

SCHOOL DISTRICT OF THE
CITY OF HAZEL PARK
COUNTY OF OAKLAND AND STATE OF MICHIGAN
SPECIAL MEETING

CALL TO ORDER

The Special Meeting of the Hazel Park Board of Education was held at the Ford School Administration Office on July 29, 2015, and was called to order by President Noth at 6:00 p.m.

ROLL CALL

Members Present: Noth, Hinton, Hemple, Hammonds, Adkins, Nagy, Polowski
Members Absent: None
Others Present: Berger, Conrad, Fuchiarelli, Kruppe, Stefanski, Paterson

APPROVAL OF THE AGENDA (Action Item)

Moved by Mrs. Polowski, supported by Mr. Nagy, that the Agenda be approved as written.

Discussion

None

Roll Call Vote

Yeas: Polowski, Nagy, Hemple, Hammonds, Adkins, Hinton, Noth
Nays: None

Closed Session – Motion to recess into closed session 8(d) to consider the purchase or lease of real property up to the time an option to purchase or lease that real property is obtained; 8(e) to consult with its attorney regarding trial or settlement strategy in connection with specific pending litigation, but only if an open meeting would have a detrimental financial effect on the litigating or settlement position of the public body; 8(h) to consider material exempt from discussion or disclosure by state or federal statute, which is exempt from disclosure pursuant to MCL 15.268 Section 8(d), (e) and (h) of the Open Meetings Act (Action Item)

Moved by Mrs. Polowski, supported by Mr. Nagy, that the Board of Education adjourn to an Closed Session.

Discussion

None

Roll Call Vote

Yeas: Polowski, Nagy, Hemple, Hammonds, Adkins, Nagy, Hinton, Noth
Nays: None

The Board of Education adjourned to an Executive Session at 6:03 p.m. The meeting resumed as an open meeting at 6:25 p.m.

ORDER OF BUSINESS

A. H.P.A.S.A. Personnel Recommendation (Action Item)

1) Carla Postell, Ed.D. – Hazel Park High Principal

Mr. Daryl Conrad, Director of Human Resources, referenced the personnel document regarding Carla Postell, which was included in the Board of Education packet regarding her recommendation for Hazel Park High School Principal. He read a brief summary highlighting her accomplishments. Mr. Conrad also asked approval from the Board of Education to allow Dr. Postell to begin her contract seven days early.

Moved by Mrs. Polowski, supported by Mrs. Hemple, that the Board of Education approve the H.P.A.S.A. Personnel, Carla Postell, and her additional seven working days, as recommended.

Discussion

None

Roll Call Vote

Yeas: Polowski, Hemple, Hammonds, Adkins, Nagy, Hinton, Noth
Nays: None

Dr. Postell thanked the Board of Education and administration for this opportunity and expressed her excitement for the new school year. She thanked her family and friends for their support and the Board of Education asked them to stand and be recognized.

B. Approval of WADL TV 38 Advertising (Action Item)

Mr. Darrin Fox, Manager of Student Information System, Pupil Accounting and Technology, referenced the WADL pricing agreement within their Board of Education packet. Mr. Fox explained that this is very similar to the advertising the District had last year with WADL. There are two proposals for advertising packages, WADL TV 38.2 and WADL TV 38. The first proposal with WADL TV 38.2 will include 30-second ads, airing over the next four weeks, and approximately 30 commercials weekly, for a cost of \$360. The second proposal with WADL TV 38 will also include 30-second ads, airing over the next four weeks, and approximately 240 commercials weekly, for a cost of \$7640. Last year there were two separate commercials for each of the channels. At this time Mr. Fox is unsure if the station will run two different commercials. These advertisements will run mostly during oldies shows that are family oriented. Mr. Fox stated that currently the District is in great need to advertise since the enrollment is approximately 300 less than last school year.

Mrs. Sue Hemple, Board Secretary, asked what will the advertisement be advertising. She did not want the commercial to focus only on, for example, free all day kindergarten or open enrollment. Mrs. Hemple stated that the District has many great things happening, those are the things that should be showcased in our advertising. Mr. Fox stated that he would suggest her ideas to the advertising team.

Superintendent Kruppe stated that she believed WADL would be running the same commercials as last year due to the lateness and urgency. Next year the advertising team will be meeting mid-winter to discuss a new advertising campaign strategy for the 2016/17 school year. Currently, the advertising team is working to showcase articles about the great happenings in the local papers.

Moved by Mrs. Polowski, supported by Mrs. Hemple, that the Board of Education approve the WADL TV 38 Advertising Agreement as presented.

Discussion

Mrs. Laura Adkins, Board Trustee, inquired if this advertisement cost is allocated in the Deficit Elimination Plan budget. Dr. Kruppe stated that the advertisement budget is \$100,000.

Roll Call Vote

Yeas: Polowski, Hemple, Hammonds, Adkins, Nagy, Hinton, Noth

Nays: None

PUBLIC DISCUSSION

- | | | |
|---|---|---|
| A. Bobby McDermott
23147 Tawas
Hazel Park | - | Mr. McDermott stated that the Board of Education is working very hard and making some very difficult decisions. However, the community is not getting enough feedback which is causing rumors, criticism and upset community members. McDermott urged the board to communicate with the community. He also expressed his annoyance regarding the high school dress code and students being disrespectful and dismissive of authority. He looks forward to Hazel Park Schools returning to the "Schools of Excellences." |
|---|---|---|

BOARD MEMBER AND ADMINISTRATION COMMENTS

- | | | |
|---|---|---|
| A. Hazel Park
of Board of Education
and Superintendent Kruppe | - | The Board of Education and Superintendent expressed their excitement regarding all the new administrative hires and welcomed Dr. Postell to the Hazel Park School team. |
| B. Sue Hemple
Board Secretary | - | Mrs. Sue Hemple, Board Secretary, stated she concurs with Mr. McDermott's comments. |

ADJOURNMENT

Moved and supported that the meeting be adjourned at 6:40 p.m.

Unanimous approval.

Respectfully submitted,

Sue Hemple, Secretary
Hazel Park Board of Education