



**GOVERNING BOARD AGENDA ITEM
AMPHITHEATER UNIFIED SCHOOL DISTRICT NO. 10**

DATE OF MEETING: December 7, 2010

TITLE: Approval of Proposed Amphitheater High School Scoreboard, Pursuant to Policy KHB Regarding Advertising in Schools and Permitting Vendor Recognition for Contributions to Schools

BACKGROUND: On December 12, 2000, the Governing Board authorized the recognition of sponsors who purchase or make substantial contributions to the purchase of scoreboards and marquees for schools. The recognition afforded in such situations is durable in nature and, unlike other forms of sponsor appreciation such as signs or banners, does not have to be removed between events. Since that time, state law has also become more expressly permissive regarding third party advertising in schools.

Scoreboards are expensive propositions for schools and typically require the commitment of a substantial portion of a school's limited capital funding that is received from the state. As we know, capital funding has been dramatically reduced and eliminated altogether in recent years. Thus, an opportunity for support of scoreboards by the business community is exciting.

NOVA Home Loans has offered to underwrite the installation of a sorely needed new gymnasium scoreboard at Amphitheater High School. The proposed scoreboard will provide advanced timing feature ideal for Basketball, Volleyball and Wrestling events.

The proposed scope of work would remove the existing scoreboard to permit installation of the new model and includes installation materials, hardware and labor.

Further information regarding the specifics of the display are attached for the Board's review.

RECOMMENDATION: This item is presented for the Board's approval, which the administration recommends.

INITIATED BY:

Todd A. Jaeger, Associate to the Superintendent

Date: September 27, 2010

Vicki Balentine, Ph.D., Superintendent