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## BOARD AGENDA ITEM

Information/Discussion \_\_\_\_\_

Future Action \_\_\_\_\_

Action ☒ \_\_\_\_\_

Item: SeyferthPR Enhancement Millage Payment

Submitted by: Dr. Ron Gorman

Date: \_\_\_\_\_ 11/12/25 \_\_\_\_\_

Recommended by: Dr. Ron Gorman

Board Meeting Date: \_\_\_\_\_ 11/17/25 \_\_\_\_\_

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### OVERVIEW

Kent ISD contracted with SeyferthPR to provide public relations support for the *Kent ISD Restore and Renew Enhancement Millage* proposal, which was approved by voters on November 4, 2025. With their support, we were able to successfully pass the enhancement millage that will generate approximately **\$35.6 million annually—or \$357 per student each year—for the next ten years**. SeyferthPR’s strategic communication and community engagement efforts were instrumental in ensuring the success of this important initiative.

#### Details:

In addition to their regular monthly billing, SeyferthPR provided a series of targeted communication and outreach services designed to educate the public and promote voter engagement. These additional services included:

- AB Chase Mailers
- Election Day Mailers
- Palm Cards
- Chase Text Messaging
- Website Development
- Digital Display Advertisements
- Text Campaign

These coordinated efforts ensured consistent messaging, broad public awareness, and effective voter outreach throughout the campaign period.

#### Recommendation:

Administration recommends approval of payment to SeyferthPR for the above services in the amount of **\$148,508.55** representing additional expenses beyond their monthly retainer agreement.