



Winning Referendum Strategies:

Engaging Voters & Crafting Impactful Messaging

Agenda

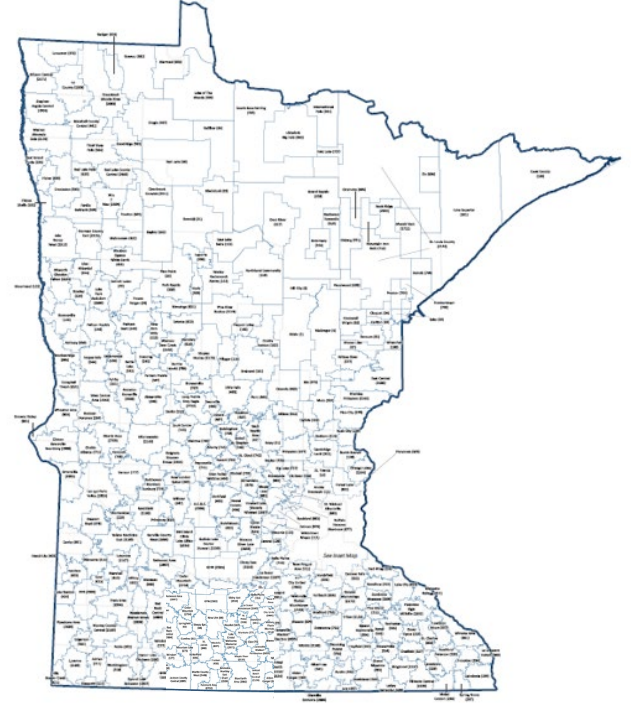
- Hear from three districts that recently held referendums:
 - ✓ Lake Crystal Wellcome Memorial
 - ✓ Osseo
 - ✓ Dassel-Cokato
- Question & answer section
 - ✓ Referendum-related questions
 - ✓ Other school finance communication questions



Braden Wesley
Business Manager



Karissa Hall
Assistant to the Superintendent

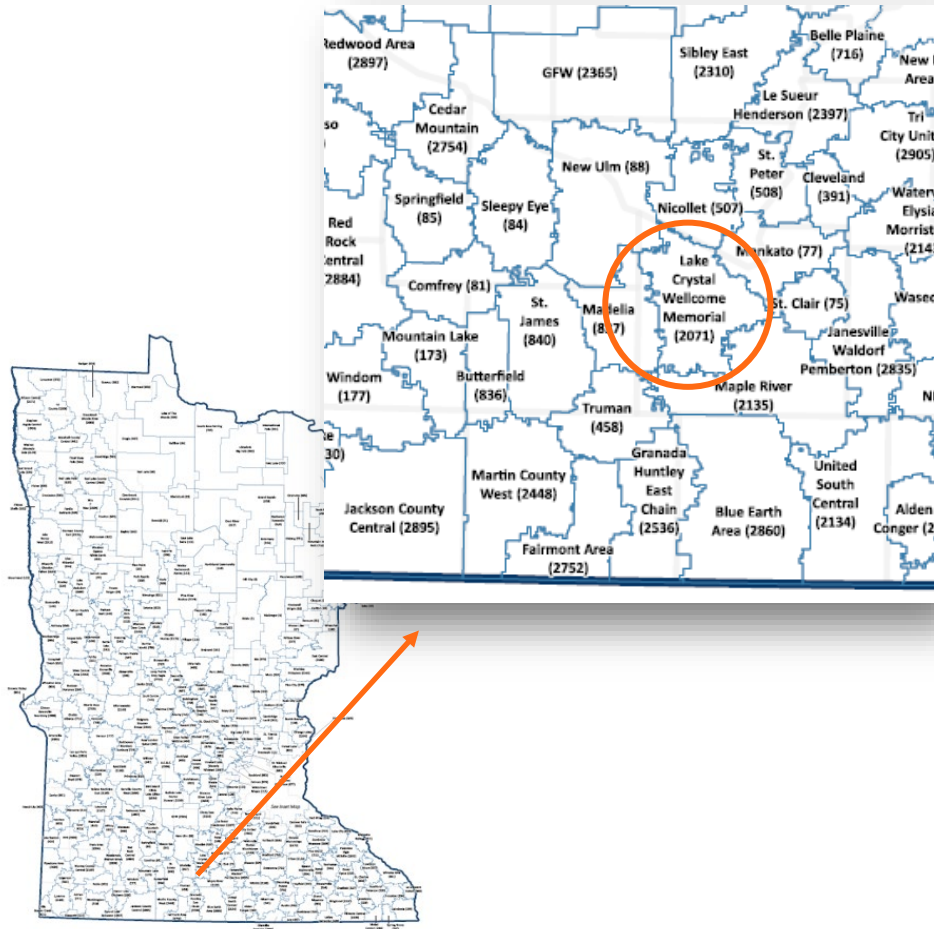




Braden Wesley
Business Manager



Karissa Hall
Assistant to the Superintendent



Lake Crystal Wellcome Memorial, ISD #2071

Schools

- ✓ LCWM Elementary School



- ✓ LCWM Secondary School



Enrollment

- ✓ Elementary (K-5): 430



- ✓ Secondary (6-12): 508



Lake Crystal Wellcome Memorial, ISD #2071


- **Mission:**
 - ✓ Educating for Tomorrow's World
- **Vision Statement:**
 - ✓ United and Committed to Educational Excellence
- **History: Why LCWM**
 - ✓ The district received the Lake Crystal Wellcome Memorial name after Lake Crystal paired with the Wellcome Memorial School District in 1987. The Wellcome Memorial school was named by the students in honor of Sir Henry Wellcome for his many contributions to the district.
- **Number of District employees:**
 - ✓ Approximately 150
- **Communities in District:**
 - ✓ Lake Crystal, Judson, Butternut, Garden City, Rapidan, Vernon Center
- **LCWM Elementary:**
 - ✓ National Blue Ribbon School since 2023

Lake Crystal Wellcome Memorial, ISD #2071

- November 2022 Referendum

- ✓ Q1 – Renew Capital Project Levy
 - Passed 1,636 - 977
- ✓ Q2 – Renew Operating Referendum
 - Passed 1,675 - 939

- November 2024 Referendum

- ✓ Q1 - \$6,500,000 Bond Referendum
 - Passed 1,926 - 1,565 



Lake Crystal Wellcome Memorial, ISD #2071

REFERENDUM WEBSITE:

www.isd2071.k12.mn.us/page/referendum2024

INVESTING in TOMORROW'S WORLD | Referendum 2024

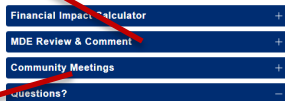
Lake Crystal Wellcome Memorial (LCWM) Schools have growing needs in maintenance and upkeep to our facilities and grounds. Long Term Facilities Maintenance (LTFM) funds are not sufficient for the district to keep up with the costly repairs. On November 5, voters will be asked to vote to approve a \$6.5 million bond referendum to assist in funding these projects.

Legal Notes:
Easily Accessible



All clickable:
Easy to find/navigate

Q & A Times:
So they can't say they weren't aware of it



DISTRICT CONTACTS:

Brett Benson, Superintendent: 507-726-2323

SCHOOL BOARD:

- Mike Maurer 507-327-4121
- Sara Rose 507-317-5565
- Linda Leiding 507-947-3263
- Ryan Jones 507-726-6314
- Kelly Hoeft 507-380-4520
- Karl Paul 507-382-7769
- Josh Sargent 507-995-7863

THE NEED & THE PLAN

Restore & Replace our Aging Facilities

The original 1971 elementary building has served our community well! Parts of the original building and surrounding grounds are in need of updating and replacing for the health and safety of our students and staff.

If approved...

If approved, the District will repair parking lots, drives, and sidewalks, replace roof sections on both buildings, replace flooring in the Elementary Media Center, update lighting to LED lights.

"Play" Surface Updates

Our athletic complexes serve our community well and host a multitude of activities throughout the year. Opportunities are limited with lighting and there are safety concerns due to the condition of our complexes. The asphalt play surface at the elementary also needs repairs.

If approved...

If approved, the District will complete football field B track, update seating and add tables to football and basketball fields, and update the

Consistent Messaging: *The SAME information that was on mailers.*

****REMEMBER****
Three clicks or less!

MARKETING PIECES

- TAX IMPACT CALCULATOR**

Remember to vote! | November 6, 2018 | www.lcwm.k12.mn.us/vote/referendum

DID YOU KNOW?

LCWM residents pay the least in school taxes compared to our neighboring districts?

Remember to vote! | November 6, 2018

JOIN US!

Public Meeting & Meet & Greets

WHEN?

Monday, September 16; 5:30 pm
School Board Meeting
Secondary Media Center

Public meeting to discuss the 2018 W&C Measure and Comment

At most HOME athletic competitions; visit with Superintendent Benson or a Board Member!

Watch for the informational flyer in your mailbox soon!

BRAND RECOGNITION

Ballot Question:

Shall the school district of Independent School District No. 2073 (Lake Crystal Wellcome Memorial) be authorized to issue its general obligation bonds for the acquisition and betterment of school sites and facilities, including but not limited to: the construction and installation of mechanical, HVAC, electrical, plumbing and lighting improvements; the construction of upgrades to the heating envelope at the elementary school and high school; the acquisition and installation of elementary bus and sidewalk; and the acquisition and installation of upgrades to the elementary school public address system and projectors at the high school?

BY VOTING YES ON THIS BALLOT QUESTION, YOU ARE VOTING FOR A PROPERTY TAX INCREASE.

Scan here with your phone camera or referendum webpage:

PROJECT PRICING BREAKDOWN

AGING FACILITIES

 - Replace roof
 - Interior Construction
 - Lighting updates
 - Boiling Approximately \$2,700,000

ELECTRICAL, PLUMBING, HVAC

 - Boiler Units
 - Water Softener
 - Pump
 - HVAC
 - Totaling Approximately \$2,400,000

PLAY SURFACE UPDATES

 - Football Field
 - Track
 - Lighting: Football & Baseball Fields
 - Flam. Asphalt
 - Totaling Approximately \$1,000,000

MAIL IN PRECINCTS:

 - Butternut Valley Township
 - Judson Township
 - Shady Township
 - Camelia Township
 - Cassia Township
 - Lincoln Township

IN PERSON PRECINCTS:

 - Starling Township
 - Lynx Township
 - City of Norcross
 - Garden City Township
 - Vernon Center Township
 - City of Lake Crystal
 - Bocora Township
 - Rapideau Township
 - South Bend Township

POLL FINDER:

<https://pollfinder.sos.mn.gov/>

If mail-in precincts would like to submit your ballot in person, you can do so at the Blue Earth County Courthouse on Election Day.

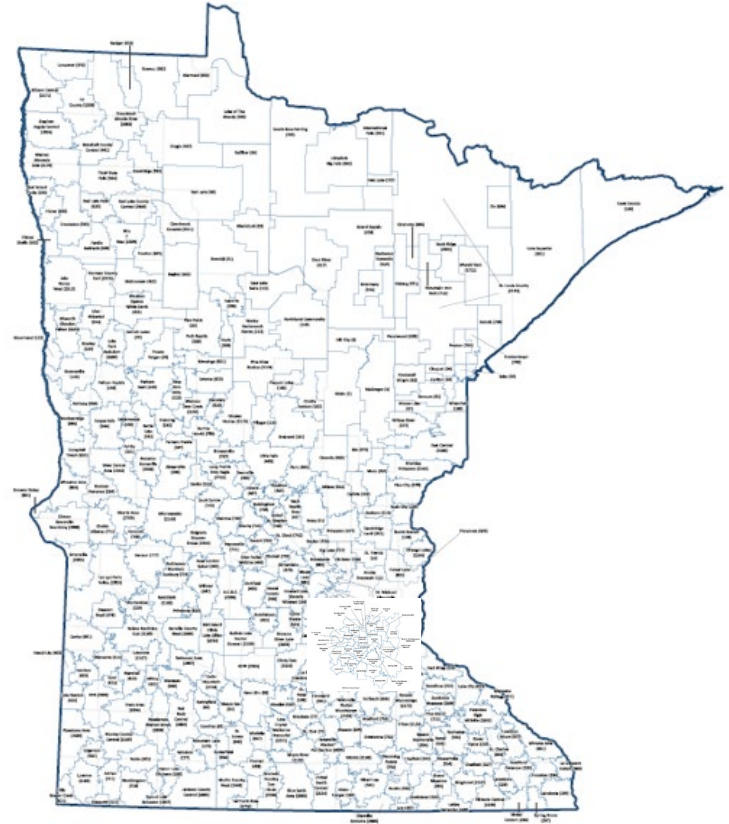
OSSEO AREA SCHOOLS

ISD  279



Kay Villella

Executive Director of School/Community Relations



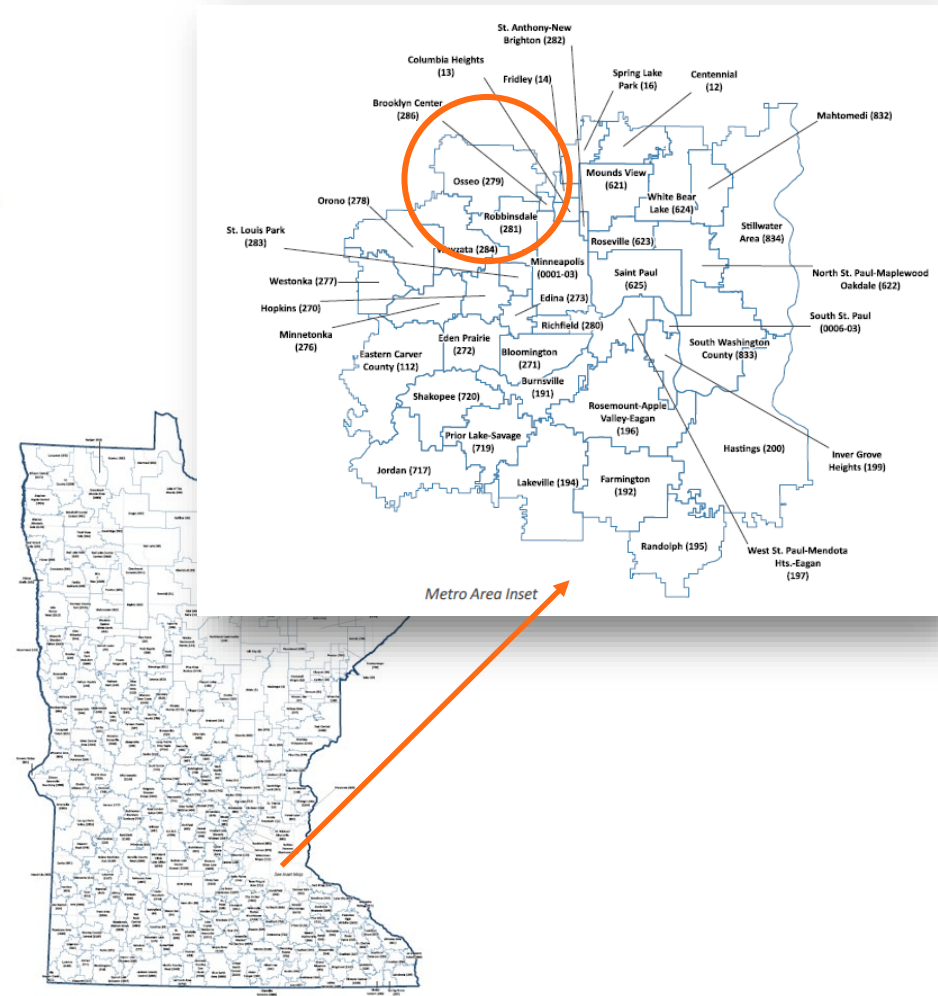
OSSEO AREA SCHOOLS

ISD  279



Kay Villella

Executive Director of School/Community Relations



Osseo Area Schools, ISD #279



Enrollment

✓ 20,631



Schools

- ✓ 17 elementary schools
- ✓ 4 middle schools
- ✓ 3 high schools
- ✓ Other buildings / online school

Osseo Area Schools, ISD #279

- Diverse school district with more than 64% students of color.
- Serve eight cities. Within those eight cities lives 160,000 community members. About 33% have school-age children.
- Varied history of passing tax initiatives (prior to 2022, only 5 of the last 12 questions).

Osseo Area Schools, ISD #279

- November 2022 Referendum

- ✓ Q1 – Revoke/Replace Operating Referendum (\$324.25 per pupil)

- Passed 31,792 - 26,624



- ✓ Q2 – Revoke/Replace Capital Project Levy (\$2.4 million)

- Passed 27,894 - 27,665



- November 2023 Referendum

- ✓ Q1 - \$223,225,000 Bond

- Passed 7,415 - 4,669



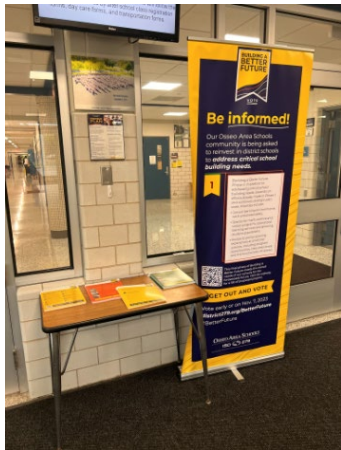
Osseo Area Schools, ISD #279



ISD 279 - Osseo Area Schools
 Facebook 10-48

Our Osseo Area Schools community will determine whether critical school building needs for safety, learning and space will be addressed. **TOMORROW** Make sure to get out and vote!
 *Voting is open until 5 p.m. today, Nov. 4, at Brooklyn Park City Hall (5200 85th Ave. N.), or
 *Voting is open from 7 a.m. until 8 p.m., tomorrow, Nov. 5, at your election day polling location.
 Please confirm your polling location before heading out via [district279.org/betterfuture](https://www.district279.org/betterfuture).

Over the next several... See more



ISD 279 - Osseo Area Schools
 Facebook 4 at 3:43 AM · 48

In-person early voting is open tomorrow - Saturday, Nov. 5 - from 10 a.m. to 3 p.m. at all eight early voting locations in the district:
 *Brooklyn Center City Hall
 *Brooklyn Park City Hall
 *Corcoran City Hall
 *Dayton City Hall
 *Maple Grove Government Center
 *Osseo City Hall
 *Plymouth City Hall
 *Rogers Community Room

Remember, you'll see the two school funding questions near the end of your ballot:
 *Question 1 **Invest in Learning:** Continue day-to-day learning operations and enhance individualized learning, academic interventions, scholar mental health needs and other critical classroom supports.
 *Question 2 **Invest in Technology:** Continue classroom learning technology, infrastructure systems and support staff. Additionally prioritize school safety and security, tools for all scholars and digital learning spaces.

Please share this post so that your family, friends and neighbors are also in the know.
 #BetterFuture



Osseo Area Schools, ISD #279

- Levy campaign achieved an NSPRA Gold Medallion ([access online](#))
- Bond campaign achieved an NSPRA Golden Achievement ([access online](#))





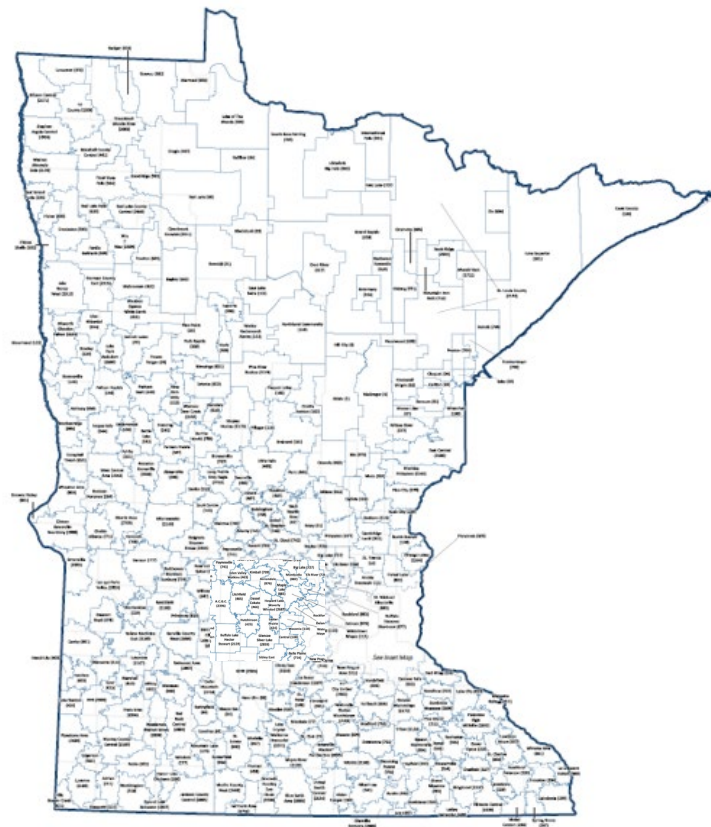
Dassel - Cokato Schools

HOME OF THE CHARGERS



Abbey Lang

Director of Community Services





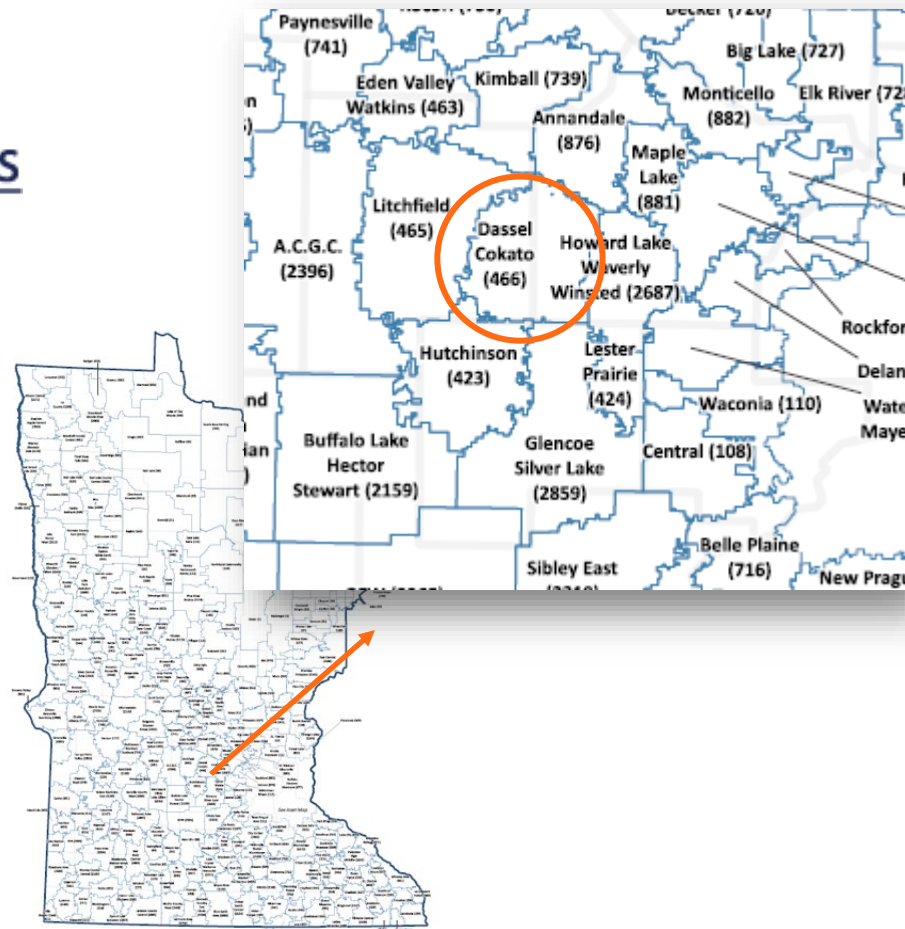
Dassel - Cokato Schools

HOME OF THE CHARGERS



Abbey Lang

Director of Community Services



Dassel-Cokato Schools, ISD #466



Enrollment

- ✓ 1978



Schools


- ✓ Dassel Elementary School
- ✓ Cokato Elementary School
- ✓ Middle/High School
- ✓ ALC

Dassel-Cokato Schools, ISD #466


- 2- 100-Year-Old Elementary Buildings
 - ✓ **Community question:** renovate two buildings or build a new one?
- Declining Enrollment
 - ✓ 4 largest classes are in the high school
 - Online learning, PSEO, homeschool co-ops

Dassel-Cokato Schools, ISD #466

- November 2018 Referendum

- ✓ Q1 – \$650.00 per pupil operating referendum
 - Passed 2,581 - 2,300 
- ✓ Q2 – \$16,255,000 bond referendum
 - Failed 2,257 - 2,538

- August 2022 Referendum

- ✓ Q1 - \$17,900,000 bond referendum
 - Passed 1,300 - 1,000 

Dassel-Cokato Schools, ISD #466

DID YOU KNOW?

REFERENDUM | AUGUST 9, 2022

The bond supporting the Performing Arts Center, football stadium, east gym, and band room will conclude next Spring, 2023. The tax impact calculator shows the additional increase to your current taxes as if it were in effect now. Ex. On a \$200,000 house, with the addition of this bond, your monthly taxes would increase by \$5.

DID YOU KNOW?

REFERENDUM | AUGUST 9, 2022

Dassel-Cokato consists of approximately 22% agricultural land. Of the \$17.9M referendum bond amount, approximately \$4M will come from agriculture land. The state of MN will pay \$2,864,000 or 70% of that burden through the Ag2School Tax Credit program. This reduces the tax impact to the district's agricultural property owners.

LEARN MORE!

CHARGIN' FORWARD
BOND REFERENDUM 2022

VOTE AUGUST 9, 2022

- ✓ PROPOSED PROJECTS
- ✓ TAX CALCULATOR
- ✓ VIDEOS AND EVENTS

..and MORE

www.isd466.org/Bond2022

SCAN ME

Tonight!

BOND REFERENDUM 2022
INFO OPEN HOUSE AND TOUR

JOIN US FOR SESSION #1
TUESDAY, JULY 12, 2022
5:00PM – 7:00PM at MS/HS Building
Arrive when convenient for you!

MAKE A PLAN TO VOTE

VOTE AUG 9

- ✓ Mark your calendar for August 9
- ✓ Know your poll location and times
- ✓ Bring a friend and remind others

REFERENDUM | AUGUST 9, 2022

CHARGIN' FORWARD

PLANNING FOR THE FUTURE

YOU'RE INVITED!

OPEN HOUSE AND SCHOOL TOUR

Community and Staff Invited
plus Feedback Opportunities!



All community is invited – whether you've participated in previous engagement groups or not – we encourage all to participate in this open house event. Move on your own, or in small groups, touring spaces being considered for potential projects as part of the August bond referendum. **The feedback you give on this tour is an important part of the process.** It helps determine what is best for our students and community as we focus on meeting our educational goals by addressing facility needs.

THURSDAY, APRIL 28, 2022

4:00PM – 8:00PM at MS/HS Building

Arrive when convenient to you and your schedule!

YOU'LL EXPERIENCE

- Current space conditions, layout, and utilization
- Future needs and vision for spaces
- Potential concepts and learn how changes can benefit students
- Opportunities to provide feedback for School Board consideration

www.isd466.org/Bond2022





Important Disclosures

Ehlers is the joint marketing name of the following affiliated businesses (collectively, the “Affiliates”): Ehlers & Associates, Inc. (“EA”), a municipal advisor registered with the Municipal Securities Rulemaking Board (“MSRB”) and the Securities and Exchange Commission (“SEC”); Ehlers Investment Partners, LLC (“EIP”), an SEC registered investment adviser; and Bond Trust Services Corporation (“BTS”), a holder of a limited banking charter issued by the State of Minnesota.

Where an activity requires registration as a municipal advisor pursuant to Section 15B of the Exchange Act of 1934 (Financial Management Planning and Debt Issuance & Management), such activity is or will be performed by EA; where an activity requires registration as an investment adviser pursuant to the Investment Advisers Act of 1940 (Investments and Treasury Management), such activity is or will be performed by EIP; and where an activity requires licensing as a bank pursuant to applicable state law (paying agent services shown under Debt Issuance & Management), such activity is or will be performed by BTS. Activities not requiring registration may be performed by any Affiliate.

This communication does not constitute an offer or solicitation for the purchase or sale of any investment (including without limitation, any municipal financial product, municipal security, or other security) or agreement with respect to any investment strategy or program. This communication is offered without charge to clients, friends, and prospective clients of the Affiliates as a source of general information about the services Ehlers provides. This communication is neither advice nor a recommendation by any Affiliate to any person with respect to any municipal financial product, municipal security, or other security, as such terms are defined pursuant to Section 15B of the Exchange Act of 1934 and rules of the MSRB. This communication does not constitute investment advice by any Affiliate that purports to meet the objectives or needs of any person pursuant to the Investment Advisers Act of 1940 or applicable state law.