, Lisa Houston, Chris Kolb, Brent McKim, Jess Metzmeier, Eddie Muns, Cordia Pickerill, Chay Ritter, Pam Thomas, Alan Young

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### Summary of Meeting

Chris Kolb welcomed members and outlined the plan for discussion.

Dr. Pollio laid out projects that could start immediately (not proposals, but possible immediate implementations):

- New principal pipeline - \$1.2 million
- Teacher Residency program - individuals with bachelor degrees interested in obtaining an educator license work under master teacher four days a week and attend U of L on fifth day in pursuit of masters/doctorate in education - \$1.2 million
- Expand Backpack League to 3,000 students - \$3.6 million
- Redesign of Academies of Louisville
- Two more PD days for all staff - \$7 million
- Pay increases for all teachers - \$7 million per 1% increase (includes all bargaining units, teachers would be approximately \$4.5 million)

Chris Kolb introduces handouts:

- Effects of additional graduates
- Median home values by census tract
- Historical assessments and tax rates – effects of previous Boards not taking full 4% in previous years

Brent McKim—in three years where less than max tax rate taken, 5.7 cents can easily be justified

Dr. Pollio—Look at the consequences of the Board not taking 4% and services that could have been provided to students

Alan Young—losing both services to students and revenue going back into economy (effects of grad rates)

Chris Kolb—JCPS tax rates are lowest of surrounding districts. JCPS should be at or near the top of the list given that our students have higher needs.

Chay Ritter—Most of the districts with higher property taxes also have utility taxes in addition to higher property taxes

Dr. Pollio—Rates are low comparatively because we lost those three years while others didn't

Chris Harmer—4% increase number sounds worse than it really is. Actual rate increase is closer to 1% per year. This should be communicated to the public.

Pollio—Very important to consider balance and not just facilities needs.

Chris Kolb—focus on which taxes are best for this purpose.

Nickel, above 4%

Best case = we agree to one single recommendation

James Craig agrees that the Board wants one recommendation

Chris Harmer—investing in our children - better able to define our needs and how to achieve the best results. Maybe a nickel and another 5 cents over 4%. Current 4% increase isn't getting the results we need for black and brown students.

Nickel may not be sufficient for even capital needs.

Brent McKim—6 cents above 4%. Audit as justification plus make up for prior Boards. One thing to explain instead of two.

Not explanation, opportunity. Stop fixing little problems. How do we create the school system we want? Go strong with a vision.

People want to know what it will cost them personally. 73.60 per year or \$6 per month. Should be one ask, not separate questions on the ballot.

Chris Kolb—Extra over 4% is our legacy decision.

Need vision of what we need, then communicate on the vision.

Positive vision message has never been used in Kentucky. Research shows the vision message is the most effective.

Brent McKim—above 4% is most flexible and should be recommendation. (seconded)

Nickel is there for a reason. Must be easy. Why don't we do it? Why not a dual approach? Community may not be as unified as we think. If all eggs in one basket, we may not achieve anything.

Alan Young—we should recommend a percent amount. If we are not aggressive enough, we will still be behind what we need to achieve goals. Impacts everyone (lower crime, increasing housing prices, better jobs). We are asking for them to partner with us in making these changes.

Brass tacks—tell everyone what it will cost them. All about the marketing.

Chris Harmer—only talking about real estate taxes. Is everything else off the table?

Community support is not great for JCPS. Must be very specific in what the money will support. This may be a way to break the negative communication.

Can't guilt people into giving. Give people a promise. Must address the reasons people are displeased with JCPS and promise the investment in the future.

Overt & covert racism of Louisville is one of the biggest impediments to new investment. All about messaging.

Chris Kolb—messaging importance is loud and clear. Committee should recommend RFP for advertising firm related to this.

James Craig—let's get our recommendations down:

1. Everyone has spoken positively about 4%+
2. Everyone agrees about doing RFP for advertising or public relations firm

**Future meetings:**

December 9

December 16

Link to meeting handouts – [Revenue Advisory Task Force](#)