

Yellow Medicine East Schools

School Board Work Session

Monday, June 2, 2025

YME Board Room

6:00 PM

School Board Work Session Summary

1. Convene:
 - a. Call to Order
 - b. Pledge of Allegiance
 - c. Roll Call:
 - i. Members present: Laurel Christianson, Jeremy LeBlanc, Amanda Lecy, Sonja Pederson, Abbie Richter, Ron Winter, Matt Zempel
2. Approval of the agenda (add the following discussion items)
 - a. Board member catchup
 - b. Use of facilities by staff members for individual tutoring
 - c. Negotiations meeting
 - d. Staffing Update for 2025-2026
3. Others present:
 - a. Superintendent Schneider
4. Discussion Items:
 - a. Facilities Referendum Update:
 - i. Dehler PR
 1. [Countdown calendar of events](#)
 2. [Contract](#)
 3. Summary of Services:
 - a. Project Management
 - i. Preparation, planning, coordination - Lower scope, less coordination
 - b. Strategic Counsel
 - i. In-person and virtual meetings*
 - ii. Mileage and incidental costs*
 - iii. Campaign management – weekly phone calls as needed (Consultant is responsible for agendas, notes, leads meetings) - Lower scope, 4 meetings
 - iv. Strategic Referendum Communications plan*
 - c. Research (Prep and analysis)
 - i. Backgrounding
 - ii. Mini-communications audit*
 - iii. Interviews and/or focus group*
 - iv. Voter file analysis*
 - v. Mid-campaign online survey of parents and staff*
 - d. Strategic Message Development
 - i. Speaking points (establishes messaging) and tagline
 - ii. Campaign branding - theme graphic*
 - e. Pre-Referendum Community Engagement
 - i. Staff meetings - Agenda, messages, slides, handout

- ii. Community Task Force (3-5 meetings) - Agendas, messages, slides, handouts*
 - iii. Online Parent meetings (x2) - Agenda, slides
 - iv. Communications and marketing - Website content (1 page), invites, news release
 - f. Materials Development
 - i. Referendum website content 10 pages
 - ii. Employee Do's and Don'ts
 - iii. Video strategy and script oversight
 - iv. Staff and parent email content (5 emails)
 - v. Notice of Special Election
 - vi. Fast Facts flyer - Draft, art direction, printing coordination
 - vii. Brochure - 16-pages - Draft, art direction, printing coordination
 - viii. Facebook editorial calendar and content (30-90 days)
 - ix. Get out the vote messaging and strategies
 - x. Post- referendum messaging and strategies
 - xi. PowerPoint presentation
 - xii. Review
 - g. Media Relations
 - i. Monitor media for referendum related news
 - ii. News releases (2) Op-ed (2) review and edit
 - iii. Media relations (calls to editors, reporters, producers)
- 4. [Website](#)
 - a. Vote Yes website clarification
 - b. Clarkfield voting clarification
 - i. Clarkfield city residents
- 5. [Fact Sheet](#) (mailed to every voter household)
- ii. Captivate Video Production
 - 1. [Contract](#)
 - 2. [Video 1 - Overview](#)
 - 3. Video 2 - Aging Facilities
 - 4. Video 3 - Safety and Security Needs
 - 5. Video 4 - Learning Needs/CTE
 - 6. Video 5 - Accessibility Needs
 - 7. Video 6 - Ag2School Credit Explanation
- iii. Voting update and explanation:
 - 1. [General voting information](#)
 - 2. Pop-up voting
 - 3. Do we need additional opportunities for other extended voting hours? If so, what days?
 - 4. Clarkfield general voting information:
 - Clarkfield residents can vote early via absentee ballot or with their mail ballot, once they receive it.
 - YME County expects to mail ballots to Clarkfield residents the week of July 14.
 - Residents have 3 weeks to mail them back.
 - Mail ballot requires a "Witness" signature; anyone **eligible** to vote in MN (not required to be registered to vote in MN) can be a witness.

- The City of Clarkfield may have staff available to “witness” for Clarkfield residents with the mail ballot.
- iv. [Homestead Property Tax Refund Program](#)
The homestead credit refund is a state-paid refund that provides tax relief to homeowners whose property taxes are high relative to their incomes.
- v. [Tentative building layout](#)
- vi. Presentations completed:
 1. Lions Club - May 19
 2. KCC - Golden Grands
 3. May 22 am - with MS/HS staff
 4. May 22 pm - with BRE staff
- vii. Presentations coming up:
 1. Title I (review the program and receive feedback from parents) meeting tours:
 - a. June 3 (5:30-6:00 pm)
 - b. June 5 (9:00-9:30 am)
 2. Echo - July 8, 6:00 pm
 3. Hanley Falls -
 4. Clarkfield - July 9 or 16
 5. Granite Falls -
 6. Upper Sioux Community and/or Board of Trustees
- b. After School Programming update
 - i. Facilities
 1. [Storage Containers](#)
 - ii. Hiring an After School Coordinator (4 hours per day, will need time this summer)
 - iii. Handbooks
 - iv. Costs
 - v. Possible/expected cost to the general fund
- c. School Property
 - i. Bakken Property Dispute & Proposals
 - ii. Letter from Spencer Kvam
 - iii. [Aerial maps](#)
- d. Sting Pride Incentive
 - i. Rewards staff for attending events
 - ii. [Sting Champions of Spirit Award](#)
- e. Board member catch-up
 - i. [Series of questions for us to discuss one-on-one](#)
 - ii. Postpone until after referendum
- f. Use of facilities by staff members for individual tutoring
 - i. Community Education option ([Rates](#))
 - ii. Should it be permitted
 - iii. Past precedent with another staff member
 - iv. Most common:
 1. 1 area school allows it (Lakeview, BEA)
 2. Several do not (or indicate they would not - Willmar, D-B, Ortonville, Canby)
- g. Negotiations meeting:
 - i. July dates (Wednesdays but only if we can regularly)
- h. Staffing overview:
 - i. 0.5 FTE After School Care Coordinator

- ii. Long Term 4th Grade Substitute
- iii. Math Teacher
- iv. 0.5 FTE FaCS
- v. Community Cultural Liaison
- vi. Elementary Teacher (5th grade letter to parents)
- vii. ECSE (MVCC)
- viii. Inside Maintenance
- ix. Custodian
- x. Asst VB
- xi. Lego League
- xii. MN Honor Society
- xiii. Paraprofessionals
- xiv. School Psychologist
- xv. COMPUTER APPLICATIONS (0.167 FTE)

5. Paperwork (Citizens Alliance Bank & MVCC)