

Levy Committee Report

February 8, 2021

- Survey Proposal – School Perceptions – February 8 board meeting
 - *Ask about their success in working with districts made up of more than one community*
- Levy Campaign –
 - a) Brochure – *plan to create a brochure again (update info based on plan)*
 - b) Videos – *plan to create short videos like 2020*
 - c) Campaign Slogan – *come up with new slogan (shorter)*
- “YES” Committee -
 - a) Yard Signs
 - b) Videos similar to District videos but of community members supporting the levy
 - c) Target diversity in the community (District message should be general and kept short) - - Yes committee can target ag land owners, business owners, families without children, seniors, past graduates
- Consultants – Do we want to invite the consultant groups back out for a presentation?
 - Can they help us with social media monitoring and response?
 - Can they help us craft our message around our relationship with private schools?
 - Can they help us hold town-hall meetings?
 - Can they help us with contacting voters? Calling, targeting, etc.?
- Amount
 - a) Operating
 - b) Technology – considering the stimulus funds, do we delay this? Modify the amount?
 - c) Board member input – opportunity to discuss, ask questions, express thoughts about the levy... - Levy Committee contacts/survey?
- Other