
Fwd: Just called. No answer. VM is full.

Erik Burmeister <eburmeister@mpcsd.org>
To: Lanita Villasenor <lvillasenor@mpcsd.org>

Tue, Dec 20, 2016 at 8:24 AM

----- Forwarded message -----

From: **Erik Burmeister** <eburmeister@mpcsd.org>
Date: Fri, Nov 18, 2016 at 2:31 PM
Subject: Just called. No answer. VM is full.
To: John Whitehurst <johnw@bowl.net>

Try me at 650-321-7140

Erik

--

Erik Burmeister
Assistant Superintendent
Menlo Park City School District
181 Encinal Avenue
Atherton, CA 94027
650.321.7140
Follow me on Twitter...@mrbprincipal

DREAM IT. OWN IT. ROCK IT.

--

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650.321.7140
Follow me on Twitter...@mrbprincipal

DREAM IT. OWN IT. ROCK IT.

Fwd: We are really close on the Ballot Language. Check this out.

Erik Burmeister <eburmeister@mpcsd.org>
To: Lanita Villasenor <lvillasenor@mpcsd.org>

Tue, Dec 20, 2016 at 8:22 AM

----- Forwarded message -----

From: **Maurice Ghysels** <mghysels@mpcsd.org>
Date: Sat, Nov 19, 2016 at 5:47 PM
Subject: Fwd: We are really close on the Ballot Language. Check this out.
To: Erik Burmeister <eburmeister@mpcsd.org>, Stacey Jones <staceyrjones@me.com>, Terry Thygesen <terry.thygesen@gmail.com>

I made some changes here that are more than simple edits. It's a really great start, however. Here are my thoughts and some gut, unfiltered, unfettered reactions:

- I would put our acronym in it, MPCSD, because we aren't just any public school district, and those not familiar with our schools, or worse, those who may get confused about what public schools they support, may not recognize our jurisdiction.
- I like "locally" better than community; community sounds like the community is solely on the hook for funding our schools, and this may prod someone to think, "What about parents donating more?" I have my paranoid hat on.
- I made some word changes to list of what the parcel tax will support, putting in another superlative, "excellent" on top of the already used word, "outstanding" and chose "uphold." In any case, I am sure you perseverated over the priority of this list of reasons.
- You see my word change and comment in brackets, suggesting slightly to change the word, "obligations" to expenses. I bet you avoided "pension" for sure, and "expenses" may not work as well as "obligations." Just thought I'd point out my thinking here. Moreover, let's not be accused of being evasive. This will play right into the hands of people saying, "Yep, looky there, they are hiding something and still not being transparent.
- Ironically, by saying "transparency measures," it looks like we will no longer hide facts and information, but we used to. We never did; In fact, we didn't market and communicate effectively. I'm not quite sure what transparency measures mean either. Are measures data? How about "accountability measures"? In this case, I mean being open about parcel tax funding and expenditures and do mean quantitative data (e.g., financial).

We are getting there and all the confluences of energy are sure going in the right direction.

Onward,

Maurice

----- Forwarded message -----

From: **Maurice Ghysels** <mghysels@mpcsd.org>
Date: Sat, Nov 19, 2016 at 5:11 PM
Subject: Re: We are really close on the Ballot Language. Check this out.
To: Erik Burmeister <eburmeister@mpcsd.org>

Potential Ballot Language

To protect outstanding *locally-funded* MPCSD public schools, uphold excellent programs and avoid teacher layoffs, maintain reasonable class sizes, retain high-quality teachers, and sustain property values in the face of continuing enrollment growth and increased State-mandated obligations [this, word, "obligations" looks evasive? I don't think "expenses" (or "costs") over obligation is any clearer, but at least "expenses" relate to expensives], shall the Menlo Park City School District

renew its expiring parcel tax for seven years, at the increased rate of \$350 per parcel, adjusted annually for inflation, to be spent only on teachers and essential educational programs, with oversight and transparency measures and an exemption for seniors (or *and an exemption available to individuals age 65 and over*)?

Best regards,

Maurice

Dr. Maurice Ghysels
Superintendent
Menlo Park School District



*Every child achieves academic excellence
Every child becomes emotionally and physically stronger
Every child discovers and grows their talents*

On Sat, Nov 19, 2016 at 11:39 AM, Erik Burmeister <eburmeister@mpcsd.org> wrote:

Dear John, et al

This Saturday, I met with the leaders of a group of concerned parents and members of our Communication Advisory Committee.

They worked on several items and asked me great questions.

They gave their input, many of them have years of experience in campaigns and in the district, on the ballot language.

Click [HERE](#) for the language they created. It's really good. I think we are very, very close. Each word was thoughtfully considered and I present it to you for your consideration.

Sincerely,
Erik

Erik Burmeister
*Assistant Superintendent
Menlo Park City School District
181 Encinal Avenue
Atherton, CA 94027
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DREAM IT. OWN IT. ROCK IT.

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Fwd: Please clarify...

1 message

Erik Burmeister <eburmeister@mpcsd.org>
To: Lanita Villasenor <lvillasenor@mpcsd.org>

Tue, Dec 20, 2016 at 8:16 AM

----- Forwarded message -----

From: **Erik Burmeister** <eburmeister@mpcsd.org>
Date: Tue, Dec 6, 2016 at 8:29 AM
Subject: Re: Please clarify...
To: "William B. Tunick" <wtunick@dwkesq.com>
Cc: Stacey Wueste <Stacey@daviswueste.com>, Stacey Jones <staceyrjones@me.com>, Maurice Ghysels <mghysels@mpcsd.org>

Thanks William,

On Tue, Dec 6, 2016 at 8:29 AM, William B. Tunick <wtunick@dwkesq.com> wrote:

Erik,

Later this morning, I will provide you with the longer memo on campaign activity I mentioned last night, but in general District staff are free to participate in campaign activities as long as they do so on their own time without using District resources. In other words, you are free to talk with the campaign off District time and without using District resources (i.e., phones, email.). The same is true for Board members, although it is usually less of an issue for them.

At the same time, you are free at any time to provide information to the campaign that you would otherwise provide to another member of the public upon request and may use District resources to do so.

Thanks,

William B. Tunick
Attorney at Law
DANNIS WOLIVER KELLEY
275 Battery Street, Suite 1150
San Francisco, CA 94111
TEL 415.543.4111
FAX 415.543.4384
wtunick@DWKesq.com

www.DWKesq.com

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On Dec 5, 2016, at 11:48 PM, Erik Burmeister <eburmeister@mpcsd.org> wrote:

William,

We would like to conduct an appropriate and lawful check-in via phone with the campaign manager and the consultant that allows the opportunity for the campaign manager and consultant to update two Board members, the Sup, and me about the campaign.

Is this allowed? What kind of informational communication is allowed between the campaign and district staff/board?

Erik

--

Erik Burmeister

Assistant Superintendent

Menlo Park City School District

181 Encinal Avenue

Atherton, CA 94027

650.321.7140

Follow me on Twitter...@mrbprincipal

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Erik Burmeister

Assistant Superintendent

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--

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Fwd: County's Response re Resolution

Erik Burmeister <eburmeister@mpcsd.org>
To: Lanita Villasenor <lvillasenor@mpcsd.org>

Tue, Dec 20, 2016 at 8:17 AM

----- Forwarded message -----

From: **William B. Tunick** <wtunick@dwkesq.com>
Date: Mon, Dec 5, 2016 at 2:17 PM
Subject: County's Response re Resolution
To: Erik Burmeister <eburmeister@mpcsd.org>

Hi Erik,

Below is the response from the County Registrar regarding the draft measure. It looks like we are pretty much good to go. The only question they had was whether we wanted a polling place or mail-in election. San Mateo is subject to special legislation that allows them to have mail-in elections on dates (including March 7) when other jurisdictions can only have polling place elections. I told him that our intention was to have a polling place election and that we could modify the resolution to make that more explicit if it would help and he said it would.

To do this I think we can make a few small revisions. In the first full "WHEREAS" on page 2, in "Order of Election" also on page 2, and in "Request to Registrar of Voters" on page 3 we can replace "an election" with "a polling place election."

I also left you a message if you want to discuss the best way for the Board to make this change, but procedurally it could be done by reading these revisions into the record during the meeting and then having the motion be to approve the resolution as modified.

Let me know if you have any questions about this or anything else before tonight's meeting.

Thanks,

William B. Tunick

Attorney at Law
DANNIS WOLIVER KELLEY
275 Battery Street, Suite 1150
San Francisco, CA 94111
TEL 415.543.4111
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wtunick@DWKesq.com

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From: Travis Dunn [mailto:TDunn@smcare.org]
Sent: Monday, December 05, 2016 1:58 PM
To: William B. Tunick
Cc: Lupe Marin
Subject: RE: Menlo Park Parcel Measure

Mr. Tunick,

Please do add language to the resolution making that explicit; while I expect other submissions to call an election on March 7, I have yet to receive any. Conceivably this may be the only one we receive, so it's prudent to define the terms of the election here.

Regards,

Travis Dunn | Candidate Filing Officer

San Mateo County Registration & Elections Division

40 Tower Road San Mateo, CA 94402

650.312.5298 | tdunn@smcare.org | www.shapethefuture.org

From: William B. Tunick [mailto:wtunick@dwkesq.com]
Sent: Monday, December 05, 2016 1:51 PM
To: Travis Dunn <TDunn@smcare.org>
Cc: Lupe Marin <LMarin@smcare.org>
Subject: RE: Menlo Park Parcel Measure

Mr. Dunn,

Thank you so much for your quick response.

Regarding the type of election, the District was under the impression that the County would be holding a polling place election on March 7, 2017 and intends this election to be held as part of that polling place election. Please let me know if you would like that made more explicit in the resolution.

Thanks,

William B. Tunick

Attorney at Law

DANNIS WOLIVER KELLEY

275 Battery Street, Suite 1150

San Francisco, CA 94111

TEL 415.543.4111

FAX 415.543.4384

wtunick@DWKesq.com

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From: Travis Dunn [mailto:TDunn@smcare.org]

Sent: Monday, December 05, 2016 1:47 PM

To: William B. Tunick

Cc: Lupe Marin

Subject: RE: Menlo Park Parcel Measure

Mr. Tunick,

Good afternoon! I'm not aware of any outstanding issues on this matter, and I have reviewed your draft as requested. One issue that I did not see addressed is the type of election: All-mail or polling place. Also related to vote-by-mail, it should be specified whether the District will pay for the postage of the vote-by-mail ballots.

If you have any additional questions as this process moves forward, please let me know.

Regards,

Travis Dunn | Candidate Filing Officer

San Mateo County Registration & Elections Division

40 Tower Road San Mateo, CA 94402

650.312.5298 | tdunn@smcare.org | www.shapethefuture.org

From: William B. Tunick [mailto:wtunick@dwkesq.com]

Sent: Friday, December 02, 2016 1:50 PM

To: Travis Dunn <TDunn@smcare.org>

Cc: Michael Lui <MLui@smcare.org>

Subject: Menlo Park Parcel Measure

Mr. Dunn,

We are currently working with the Menlo Park City School District on a potential parcel tax measure for next March. I just spoke with Mr. Lui who indicated that I should contact you about the measure. I understand there were some concerns raised by your office about the measures proposed by the District earlier this year and wanted to make sure that we have resolved any issues before the District's governing board votes Monday night to place the measure on the ballot. Specifically, I was hoping you would be willing to review the attached draft resolution/measure and let me know if you had any questions or concerns that we could address before it is considered by the Board on Monday night.

I appreciate your assistance in advance and please let me know if you have any questions.

Thanks,

William B. Tunick

Attorney at Law
DANNIS WOLIVER KELLEY
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--

Erik Burmeister
Assistant Superintendent
Menlo Park City School District
181 Encinal Avenue
Atherton, CA 94027
650.321.7140
Follow me on Twitter...@mrbprincipal

DREAM IT. OWN IT. ROCK IT.

Fwd: Conference Call for Standing Meeting

Erik Burmeister <eburmeister@mpcsd.org>
To: Lanita Villasenor <lvillasenor@mpcsd.org>

Tue, Dec 20, 2016 at 8:14 AM

----- Forwarded message -----

From: Erik Burmeister <eburmeister@mpcsd.org>
Date: Tue, Dec 6, 2016 at 9:13 AM
Subject: Re: Conference Call for Standing Meeting
To: Terry Thygesen <terry.thygesen@gmail.com>
Cc: John Whitehurst <johnw@bmwl.net>, Jill Nelson Golub <jilln@bmwl.net>, Mark Mosher <markm@bmwl.net>, Stacey Wueste <Stacey@daviswueste.com>, Stacey Jones <staceyrjones@me.com>, Maurice Ghysels <mghysels@mpcsd.org>, Jeff Child <jchildadvisor@sbcglobal.net>, "William B. Tunick" <wtunick@dwkesq.com>

Dear Team,

Thanks so much for taking the time this morning to discuss the transition of the resolution from district staff to a campaign and the laws regarding communication of Board, campaign, district staff, and consultants/attorneys during a campaign.

As she shared with us, Stacey Wueste will be transitioning from the chair of the Concerned Parents group to the chair of a campaign.

The Superintendent's Advisory Committee on Communication will remain, although, it is my understanding that Stacey Wueste will remove herself from our committee until after the parcel tax campaign has ended. The Advisory Team will continue to advise the Board and Superintendent on informational communication to the public, as well as ensuring a tight timeline for reduction decisions prior to the March 15 deadline for releasing teachers. A big part of our job will be to keep the FAQ's on the district website updated and accessible.

As discussed, I have deleted the standing meeting invitation generated from my calendar prior to last night's vote. Stacey W agreed to email those who are able and need to be in future standing meeting calls. Should you need information from me or other staff in the district, you may invite me or a staff member to attend your meetings for information purposes only. I don't anticipate that will be needed often, but when it is, I will make myself available.

I wish Stacey W and her team all the best wishes, luck, juju in their efforts and thank them for their commitment to the district.

Yours in service,
Erik

On Tue, Dec 6, 2016 at 8:22 AM, Erik Burmeister <eburmeister@mpcsd.org> wrote:

That sounds appropriate to me. Today's call is a DISTRICT call and is intended to simply get ground rules in place and determine what we need to do to ensure above-board communication between Board, staff, campaign, and consultants/attorneys.

Thanks for your clarification, Terry.

I do also have an email into William to help support our above board and lawful efforts.

Best,
Erik

On Tue, Dec 6, 2016 at 2:20 AM, Terry Thygesen <terry.thygesen@gmail.com> wrote:

Hi Erik,

My understanding is that, now that we have voted to place a measure on the ballot, we must reorganize ourselves to provide for careful separation of campaign activities so that no District resources are used for advocacy activities not allowed under law. My understanding is that the District may certainly continue to pay for advice from consultants on our District communications activities related to our legally allowed activities. However, campaign activities must be paid for by the campaign, not the District. District employees such as yourself are welcome to participate in campaign meetings on your own time, but you cannot use any District resources to do so. As a salaried employee who is not "on the clock" you have the discretion to arrange your calendar to spend time on personal matters, so this means that you can arrange to take time off from your job with the District to participate in campaign activities such as conference calls or attend in person meetings. You cannot hold a an in person campaign meeting on District property since that would be using District resources. However, just as you are free to take time off from your work and make a personal phone call from your office to call your doctor or some other personal business, you can likewise call in to a campaign meeting from your office.

For tomorrow's call, please clarify at the start whether this call is a District activity or a campaign activity. If the former, then please ensure that we limit our activities to those allowed by law. If the latter, please confirm that the participation of Whitehurst is at the campaign's, and not the District's expense.

Please do provide whatever additional clarifications on all of this to all appropriate parties that our counsel advises.

Best Regards, Terry

Terry Thygesen
terry.thygesen@gmail.com | [650-464-6034](tel:650-464-6034) cell

On Mon, Dec 5, 2016 at 11:45 PM, Erik Burmeister <eburmeister@mpcsd.org> wrote:

Dear Team,

We have scheduled Tuesdays at 8:30 to have a standing meeting call between campaign, district staff, and Board. I am going to confirm with William how to go about this so that we are in the clear of the law.

I have set up a conference call for tomorrow (mind you, I'm emailing at 11:43 p.m.) for us to join and at least discuss the next steps and remind folks of the rules and roles for district staff, board, and campaign volunteers now that the Board has voted.

Call Number: (712) 770-4123

Access Code: 461973

Thanks,
Erik

--

Erik Burmeister

Assistant Superintendent

Menlo Park City School District

181 Encinal Avenue

Atherton, CA 94027

650.321.7140

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Erik Burmeister

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Tomorrow's filing process

7 messages

Lanita Villasenor <lvillasenor@mpcsd.org>

Mon, Dec 5, 2016 at 10:58 AM

To: Stacey Jones <sjones@mpcsd.org>, "William B. Tunick" <wtunick@dwkesq.com>

Cc: "Maurice Ghysels (MPCSD Superintendent)" <mghysels@mpcsd.org>, Erik Burmeister <eburmeister@mpcsd.org>, Ahmad Sheikholeslami <asheikholeslami@mpcsd.org>

Good morning William,

Tomorrow is the day the resolution (pending the Board's approval tonight) must be signed by County Superintendent of Schools, Anne Campbell, and then filed at the County Elections Office.

William, can you please send us specific instructions following tonight's Board meeting?

Stacey, are you available to go with me to both locations tomorrow? Anytime tomorrow is fine. If not, Ahmad will go with me in the afternoon but I thought it would be a good learning experience.

Thank you,

Lanita Villasenor
Executive Assistant to the Superintendent
Menlo Park City School District
181 Encinal Ave., Atherton, CA 94027
Office: (650) 321-7140 x 5603
Fax: (650) 321-7184

Maurice Ghysels <mghysels@mpcsd.org>

Mon, Dec 5, 2016 at 11:08 AM

To: Lanita Villasenor <lvillasenor@mpcsd.org>, "William B. Tunick" <wtunick@dwkesq.com>, Stacey Jones <sjones@mpcsd.org>

Cc: Erik Burmeister <eburmeister@mpcsd.org>, Ahmad Sheikholeslami <asheikholeslami@mpcsd.org>

Thanks, Stacey, William and Lanita! I wish I could go, but I am attending an all-day thought leadership session with our leadership team. If the Board approves the resolution tonight, hopefully all will go swimmingly with the election office's check list, and we can move forward to March 7, 2016.

My best,

Maurice

Best regards,

Maurice

Dr. Maurice Ghysels
Superintendent
Menlo Park School District

William B. Tunick <wtunick@dwkesq.com>

Mon, Dec 5, 2016 at 11:48 AM

To: Lanita Villasenor <lvillasenor@mpcsd.org>, Stacey Jones <sjones@mpcsd.org>

Cc: "Maurice Ghysels (MPCSD Superintendent)" <mghysels@mpcsd.org>, Erik Burmeister <eburmeister@mpcsd.org>, Ahmad Sheikholeslami <asheikholeslami@mpcsd.org>

Hi Lanita,

Assuming the resolution is approved, below please find the steps for filing the resolution with the County officials:

1) Contact the County Superintendent's office to let them know the Board has adopted the resolution and will need the County Superintendent to sign the formal notice calling the election. Ask how many originals the District should bring to have signed (we would recommend four: one for the County Superintendent to retain, one for the County Elections Official, one for the Board of Supervisors and one for the District to retain.) You may want to do this today if you have not already.

2) No later than **Wednesday, December 7**, take originals of the signed resolution (with attachments) to the County Superintendent for her to sign the formal notice on each copy calling the election (Exhibit C to the resolution).

3) No later than **Friday, December 9**, deliver an original copy of the resolution and the signed formal notice to the County Elections Official/Registrar of Voters. Ask for a "received" stamped copy to be returned to the District if possible. You may want to call ahead to locate the appropriate office.

4) No later than **Friday, December 9**, deliver an original copy of the resolution and the signed formal notice to the Clerk of the Board of Supervisors. Ask for a "received" stamped copy to be returned to the District if possible. You may want to call ahead to locate the appropriate office.

5) Once the County Superintendent has signed the notice formally calling the election, Education Code, section 5362 requires the formal notice of the election be posted in every schoolhouse in the District as well as three additional locations in the District. The District can email copies of the signed resolution and notice to all school sites for posting, as well as posting it at the District office and two other public locations in the District.

If you have any questions about the filing process, please let me know.

Thanks,

William B. Tunick

Attorney at Law
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From: Lanita Villasenor [mailto:lvillasenor@mpcsd.org]
Sent: Monday, December 05, 2016 10:58 AM
To: Stacey Jones; William B. Tunick
Cc: Maurice Ghysels (MPCSD Superintendent); Erik Burmeister; Ahmad Sheikholeslami
Subject: Tomorrow's filing process

[Quoted text hidden]

Lanita Villasenor <lvillasenor@mpcsd.org> Mon, Dec 5, 2016 at 12:22 PM
To: "William B. Tunick" <wtunick@dwkesq.com>
Cc: Stacey Jones <sjones@mpcsd.org>, "Maurice Ghysels (MPCSD Superintendent)" <mghysels@mpcsd.org>, Erik Burmeister <eburmeister@mpcsd.org>, Ahmad Sheikholeslami <asheikholeslami@mpcsd.org>

Perfect. Thank you William.

Lanita

Lanita Villasenor
Executive Assistant to the Superintendent
Menlo Park City School District
181 Encinal Ave., Atherton, CA 94027
Office: (650) 321-7140 x 5603
Fax: (650) 321-7184

[Quoted text hidden]

Stacey Jones <sjones@mpcsd.org> Mon, Dec 5, 2016 at 2:05 PM
To: Maurice Ghysels <mghysels@mpcsd.org>
Cc: Lanita Villasenor <lvillasenor@mpcsd.org>, Erik Burmeister <eburmeister@mpcsd.org>, Ahmad Sheikholeslami <asheikholeslami@mpcsd.org>

Lanita: I would LOVE to go with you tomorrow but my mom is visiting from out of town and I promised to take her sightseeing. I don't know that I can gracefully get out of that at this point but I will try. Let's chat tonight...

S.

[Quoted text hidden]

Maurice Ghysels <mghysels@mpcsd.org> Mon, Dec 5, 2016 at 2:07 PM
To: Stacey Jones <sjones@mpcsd.org>
Cc: Lanita Villasenor <lvillasenor@mpcsd.org>, Erik Burmeister <eburmeister@mpcsd.org>, Ahmad Sheikholeslami <asheikholeslami@mpcsd.org>

No prob, Stacey.

Best regards,

Maurice

Dr. Maurice Ghysels
Superintendent

Menlo Park School District



Every child achieves academic excellence

Every child becomes emotionally and physically stronger

Every child discovers and grows their talents

[Quoted text hidden]

Erik Burmeister <eburmeister@mpcsd.org>
To: Lanita Villasenor <lvillasenor@mpcsd.org>

Tue, Dec 20, 2016 at 8:18 AM

[Quoted text hidden]

--
Erik Burmeister

Assistant Superintendent

Menlo Park City School District

181 Encinal Avenue

Atherton, CA 94027

650.321.7140

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Accepting Resolutions Check List

6 messages

Lanita Villasenor <lvillasenor@mpcsd.org>

Mon, Dec 5, 2016 at 11:47 AM

To: Michael Lui <mlui@smcare.org>

Cc: "Maurice Ghysels (MPCSD Superintendent)" <mghysels@mpcsd.org>, Erik Burmeister <eburmeister@mpcsd.org>, Stacey Jones <sjones@mpcsd.org>


Hi Michael,

Pending the School Board's approval tonight, the Menlo Park City School District may be filing a resolution tomorrow for calling a parcel tax election in March 2017. Attached is the check list I received from you last May. Can you please confirm this is the most up to date check list?

Also, please email me anything else I should or need to know in advance of filing tomorrow. Again, filing is dependent on the Board's approval tonight.

Thank you,

Lanita Villasenor
Executive Assistant to the Superintendent
Menlo Park City School District
181 Encinal Ave., Atherton, CA 94027
Office: (650) 321-7140 x 5603
Fax: (650) 321-7184

 **Accepting Resolutions When_ Calling Elections Checklist 2016.docx**
28K

Michael Lui <MLui@smcare.org>

Mon, Dec 5, 2016 at 11:49 AM

To: Lanita Villasenor <lvillasenor@mpcsd.org>

Cc: Erik Burmeister <eburmeister@mpcsd.org>, "Maurice Ghysels (MPCSD Superintendent)" <mghysels@mpcsd.org>, Stacey Jones <sjones@mpcsd.org>, Travis Dunn <TDunn@smcare.org>

Hi Lanita,

Thank you for your email. I'm connecting you with Travis Dunn who is our new Candidate Filing Officer and can provide you the most up-to-date checklist.

Regards,

Michael

--

Michael Lui

Elections Specialist

Phone: (650) 312-5238

County of San Mateo Registration & Elections Division

40 Tower Road, San Mateo 94402

<https://shapethefuture.org/>

From: Lanita Villasenor [mailto:lvillasenor@mpcsd.org]

Sent: Monday, December 05, 2016 11:47 AM

To: Michael Lui <MLui@smcare.org>

Cc: Erik Burmeister <eburmeister@mpcsd.org>; Maurice Ghysels (MPCSD Superintendent) <mghysels@mpcsd.org>; Stacey Jones <sjones@mpcsd.org>

Subject: Accepting Resolutions Check List

[Quoted text hidden]

Maurice Ghysels <mghysels@mpcsd.org>
To: Lanita Villasenor <lvillasenor@mpcsd.org>

Mon, Dec 5, 2016 at 11:51 AM

Awesome! It's always easier the second time around.

Best regards,

Maurice

Dr. Maurice Ghysels
Superintendent
Menlo Park School District



Every child achieves academic excellence
Every child becomes emotionally and physically stronger
Every child discovers and grows their talents

[Quoted text hidden]

Travis Dunn <TDunn@smcare.org>
To: Lanita Villasenor <lvillasenor@mpcsd.org>

Mon, Dec 5, 2016 at 1:18 PM

Cc: Erik Burmeister <eburmeister@mpcsd.org>, "Maurice Ghysels (MPCSD Superintendent)" <mghysels@mpcsd.org>, Stacey Jones <sjones@mpcsd.org>, Lupe Marin <LMarin@smcare.org>

Ms. Villasenor,

Good afternoon! I can confirm that the checklist you were previously provided is still up-to-date. For further information on calling an election, please see our guide here. If you have any other questions or require any assistance, please let me know.

Regards,

Travis

Travis Dunn | Candidate Filing Officer

San Mateo County Registration & Elections Division

40 Tower Road San Mateo, CA 94402

650.312.5298 | tdunn@smcare.org | www.shapethefuture.org

From: Michael Lui

Sent: Monday, December 05, 2016 11:49 AM

To: Lanita Villasenor <lvillasenor@mpcsd.org>

Cc: Erik Burmeister <eburmeister@mpcsd.org>; Maurice Ghysels (MPCSD Superintendent) <mghysels@mpcsd.org>; Stacey Jones <sjones@mpcsd.org>; Travis Dunn <TDunn@smcare.org>

Subject: RE: Accepting Resolutions Check List

[Quoted text hidden]

Lanita Villasenor <lvillasenor@mpcsd.org>

Mon, Dec 5, 2016 at 4:17 PM

To: Travis Dunn <TDunn@smcare.org>

Cc: Erik Burmeister <eburmeister@mpcsd.org>, "Maurice Ghysels (MPCSD Superintendent)" <mghysels@mpcsd.org>, Stacey Jones <sjones@mpcsd.org>, Lupe Marin <LMarin@smcare.org>

Thank you Mr. Dunn.

Lanita

Lanita Villasenor

Executive Assistant to the Superintendent

Menlo Park City School District

181 Encinal Ave., Atherton, CA 94027

Office: (650) 321-7140 x 5603

Fax: (650) 321-7184

[Quoted text hidden]

Erik Burmeister <eburmeister@mpcsd.org>

Tue, Dec 20, 2016 at 8:17 AM

To: Lanita Villasenor <lvillasenor@mpcsd.org>

[Quoted text hidden]

Erik Burmeister

Assistant Superintendent

Menlo Park City School District

181 Encinal Avenue

Atherton, CA 94027

650.321.7140

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DREAM IT. OWN IT. ROCK IT.

Fwd: We crossed the finish line...

1 message

Erik Burmeister <eburmeister@mpcsd.org>
To: Lanita Villasenor <lvillasenor@mpcsd.org>

Tue, Dec 20, 2016 at 8:16 AM

----- Forwarded message -----

From: Jill Nelson Golub <jilln@bowl.net>

Date: Tue, Dec 6, 2016 at 8:41 AM

Subject: Re: We crossed the finish line...

To: Erik Burmeister <eburmeister@mpcsd.org>, John Whitehurst <johnw@bowl.net>, Mark Mosher <markm@bowl.net>, "William B. Tunick" <wtunick@dwkesq.com>

Cc: Maurice Ghysels <mghysels@mpcsd.org>, Stacey Wueste <Stacey@daviswueste.com>, Stacey Jones <staceyjones@me.com>

That's wonderful news — a hard fought victory. Congratulations.

From: Erik Burmeister <eburmeister@mpcsd.org>

Date: Tuesday, December 6, 2016 at 8:19 AM

To: John Whitehurst <johnw@bowl.net>, Mark Mosher <markm@bowl.net>, Jill Golub <jilln@bowl.net>, "William B. Tunick" <wtunick@dwkesq.com>

Cc: Maurice Ghysels <mghysels@mpcsd.org>, Stacey Wueste <Stacey@daviswueste.com>, Stacey Jones <staceyjones@me.com>

Subject: We crossed the finish line...

Dear Team,

I'm sure you have all heard by now that MPCSD crossed the finish line last night at 11:00 p.m. We were able to get a 5-0 vote on a \$360/7-year parcel tax with the support of the new Board member who, by all accounts including her own, represents the skeptical minority. Her support allows us to move forward with a little more confidence that we can get the endorsement of the paper and get this thing passed. This is great news.

Attached is the resolution. There was some last minute word-smithing that created a couple of places that the writer in me would want to change; however, they aren't things that others are likely to notice.

We have a call today at 8:30 just to touch base and set some ground rules.

Best,
Erik

--

Erik Burmeister
Assistant Superintendent
Menlo Park City School District
181 Encinal Avenue

Atherton, CA 94027

650.321.7140

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--

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Fwd: Update from Registrar

1 message

Erik Burmeister <eburmeister@mpcsd.org>
To: Lanita Villasenor <lvillasenor@mpcsd.org>

Tue, Dec 20, 2016 at 8:18 AM

----- Forwarded message -----

From: **Erik Burmeister** <eburmeister@mpcsd.org>
Date: Fri, Dec 2, 2016 at 1:40 PM
Subject: Re: Update from Registrar
To: "William B. Tunick" <wtunick@dwkesq.com>

Excellent. Thank you. That will be super helpful!!!!

On Fri, Dec 2, 2016 at 1:39 PM, William B. Tunick <wtunick@dwkesq.com> wrote:

Hi Erik,

I spoke with the Registrar's Office this afternoon and received clarification on two points:

- 1) They will count "Oak Knoll" as two words, but if we put the full name of the school "Oak Knoll Elementary School" they would count it as one word. Not sure that is logical, but they ultimately make the call on counting words. I think even counting it as two words we are at 75 right now, so probably only an issue if the Board wants to add additional words.
- 2) They are willing to review a draft of the resolution to let us know if there are any concerns before Monday night. I plan to send the current draft to them for review this afternoon and will let you know if there is any feedback.

Thanks,

William B. Tunick

Attorney at Law
DANNIS WOLIVER KELLEY
275 Battery Street, Suite 1150
San Francisco, CA 94111
TEL 415.543.4111
FAX 415.543.4384
wtunick@DWKesq.com

www.DWKesq.com

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--

Erik Burmeister

Assistant Superintendent

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Fwd: Ballot Argument

1 message

Erik Burmeister <eburmeister@mpcsd.org>
To: Lanita Villasenor <lvillasenor@mpcsd.org>

Tue, Dec 20, 2016 at 8:18 AM

----- Forwarded message -----

From: **Erik Burmeister** <eburmeister@mpcsd.org>
Date: Fri, Dec 2, 2016 at 1:10 PM
Subject: Re: Ballot Argument
To: "William B. Tunick" <wtunick@dwkesq.com>

Thanks much, William.

On Fri, Dec 2, 2016 at 12:06 PM, William B. Tunick <wtunick@dwkesq.com> wrote:

Here is the language I mentioned from the Resolution:

8. Ballot Argument. The President of this Board, or any member or members of this Board as the President shall designate, is hereby authorized, but not directed, to prepare and file with the Registrar of Voters any ballot argument prepared in connection with the Measure, including a rebuttal argument, each within the time established by the Registrar of Voters, which shall be considered the official ballot arguments of the Board as sponsor of the Measure and to take all necessary action to prevent inclusion of false and/or misleading information in ballot materials related to the Measure.

Thanks,

William B. Tunick
Attorney at Law
DANNIS WOLIVER KELLEY
275 Battery Street, Suite 1150
San Francisco, CA 94111
TEL 415.543.4111
FAX 415.543.4384
wtunick@DWKesq.com

www.DWKesq.com

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Erik Burmeister
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--

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PLEASE APPROVE

9 messages

Lanita Villasenor <lvillasenor@mpcsd.org>

Fri, Dec 2, 2016 at 2:11 PM

To: "William B. Tunick" <wtunick@dwkesq.com>

Cc: "Maurice Ghysels (MPCSD Superintendent)" <mghysels@mpcsd.org>, Erik Burmeister <eburmeister@mpcsd.org>, Ahmad Sheikholeslami <asheikholeslami@mpcsd.org>, Stacey Jones <sjones@mpcsd.org>

Good afternoon William,


Maurice asked me to forward you the agenda for the December 5 Special Board meeting and the final parcel tax public hearing notice for your review and approval.

Please review and submit any edits as soon as possible

Thank you,

*Lanita Villasenor
Executive Assistant to the Superintendent
Menlo Park City School District
181 Encinal Ave., Atherton, CA 94027
Office: (650) 321-7140 x 5603
Fax: (650) 321-7184*

2 attachments

 **DRAFT - MPCSD December 5, 2016 Special Board meeting AGENDA.pdf**
173K

 **12.5.16 MPCSD Public Hearing for Calling for a March 2017 Parcel Tax Election.pdf**
157K

William B. Tunick <wtunick@dwkesq.com>

Fri, Dec 2, 2016 at 2:36 PM

To: Lanita Villasenor <lvillasenor@mpcsd.org>

Cc: "Maurice Ghysels (MPCSD Superintendent)" <mghysels@mpcsd.org>, Erik Burmeister <eburmeister@mpcsd.org>, Ahmad Sheikholeslami <asheikholeslami@mpcsd.org>, Stacey Jones <sjones@mpcsd.org>

Hi Lanita,

Both the agenda and notice look good.

Thanks,

William B. Tunick

Attorney at Law
DANNIS WOLIVER KELLEY
275 Battery Street, Suite 1150
San Francisco, CA 94111
TEL 415.543.4111

FAX 415.543.4384
wtunick@DWKesq.com

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From: Lanita Villasenor [mailto:lvillasenor@mpcsd.org]
Sent: Friday, December 02, 2016 2:11 PM
To: William B. Tunick
Cc: Maurice Ghysels (MPCSD Superintendent); Erik Burmeister; Ahmad Sheikholeslami; Stacey Jones
Subject: PLEASE APPROVE

[Quoted text hidden]

Stacey Jones <sjones@mpcsd.org>
To: Lanita Villasenor <lvillasenor@mpcsd.org>
Cc: Maurice Ghysels <mghysels@mpcsd.org>

Fri, Dec 2, 2016 at 2:36 PM

Is the public hearing usual and required? I can't remember if we did one before???

[Quoted text hidden]

[Quoted text hidden]

<DRAFT - MPCSD December 5, 2016 Special Board meeting AGENDA.pdf><12.5.16 MPCSD Public Hearing for Calling for a March 2017 Parcel Tax Election.pdf>

Lanita Villasenor <lvillasenor@mpcsd.org>
To: Stacey Jones <sjones@mpcsd.org>
Cc: Maurice Ghysels <mghysels@mpcsd.org>

Fri, Dec 2, 2016 at 2:44 PM

Yes, it is required to hold a public hearing for calling of a parcel tax, and yes we did one for both our failed measures on February 1, 2016.

Thanks for checking Stacey.

Lanita

*Lanita Villasenor
Executive Assistant to the Superintendent
Menlo Park City School District
181 Encinal Ave., Atherton, CA 94027
Office: (650) 321-7140 x 5603
Fax: (650) 321-7184*

[Quoted text hidden]

Stacey Jones <sjones@mpcsd.org>
To: Lanita Villasenor <lvillasenor@mpcsd.org>
Cc: Maurice Ghysels <mghysels@mpcsd.org>

Fri, Dec 2, 2016 at 2:45 PM

Thank you!! And the protocol for that is we open the hearing, take public comment, close the hearing or is there discussion too?

[Quoted text hidden]

Lanita Villasenor <lvillasenor@mpcsd.org>
To: Stacey Jones <sjones@mpcsd.org>
Cc: Maurice Ghysels <mghysels@mpcsd.org>

Fri, Dec 2, 2016 at 2:47 PM

Open the hearing, take public comment, close the hearing.

The following agenda item is the resolution which will be a discussion/action item. This is when the Board discussed the resolution and all things financial, etc.

Lanita Villasenor
Executive Assistant to the Superintendent
Menlo Park City School District
181 Encinal Ave., Atherton, CA 94027
Office: (650) 321-7140 x 5603
Fax: (650) 321-7184

[Quoted text hidden]

Stacey Jones <sjones@mpcsd.org>
To: Lanita Villasenor <lvillasenor@mpcsd.org>

Fri, Dec 2, 2016 at 2:48 PM

Thank you again!! I promise to stop asking the silly questions soon ;-)

[Quoted text hidden]

Lanita Villasenor <lvillasenor@mpcsd.org>
To: Stacey Jones <sjones@mpcsd.org>

Fri, Dec 2, 2016 at 2:55 PM

No problem at all. It's my job to prepare Board members as needed.

Have a great weekend :)

Lanita Villasenor
Executive Assistant to the Superintendent
Menlo Park City School District
181 Encinal Ave., Atherton, CA 94027
Office: (650) 321-7140 x 5603
Fax: (650) 321-7184

[Quoted text hidden]

Erik Burmeister <eburmeister@mpcsd.org>
To: Lanita Villasenor <lvillasenor@mpcsd.org>

Tue, Dec 20, 2016 at 8:18 AM

[Quoted text hidden]

--

Erik Burmeister
Assistant Superintendent
Menlo Park City School District
181 Encinal Avenue
Atherton, CA 94027
650.321.7140
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Fwd: Need answer to question regarding the rules you sent...

1 message

Erik Burmeister <eburmeister@mpcsd.org>
To: Lanita Villasenor <lvillasenor@mpcsd.org>

Tue, Dec 20, 2016 at 8:19 AM

----- Forwarded message -----

From: **Katie Graves Ferrick** <kmgferrick@gmail.com>
Date: Thu, Dec 1, 2016 at 11:01 PM
Subject: Re: Need answer to question regarding the rules you sent...
To: "William B. Tunick" <wtunick@dwkesq.com>
Cc: Erik Burmeister <eburmeister@mpcsd.org>

Great, thank you for the guidance.
Best regards,

Katie

On Thu, Dec 1, 2016 at 11:00 PM, William B. Tunick <wtunick@dwkesq.com> wrote:

Hi Katie,

In this case I think using the photos is fine. We generally advise against using student photos since it raises a number of issues related to student privacy, potential association of the District with the campaign, and having the campaign doing photo shoots on school grounds. However, if you have releases from all students in the photos, the name of the school or District is not in the background of the photo and they were already taken, I think it would be allowable.

Thanks,

William B. Tunick

Attorney at Law
DANNIS WOLIVER KELLEY
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TEL 415.543.4111
FAX 415.543.4384
wtunick@DWKesq.com

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From: Katie Graves Ferrick [mailto:kmgferrick@gmail.com]
Sent: Thursday, December 01, 2016 5:44 PM
To: Erik Burmeister <eburmeister@mpcsd.org>
Cc: William B. Tunick <wtunick@dwkesq.com>
Subject: Re: Need answer to question regarding the rules you sent...

Thanks, Erik!

William, I read your advice to mean no photos that were taken on campus should be used. We've used school based photos on every campaign before without issue, and we've been careful to not take any instructional time to take them- all were candid/ action shots that parent volunteers took while they were at school for various activities: Volunteering in art, attending a music performance, celebrating the 100th day of kindergarten, etc.

If we have signed parent permission to use the photos of their child in campaign materials, can we use them provided the taking of these photos pre-dated the campaign and were not taken expressly for any campaign?

Thank you,

Katie

On Thu, Dec 1, 2016 at 5:37 PM, Erik Burmeister <eburmeister@mpcsd.org> wrote:

Dear William,

Meet Katie. She is an experienced campaign volunteer.

She is managing our message.

She and I read the stipulation on the rules for staff that you sent me that say not to use pictures of students.

Katie has plans to use pictures parents have already taken (separate from the campaign) of their kids in school. She has photo release and everything. She wants to use them.

Can you and she take this convo from here? She wants to know if there is a way to get to YES on this.

Thanks,

Erik

--

Erik Burmeister

Assistant Superintendent

Menlo Park City School District

181 Encinal Avenue

Atherton, CA 94027

650.321.7140

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--

Erik Burmeister

Assistant Superintendent

Menlo Park City School District

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DREAM IT. OWN IT. ROCK IT.

Fwd: Invitation: Standing Campaign Meeting Update @ Weekly from 8:30am to 9:30am on Tuesday from Tue Dec 6 to Tue Mar 14, 2017 (Maurice Ghysels)

2 messages

Maurice Ghysels <mghysels@mpcsd.org>
To: Lanita Villasenor <lvillasenor@mpcsd.org>

Mon, Nov 28, 2016 at 8:23 AM

FYI...

Best regards,

Maurice

Dr. Maurice Ghysels
Superintendent
Menlo Park School District



Every child achieves academic excellence
Every child becomes emotionally and physically stronger
Every child discovers and grows their talents

----- Forwarded message -----

From: **Maurice Ghysels** <mghysels@mpcsd.org>

Date: Mon, Nov 28, 2016 at 11:23 AM

Subject: Fwd: Invitation: Standing Campaign Meeting Update @ Weekly from 8:30am to 9:30am on Tuesday from Tue Dec 6 to Tue Mar 14, 2017 (Maurice Ghysels)

To: Erik Burmeister <eburmeister@mpcsd.org>

Hi Erik, I said yes to this and looking forward to being there.

Keep in mind that this is not a "campaign" meeting. The district does not and shall not campaign. This is a com meeting or a subset group's title that can communicate and broadcast our content, however, as we see fit. Make sense? For the record, you may want to resend with a different title.

Best regards,

Maurice

Dr. Maurice Ghysels
Superintendent
Menlo Park School District



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Every child becomes emotionally and physically stronger
Every child discovers and grows their talents

----- Forwarded message -----

From: **Erik Burmeister** <eburmeister@mpcsd.org>

Date: Mon, Nov 28, 2016 at 11:16 AM

Subject: Invitation: Standing Campaign Meeting Update @ Weekly from 8:30am to 9:30am on Tuesday from Tue Dec 6 to Tue Mar 14, 2017 (Maurice Ghysels)

To: mghysels@mpcsd.org, lvillasenor@mpcsd.org, johnw@bowl.net, staceyjones@me.com, jchildadvisor@sbcglobal.net, Terry Thygesen <terry.thygesen@gmail.com>, Stacey Wueste <stacey@daviswueste.com>

Standing Campaign Meeting Update

[more details »](#)

All,

Stacey Wueste and I are planning calendar and want to "save" Tuesday morning from 8:30-9:30 a.m. as a standing check-in between Maurice/Erik, two Board members, Jeff Child as advisor to campaign, and John from Whitehurst Mosher.

Terry and Stacey J...I need to know if you two will be the Board reps or if you want someone else to step in. You have been in the convos up to this point in your role on the Communication Advisory Committee.

All if this is obviously conditional on the Board choosing to move forward on a Parcel Tax in 2017. I make no assumptions, but want to plan the calendar.

Please advise.

Thanks,
Erik

When Weekly from 8:30am to 9:30am on Tuesday from Tue Dec 6 to Tue Mar 14, 2017 Pacific Time

Calendar Maurice Ghysels

Who

- Erik Burmeister - organizer
- lvillasenor@mpcsd.org
- Maurice Ghysels
- johnw@bowl.net
- staceyjones@me.com
- jchildadvisor@sbcglobal.net
- Terry Thygesen
- Stacey Wueste


Going? All events in this series: **Yes** - **Maybe** - **No** [more options »](#)

Invitation from Google Calendar

You are receiving this email at the account mghysels@mpcsd.org because you are subscribed for invitations on calendar Maurice Ghysels.

To stop receiving these emails, please log in to <https://www.google.com/calendar/> and change your notification settings for this calendar.

Forwarding this invitation could allow any recipient to modify your RSVP response. [Learn More.](#)

 **invite.ics**
4K

Erik Burmeister <eburmeister@mpcsd.org>
To: Lanita Villasenor <lvillasenor@mpcsd.org>

Tue, Dec 20, 2016 at 8:20 AM

----- Forwarded message -----

From: **Maurice Ghysels MPCSD** <mghysels@mpcsd.org>
Date: Mon, Nov 28, 2016 at 5:52 PM

Subject: Re: Invitation: Standing Campaign Meeting Update @ Weekly from 8:30am to 9:30am on Tuesday from Tue Dec 6 to Tue Mar 14, 2017 (Maurice Ghysels)
To: Erik Burmeister <eburmeister@mpcsd.org>

Good. I want to keep us legally fit and not unduly distracted while not going on and on:)

We have a mechanical in Newark, and they took us off the plane. Ugh!

You still in the meeting??

Maurice

On Nov 28, 2016, at 8:44 PM, Erik Burmeister <eburmeister@mpcsd.org> wrote:

Yes, Maurice. I am aware.

[Quoted text hidden]

--

Erik Burmeister

Assistant Superintendent

Menlo Park City School District

181 Encinal Avenue

Atherton, CA 94027

650.321.7140

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Erik Burmeister

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DREAM IT. OWN IT. ROCK IT.

Re: Resolution Language TODAY!

2 messages

Maurice Ghysels <mghysels@mpcsd.org>

Fri, Dec 2, 2016 at 12:08 PM

To: Erik Burmeister <eburmeister@mpcsd.org>

Cc: Parke Treadway <parket@pacbell.net>, Stacey Wueste <Stacey@daviswueste.com>, Jill Kispert <jkispert@sbcglobal.net>, Kate Kennedy <katekenn@yahoo.com>, Ahmad Sheikholeslami <asheikholeslami@mpcsd.org>, Jill Nelson Golub <jilln@bowl.net>, John Whitehurst <johnw@bowl.net>, Mark Mosher <markm@bowl.net>, Stacey Jones <staceyjones94025@gmail.com>, Terry Thygesen <terry.thygesen@gmail.com>, "William B. Tunick" <wtunick@dwkesq.com>, Lanita Villasenor <lvillasenor@mpcsd.org>

Dear Erik and Com Team,

Many thanks for your productive collaboration and partnership. Stacey J, Lanita and I are working today to get the resolution, agenda and everything out this afternoon for Monday night, as well as my newsletter on which I've greatly appreciated Parke's help. Big thanks also to Stacey W who was present at our District Council today and led the way with our parent leaders.

I continue to be amazed and delighted with the whirlwind of our synergy!

Onward,

Maurice

Best regards,

Maurice

Dr. Maurice Ghysels
Superintendent
Menlo Park School District



Every child achieves academic excellence

Every child becomes emotionally and physically stronger

Every child discovers and grows their talents

On Thu, Dec 1, 2016 at 12:32 PM, Erik Burmeister <eburmeister@mpcsd.org> wrote:

Dear Comm Team and advisors,

I have reopened the Resolution language for your comment. I need to have it completed TONIGHT.

Please take a moment to leave comments TODAY requesting specific changes. As of yet, I have not had time to put all the added data into the document per the Board's request. I will work on that.

I was able to enter the details they determined for consideration \$350, 6 years.

Parke, William (attorney), and I are the only ones who have editing rights. Please make comments in doc so that we can make the necessary edits above and beyond the numbers requested to be added.

Thanks,
Erik

--

Erik Burmeister

Assistant Superintendent

Menlo Park City School District

181 Encinal Avenue

Atherton, CA 94027

650.321.7140

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Erik Burmeister <eburmeister@mpcsd.org>

To: Lanita Villasenor <lvillasenor@mpcsd.org>

Tue, Dec 20, 2016 at 8:19 AM

[Quoted text hidden]

Re: Invitation: Standing Campaign Meeting Update @ Weekly from 8:30am to 9:30am on Tuesday from Tue Dec 6 to Tue Mar 14, 2017 (PST) (staceyrjones@me.com)

2 messages

Stacey Jones <staceyrjones@me.com>

Mon, Nov 28, 2016 at 9:15 AM

To: Erik Burmeister <eburmeister@mpcsd.org>

Cc: Stacey Wueste <stacey@daviswueste.com>, Terry Thygesen <terry.thygesen@gmail.com>, Jeff Child <jchildadvisor@sbcglobal.net>, Maurice Ghysels <mghysels@mpcsd.org>, johnw@bowl.net, Lanita Villasenor <lvillasenor@mpcsd.org>

Happy to help. Please count me in.

On Nov 28, 2016, at 8:16 AM, Erik Burmeister <eburmeister@mpcsd.org> wrote:

Standing Campaign Meeting Update

[more details »](#)

All,

Stacey Wueste and I are planning calendar and want to "save" Tuesday morning from 8:30-9:30 a.m. as a standing check-in between Maurice/Erik, two Board members, Jeff Child as advisor to campaign, and John from Whitehurst Mosher.

Terry and Stacey J...I need to know if you two will be the Board reps or if you want someone else to step in. You have been in the convos up to this point in your role on the Communication Advisory Committee.

All if this is obviously conditional on the Board choosing to move forward on a Parcel Tax in 2017. I make no assumptions, but want to plan the calendar.

Please advise.

Thanks,
Erik

When Weekly from 8:30am to 9:30am on Tuesday from Tue Dec 6 to Tue Mar 14, 2017 Pacific Time

Calendar staceyrjones@me.com

Who

- Erik Burmeister - organizer
- Stacey Wueste
- Terry Thygesen
- jchildadvisor@sbcglobal.net
- Maurice Ghysels
- staceyrjones@me.com
- johnw@bowl.net
- lvillasenor@mpcsd.org

Going? All events in this series: **Yes** - **Maybe** - **No** [more options »](#)

You are receiving this courtesy email at the account staceyjones@me.com because you are an attendee of this event.

To stop receiving future updates for this event, decline this event. Alternatively you can sign up for a Google account at <https://www.google.com/calendar/> and control your notification settings for your entire calendar.

Forwarding this invitation could allow any recipient to modify your RSVP response. [Learn More.](#)

<Mail Attachment.ics><invite.ics>

Erik Burmeister <eburmeister@mpcsd.org>
To: Lanita Villasenor <lvillasenor@mpcsd.org>

Tue, Dec 20, 2016 at 8:20 AM

[Quoted text hidden]

--

Erik Burmeister

Assistant Superintendent

Menlo Park City School District

181 Encinal Avenue

Atherton, CA 94027

650.321.7140

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Fwd: Campaign Guidelines

1 message

Erik Burmeister <eburmeister@mpcsd.org>
To: Lanita Villasenor <lvillasenor@mpcsd.org>

Tue, Dec 20, 2016 at 8:19 AM

----- Forwarded message -----

From: Erik Burmeister <eburmeister@mpcsd.org>
Date: Thu, Dec 8, 2016 at 7:21 PM
Subject: Fwd: Campaign Guidelines
To: Lilita Perazich <lilperazich@gmail.com>

----- Forwarded message -----

From: William B. Tunick <wtunick@dwkesq.com>
Date: Wed, Nov 30, 2016 at 1:17 PM
Subject: Campaign Guidelines
To: Erik Burmeister <eburmeister@mpcsd.org>

Hi Erik,

As discussed yesterday, attached please find a one-page handout for employees regarding campaign and informational activities during the election. There is blank at the bottom if you want to insert the name of the person employees can contact with questions, otherwise it should be complete. I will also send you a more comprehensive memo (for your use) which includes more details and common scenarios.

Please let me know if you have questions.

Thanks,

William B. Tunick

Attorney at Law
DANNIS WOLIVER KELLEY
275 Battery Street, Suite 1150
San Francisco, CA 94111
TEL 415.543.4111
FAX 415.543.4384
wtunick@DWKesq.com

www.DWKesq.com

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--

Erik Burmeister

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Measure Election Guidelines For Employees_3083155_1(DMS).DOCX

635K

[Update] Parcel Tax Writing Marathon Session

4 messages

Maurice Ghysels <mghysels@mpcsd.org>

Mon, Nov 28, 2016 at 6:43 AM

Reply-To: Maurice Ghysels <mghysels@mpcsd.org>

To: lvillasenor@mpcsd.org, staceyjones@me.com, asheikholeslami@mpcsd.org, eburmeister@mpcsd.org, terry.thygesen@gmail.com

I'll be boarding / in the air, but I wish I was there. Again, I couldn't get out earlier.

Erik, you already have my feedback on the parcel tax language and with William and John in the room and the rest of the com team, you're great shape.

Ahmad, I'll continue to work on the Wednesday presentation deck today.

Finally, I sent you and Sherwin all my feedback on Caroline's answers for your 4:00 today with Caroline and MBS.

Maurice

Parcel Tax Writing Marathon Session

Team,

We are confirmed for our marathon writing session on Monday, November 28 with both John Whitehurst and our parcel attorney, William Tunick. If you are interested in being a part, please feel free to join us in person or by phone. Conference number will be added to this invite soon. Please reserve the time. Not necessary for the world to be involved, so let's keep it just to the folks on this invite.

Thanks,
Erik

When Mon Nov 28, 2016 11:30am – 2pm Pacific Time

Where Maurice's Office or by phone ([map](#))

Who

- Erik Burmeister - organizer
- johnw@bmwl.net
- wtunick@dwkesq.com
- staceyjones@me.com
- Terry Thygesen
- Parke Treadway
- Stacey Wueste
- Maurice Ghysels
- asheikholeslami@mpcsd.org

Erik Burmeister <eburmeister@mpcsd.org>

Mon, Nov 28, 2016 at 7:55 AM

To: Maurice Ghysels <mghysels@mpcsd.org>

Cc: Lanita Villasenor <lvillasenor@mpcsd.org>, Stacey Jones <staceyjones@me.com>, Ahmad Sheikholeslami <asheikholeslami@mpcsd.org>, Terry Thygesen <terry.thygesen@gmail.com>

Thanks Maurice. Safe travels. We'll fill you in when you get here.

Best,

Erik

[Quoted text hidden]

--

Erik Burmeister

Assistant Superintendent

Menlo Park City School District

181 Encinal Avenue

Atherton, CA 94027

650.321.7140

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Maurice Ghysels <mghysels@mpcsd.org>

Mon, Nov 28, 2016 at 8:24 AM

To: Erik Burmeister <eburmeister@mpcsd.org>

Cc: Lanita Villasenor <lvillasenor@mpcsd.org>, Stacey Jones <staceyrjones@me.com>, Ahmad Sheikholeslami <asheikholeslami@mpcsd.org>, Terry Thygesen <terry.thygesen@gmail.com>

Thanks and onward!

Maurice

Best regards,

Maurice

Dr. Maurice Ghysels
Superintendent
Menlo Park School District



Every child achieves academic excellence

Every child becomes emotionally and physically stronger

Every child discovers and grows their talents

[Quoted text hidden]

Erik Burmeister <eburmeister@mpcsd.org>

Tue, Dec 20, 2016 at 8:20 AM

To: Lanita Villasenor <lvillasenor@mpcsd.org>

[Quoted text hidden]

Fwd: John...do you have some time to chat this afternoon?

1 message

Erik Burmeister <eburmeister@mpcsd.org>
To: Lanita Villasenor <lvillasenor@mpcsd.org>

Tue, Dec 20, 2016 at 8:24 AM

----- Forwarded message -----

From: **Erik Burmeister** <eburmeister@mpcsd.org>
Date: Fri, Nov 18, 2016 at 1:46 PM
Subject: John...do you have some time to chat this afternoon?
To: John Whitehurst <johnw@bowl.net>
Cc: Mark Mosher <markm@bowl.net>, Jill Nelson Golub <jilln@bowl.net>

John,

Thanks for coming yesterday. The folks I have spoken with all felt you did a great job. I do, too.

I'd like to talk to you about the drafting of language for Nov 30 presentation. I'm out next week for a medical procedure. And then the meeting is Nov 30. So, we have a lot to do and difficult schedule to make happen. However, I'm gonna do what it takes. I'd really appreciate the opportunity to speak with you today if at all possible.

If so, what number should I call? So you have it, my cell is 408-355-4499.

Thanks,
Erik

Erik Burmeister
Assistant Superintendent
Menlo Park City School District
181 Encinal Avenue
Atherton, CA 94027
650.321.7140
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November 30 and December 5 board meetings

4 messages

Maurice Ghysels MPCSD <mghysels@mpcsd.org>

Wed, Nov 23, 2016 at 11:59 AM

To: "William B. Tunick" <wtunick@dwkesq.com>

Cc: Erik Burmeister <eburmeister@mpcsd.org>, Lanita Villasenor <lvillasenor@mpcsd.org>

Hi William, I hope this finds you and your family enjoying Thanksgiving. I wanted to send this to you to see if you could attend our two upcoming board meetings on November 30 and December 5 at 6 PM at Hillview Middle School? These are single agenda item meeting specifically on the parcel tax. As you may know November 30 is for discussion, and anticipated action on December 5. I know you're working on the draft resolution to present on November 30 for discussion.

Erik and I do have a question about the specificity of the resolution for action for dec 5 and in regard to noticing. Perhaps we can talk on Monday?

Glad you're on the team and again, Happy Thanksgiving!

Maurice

William B. Tunick <wtunick@dwkesq.com>

Wed, Nov 23, 2016 at 1:39 PM

To: Maurice Ghysels MPCSD <mghysels@mpcsd.org>

Cc: Erik Burmeister <eburmeister@mpcsd.org>, Lanita Villasenor <lvillasenor@mpcsd.org>

Hi Maurice,

I would be happy to attend both meetings and already have them on my calendar. Also looking forward to talking Monday and we can discuss the specificity of the resolution then.

Thanks,

William B. Tunick
Attorney at Law
DANNIS WOLIVER KELLEY
275 Battery Street, Suite 1150
San Francisco, CA 94111
TEL 415.543.4111
FAX 415.543.4384
wtunick@DWKesq.com
www.DWKesq.com

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Maurice Ghysels <mghysels@mpcsd.org>

Sun, Nov 27, 2016 at 8:48 AM

To: "William B. Tunick" <wtunick@dwkesq.com>

Cc: Erik Burmeister <eburmeister@mpcsd.org>, Lanita Villasenor <lvillasenor@mpcsd.org>

Thanks, William for your availability on Nov 30 and Dec 5. I am available until Noon tomorrow. I see on another email that Erik is trying to set up a meeting with members of the Communication Committee.

Maurice

Best regards,

Dr. Maurice Ghysels
Superintendent
Menlo Park School District



Every child achieves academic excellence
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Every child discovers and grows their talents

[Quoted text hidden]

Erik Burmeister <eburmeister@mpcsd.org>
To: Lanita Villasenor <lvillasenor@mpcsd.org>

Tue, Dec 20, 2016 at 8:21 AM

----- Forwarded message -----

From: **Maurice Ghysels** <mghysels@mpcsd.org>
Date: Sun, Nov 27, 2016 at 8:48 AM
Subject: Re: November 30 and December 5 board meetings
To: "William B. Tunick" <wtunick@dwkesq.com>
[Quoted text hidden]

--

Erik Burmeister
Assistant Superintendent
Menlo Park City School District
181 Encinal Avenue
Atherton, CA 94027
650.321.7140
Follow me on Twitter...@mrbprincipal

DREAM IT. OWN IT. ROCK IT.

We need to meet Monday, November 28 (over phone is fine)

12 messages

Erik Burmeister <eburmeister@mpcsd.org>

Fri, Nov 18, 2016 at 6:24 PM

To: John Whitehurst <johnw@bowl.net>, wtunick@dwkesq.com, Maurice Ghysels <mghysels@mpcsd.org>
Cc: Ahmad Sheikholeslami <asheikholeslami@mpcsd.org>, Jill Nelson Golub <jilln@bowl.net>, Mark Mosher <markm@bowl.net>, Stacey Wueste <Stacey@daviswueste.com>, Lanita Villasenor <lvillasenor@mpcsd.org>

Dear John, William, et al

I want to get time on our schedule for Monday, November 28 for us to come together and draft necessary language or edit language we are able to cobble together over Thanksgiving week.

Please let us know when you are available to meet and talk on Monday, ASAP. Thanks.

Erik

--

Erik Burmeister

Assistant Superintendent

Menlo Park City School District

181 Encinal Avenue

Atherton, CA 94027

650.321.7140

Follow me on Twitter...@mrbprincipal

DREAM IT. OWN IT. ROCK IT.

John Whitehurst <johnw@bowl.net>

Fri, Nov 18, 2016 at 7:12 PM

To: Erik Burmeister <eburmeister@mpcsd.org>, "wtunick@dwkesq.com" <wtunick@dwkesq.com>, Maurice Ghysels <mghysels@mpcsd.org>

Cc: Ahmad Sheikholeslami <asheikholeslami@mpcsd.org>, Jill Nelson Golub <jilln@bowl.net>, Mark Mosher <markm@bowl.net>, Stacey Wueste <Stacey@daviswueste.com>, Lanita Villasenor <lvillasenor@mpcsd.org>

11:30 to 2PM.

John Whitehurst

Whitehurst / Mosher Campaign Strategy and Media

Barnes Mosher Whitehurst Lauter and Partners

660 Mission Street, Suite 200

San Francisco, CA 94105

415-606-5799 (cell)

415-615-0311 (office)

From: Erik Burmeister <eburmeister@mpcsd.org>

Date: Friday, November 18, 2016 6:24 PM

To: John Whitehurst <johnw@bowl.net>, "wtunick@dwkesq.com" <wtunick@dwkesq.com>, Maurice Ghysels <mghysels@mpcsd.org>

Cc: Ahmad Sheikholeslami <asheikholeslami@mpcsd.org>, Jill Nelson <jilln@bowl.net>, Mark Mosher

<markm@bowl.net>, Stacey Wueste <stacey@daviswueste.com>, Lanita Villasenor <lvillasenor@mpcsd.org>

Subject: We need to meet Monday, November 28 (over phone is fine)

[Quoted text hidden]

William B. Tunick <wtunick@dwkesq.com>

Fri, Nov 18, 2016 at 7:14 PM

To: John Whitehurst <johnw@bowl.net>

Cc: Erik Burmeister <eburmeister@mpcsd.org>, Maurice Ghysels <mghysels@mpcsd.org>, Ahmad Sheikholeslami <asheikholeslami@mpcsd.org>, Jill Nelson Golub <jilln@bowl.net>, Mark Mosher <markm@bowl.net>, Stacey Wueste <Stacey@daviswueste.com>, Lanita Villasenor <lvillasenor@mpcsd.org>

I am also available at that time. I can circulate a call in number once we have a time.

Thanks,

William B. Tunick
Attorney at Law
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[Quoted text hidden]

Erik Burmeister <eburmeister@mpcsd.org>

Fri, Nov 18, 2016 at 7:49 PM

To: "William B. Tunick" <wtunick@dwkesq.com>

Cc: John Whitehurst <johnw@bowl.net>, Maurice Ghysels <mghysels@mpcsd.org>, Ahmad Sheikholeslami <asheikholeslami@mpcsd.org>, Jill Nelson Golub <jilln@bowl.net>, Mark Mosher <markm@bowl.net>, Stacey Wueste <Stacey@daviswueste.com>, Lanita Villasenor <lvillasenor@mpcsd.org>

11:30-2 confirmed. If we don't need all that time with John and William, we'll have plenty to meet about once we are done with conference call.

We'll begin at 11:30 sharp.

Thanks,

Erik

[Quoted text hidden]

Maurice Ghysels <mghysels@mpcsd.org>

Sat, Nov 19, 2016 at 7:46 AM

To: Erik Burmeister <eburmeister@mpcsd.org>, Lanita Villasenor <lvillasenor@mpcsd.org>

Cc: John Whitehurst <johnw@bowl.net>, "William B. Tunick" <wtunick@dwkesq.com>

Thanks, Erik. The earlier the better for me, say 8:00 a.m. PST, because I may be stuck in Florida, and I have a flight late morning (PST) to return to SFO. I am scrambling to get a flight home sooner.

Best regards,

Maurice

Dr. Maurice Ghysels
Superintendent
Menlo Park School District



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[Quoted text hidden]

Erik Burmeister <eburmeister@mpcsd.org>

Sat, Nov 19, 2016 at 9:11 AM

To: Maurice Ghysels <mghysels@mpcsd.org>

Cc: Lanita Villasenor <lvillasenor@mpcsd.org>, John Whitehurst <johnw@bmwl.net>, "William B. Tunick"

<wtunick@dwkesq.com>

I understand; however, this is the time that worked for John and William so I think we need to go forward and catch you up to speed if you are not able to change your flight.

John and William, if that's not the case, let us know.

Erik

[Quoted text hidden]

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Sat, Nov 19, 2016 at 5:59 PM

To: Erik Burmeister <eburmeister@mpcsd.org>, John Whitehurst <johnw@bmwl.net>, "William B. Tunick"

<wtunick@dwkesq.com>

Cc: Lanita Villasenor <lvillasenor@mpcsd.org>

Actually, I think we are in really good shape because I didn't know you were going to work on it today with your committee, and also it looks like John and William have already contributed? I have examined the draft ballot language and just sent it to you, Stacey and Terry with my feedback. I will repeat here in *italics* below for John and William, and I bulleted some of my rationale and thinking as to why I gave you this feedback. Erik, you make the final call for the language to present on Nov 30's Board meeting. Again, terrific start today on the language today and take my feedback as such. It's just feedback.

My other need is to help Ahmad with his financial modeling, which, of course, doesn't require the work of your committee. I will check in with Ahmad this Monday, November 21.

Therefore, I'm fine with my not present at your Monday meeting, November 28, and moreover, we can still have Cabinet on Monday, November 28. I will join you by phone unless I get a flight back earlier. I am not worried about that now, however:)

Happy Thanksgiving!

I made some changes here that are more than simple edits. It's a really great start, however. Here are my thoughts and some gut, unfiltered, unfettered reactions:

- I would put our acronym in it, MPCSD, because we aren't just any public school district, and those not familiar with our schools, or worse, those who may get confused about what public schools they support, may not recognize our jurisdiction.*
- I like "locally" better than community; community sounds like the community is solely on the hook for funding our schools, and this may prod someone to think, "What about parents donating more?" I have my paranoid hat on.*
- I made some word changes to list of what the parcel tax will support, putting in another superlative, "excellent" on top of the already used word, "outstanding" and chose "uphold." In any case, I am sure you perseverated over the priority of this list of reasons.*
- You see my word change and comment in brackets, suggesting slightly to change the word, "obligations" to expenses. I bet you avoided "pension" for sure, and "expenses" may not work as well as "obligations." Just thought I'd point out my thinking here. Moreover, let's not be accused of being evasive. This will play right into the hands of people saying, "Yep, looky there, they are hiding something and still not being transparent.*

- *Ironically, by saying "transparency measures," it looks like we will no longer hide facts and information, but we used to. We never did; In fact, we didn't market and communicate effectively. I'm not quite sure what transparency measures mean either. Are measures data? How about "accountability measures"? In this case, I mean being open about parcel tax funding and expenditures and do mean quantitative data (e.g., financial).*

Potential Ballot Language

To protect outstanding locally-funded MPCSD public schools, uphold excellent programs and avoid teacher layoffs, maintain reasonable class sizes, retain high-quality teachers, and sustain property values in the face of continuing enrollment growth and increased State-mandated obligations [this, word, "obligations" looks evasive? I don't think "expenses" (or "costs") over obligation is any clearer, but at least "expenses" relate to expensives], shall the Menlo Park City School District renew its expiring parcel tax for seven years, at the increased rate of \$350 per parcel, adjusted annually for inflation, to be spent only on teachers and essential educational programs, with oversight and transparency measures and an exemption for seniors (or and an exemption available to individuals age 65 and over)?

Best,

Maurice

Best regards,

Maurice

Dr. Maurice Ghysels
Superintendent
Menlo Park School District



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[Quoted text hidden]

William B. Tunick <wtunick@dwkesq.com>

Mon, Nov 21, 2016 at 9:14 AM

To: Maurice Ghysels <mghysels@mpcsd.org>, Erik Burmeister <eburmeister@mpcsd.org>, John Whitehurst <johnw@bowl.net>

Cc: Lanita Villasenor <lvillasenor@mpcsd.org>

Hi Everyone,

Since this language has the basics of the tax I can use it as the basis for resolution/measure that we will revise next Monday and then present to the Board on the 30th. I plan to circulate the first draft tomorrow.

One thing I wanted to mention in reviewing the 75-word statement is that I would recommend that we include the total annual amount raised by the tax in the statement. The requirement to do so was added by law last year, and while there is some ambiguity that the requirement applies to school

districts, I would recommend that you include it in the statement to avoid any issues with the Registrar. In order to do this, we would need to determine the approximate annual amount to be raised by the tax and replace a few words in the 75-word statement with this amount. I will try to draft this language for incorporation into the resolution, but again we can discuss further next week.

Thanks,

William B. Tunick

Attorney at Law
DANNIS WOLIVER KELLEY
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From: Maurice Ghysels [mailto:mghysels@mpcsd.org]
Sent: Saturday, November 19, 2016 5:59 PM
To: Erik Burmeister; John Whitehurst; William B. Tunick
Cc: Lanita Villasenor
Subject: Re: We need to meet Monday, November 28 (over phone is fine)

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Maurice

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Dr. Maurice Ghysels
Superintendent
Menlo Park School District

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Best regards,

Maurice

Dr. Maurice Ghysels
Superintendent
Menlo Park School District

[Quoted text hidden]

[Quoted text hidden]

[Quoted text hidden]

Erik Burmeister <eburmeister@mpcsd.org>
To: "William B. Tunick" <wtunick@dwkesq.com>
Cc: Maurice Ghysels <mghysels@mpcsd.org>, John Whitehurst <johnw@bmwl.net>, Lanita Villasenor <lvillasenor@mpcsd.org>

Mon, Nov 21, 2016 at 9:21 AM

Thanks William. I think we are in a good spot in terms of timeline. I think your edits can be incorporated on Monday when we actually meet. In the meantime, enjoy your thanksgiving season.

We also have a team of writers working on the larger ballot measure narrative. We'll have a draft ready for our Monday meeting so that we can hit the ground running. We have a great team behind us.

Erik

[Quoted text hidden]

Maurice Ghysels <mghysels@mpcsd.org>
To: "William B. Tunick" <wtunick@dwkesq.com>
Cc: Erik Burmeister <eburmeister@mpcsd.org>, John Whitehurst <johnw@bmwl.net>, Lanita Villasenor <lvillasenor@mpcsd.org>

Mon, Nov 21, 2016 at 11:53 AM

I think it's prudent to say that SMC elections office will ask for "the the total annual amount raised by the tax in the statement." I think we should include it, especially with such a fast turnaround from the Dec 5 meeting to the Dec 9 deadline in which we'd have to have an urgent Board meeting to add the total, drawing attention to it more.

Best regards,

Maurice

Dr. Maurice Ghysels
Superintendent
Menlo Park School District



Every child achieves academic excellence
Every child becomes emotionally and physically stronger
Every child discovers and grows their talents

[Quoted text hidden]

William B. Tunick <wtunick@dwkesq.com>
To: Erik Burmeister <eburmeister@mpcsd.org>
Cc: Maurice Ghysels <mghysels@mpcsd.org>, John Whitehurst <johnw@bmwl.net>, Lanita Villasenor <lvillasenor@mpcsd.org>

Wed, Nov 23, 2016 at 1:37 PM

Hi Everyone,

In advance of our meeting on Monday I wanted to circulate the attached draft of the measure resolution. The portions which are highlighted are areas which we will need to discuss and further revise, but this should provide a template for us to work from. For the most part, I tried to work from the current measure language to ensure that there is consistency between the two measures while also including all of the legal/mechanical language that is required to call the election and implement the tax.

I look forward to speaking with everyone on Monday. I had planned to call into the meeting, but if you think it would be helpful, I would be happy to attend in person.

Hope everyone has a happy Thanksgiving holiday!

Thanks,

William B. Tunick

Attorney at Law

DANNIS WOLIVER KELLEY

275 Battery Street, Suite 1150

San Francisco, CA 94111

TEL 415.543.4111

FAX 415.543.4384

wtunick@DWKesq.com

www.DWKesq.com

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From: Erik Burmeister [mailto:eburmeister@mpcsd.org]

Sent: Monday, November 21, 2016 9:21 AM

To: William B. Tunick <wtunick@dwkesq.com>

Cc: Maurice Ghysels <mghysels@mpcsd.org>; John Whitehurst <johnw@bmwl.net>; Lanita Villasenor <lvillasenor@mpcsd.org>

[Quoted text hidden]

[Quoted text hidden]



DRAFT Menlo Park CSD Parcel Tax Renewal Resolution (11.23.16)_3082080_1(DMS).DOCX
35K

Erik Burmeister <eburmeister@mpcsd.org>
To: Lanita Villasenor <lvillasenor@mpcsd.org>

Tue, Dec 20, 2016 at 8:21 AM

----- Forwarded message -----

From: **Erik Burmeister** <eburmeister@mpcsd.org>

Date: Mon, Nov 28, 2016 at 11:00 AM

Subject: Fwd: We need to meet Monday, November 28 (over phone is fine)

To: Ahmad Sheikholeslami <asheikholeslami@mpcsd.org>

[Quoted text hidden]

[Quoted text hidden]



DRAFT Menlo Park CSD Parcel Tax Renewal Resolution (11.23.16)_3082080_1(DMS).DOCX
35K

Re: Potential Ballot Language - Invitation to edit

2 messages

Maurice Ghysels MPCSD <mghysels@mpcsd.org>

Fri, Nov 18, 2016 at 5:46 PM

To: John Whitehurst <johnw@bowl.net>, Lanita Villasenor <lvillasenor@mpcsd.org>

Cc: Erik Burmeister <eburmeister@mpcsd.org>, Jill Nelson Golub <jilln@bowl.net>, Paul Murre <paulm@bowl.net>, "wtunick@dwkesq.com" <wtunick@dwkesq.com>, "terry.thygesen@gmail.com" <terry.thygesen@gmail.com>, "Stacey@daviswueste.com" <Stacey@daviswueste.com>, "staceyjones@me.com" <staceyjones@me.com>, Mark Mosher <markm@bowl.net>

Thanks, Erik and John. Yes William will be viewing this, and I'm sending this to Lanita so she can send everyone the total resolution language from the last measures in case you don't have these already.

Also, financial matrix modeling began today as a follow up, displaying the runway lengths against parcel amounts.

Maurice

On Nov 18, 2016, at 5:27 PM, John Whitehurst <johnw@bowl.net> wrote:

Hi Erik,

Sorry we haven't connected today. I have reviewed your first draft.

For a final we will need the board to decide the amount and duration.

After listening to the four hours last night and reviewing the materials, my current thinking is that we move toward consensus around:

-March election (district can't afford to go beyond this without a serious threat to retaining and attracting great teachers)

-7 years (there is no real difference electorally between 5 and 7, 7 gives you more flexibility and certainty)

-\$350 (once we leave \$207, I'm not sure there is much difference between \$270, \$300, or \$350 — however your survey shows price sensitivity. The easiest would be a straight renewal, second easiest is the renewal plus...)

From a political point of view, here is our edit of your draft. William needs to weigh in on compliance with the new state law requiring some additional language.

Potential Ballot Language (jw edit)

Continuation of Menlo Park City School District Special Assessment for Educational and Program Services.

To preserve outstanding schools with strong academic programs, avoid dramatic cuts and teacher layoffs, keep class sizes low, attract and retain high quality teachers, and maintain high property values, shall the Menlo Park City School District renew its expiring parcel tax for seven years, at the rate of \$350 per parcel, with exemptions for seniors, include an annual cost of living adjustment not to exceed 2%, maintaining

accountability measures and requiring that all revenues are used exclusively for Menlo Park City District schools?

John

John Whitehurst

Whitehurst / Mosher Campaign Strategy and Media
Barnes Mosher Whitehurst Lauter and Partners
660 Mission Street, Suite 200
San Francisco, CA 94105
415-606-5799 (cell)
415-615-0311 (office)

From: "Erik Burmeister (via Google Docs)" <drive-shares-noreply@google.com>
Reply-To: Erik Burmeister <eburmeister@mpcsd.org>
Date: Friday, November 18, 2016 3:22 PM
To: John Whitehurst <johnw@bowl.net>
Cc: "wtunick@dwkesq.com" <wtunick@dwkesq.com>, "mghysels@mpcsd.org" <mghysels@mpcsd.org>, "terry.thygesen@gmail.com" <terry.thygesen@gmail.com>, "Stacey@daviswueste.com" <Stacey@daviswueste.com>, "staceyrjones@me.com" <staceyrjones@me.com>, Mark Mosher <markm@bowl.net>
Subject: Potential Ballot Language - Invitation to edit

Erik Burmeister has invited you to **edit** the following document:

 Potential Ballot Language



Dear John, Mark, Jill, William, as well as members of our Communication Advisory Team,

I have been trying to get in touch with John today, but haven't been successful. I want to begin discussing the language we might present to the Board on Nov 30. I am having surgery this coming week and will be out the whole week. I will be in bed, though, most of the time, so I'll be able to check email and talk if necessary.

I went ahead and took a stab at some language we might use, just as a starting point. I have no experience, but I'm pulling from my knowledge of other ballot measures.

Let's start commenting on what we think the actual measure language needs to include.

John and William...I need you to be very clear and very direct about what you need from us and SOON. We need to present everything in draft from to Board on Nov 30. With Tgiving in the middle this is going to be hard, but we don't have a choice. I need your direction and need it soon.

Thanks,
Erik

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Erik Burmeister <eburmeister@mpcsd.org>
To: Lanita Villasenor <lvillasenor@mpcsd.org>

Tue, Dec 20, 2016 at 8:24 AM

[Quoted text hidden]

--

Erik Burmeister
Assistant Superintendent
Menlo Park City School District
181 Encinal Avenue
Atherton, CA 94027
650.321.7140

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Fwd: Power Point slides

1 message

Erik Burmeister <eburmeister@mpcsd.org>
To: Lanita Villasenor <lvillasenor@mpcsd.org>

Tue, Dec 20, 2016 at 8:25 AM

----- Forwarded message -----

From: **Erik Burmeister** <eburmeister@mpcsd.org>

Date: Thu, Nov 17, 2016 at 2:57 PM

Subject: Fwd: Power Point slides

To: Ahmad Sheikholeslami <asheikholeslami@mpcsd.org>, Maurice Ghysels <mghysels@mpcsd.org>

AS...You will likely be in charge of the computer slides tonight. Please download this deck from WM.

MG...you should just review it quickly before they give it tonight.

Erik

----- Forwarded message -----

From: **Paul Murre** <paulm@bowl.net>

Date: Thu, Nov 17, 2016 at 11:35 AM

Subject: Re: Power Point slides

To: John Whitehurst <johnw@bowl.net>, Erik Burmeister <eburmeister@mpcsd.org>

Hi Erik:

I've attached the PowerPoint for tonight's meeting.

Thank you,

Paul

--

Paul Murre

Senior Associate

BMW and Partners

W/M Campaign Strategy and Media

660 Mission Street, Second Floor

San Francisco, CA 94105

www.bowlpartners.com

www.whitehurstmosher.com

Cell: (858) 531-3231

From: John Whitehurst <johnw@bowl.net>

Date: Thursday, November 17, 2016 at 11:29 AM

To: Erik Burmeister <eburmeister@mpcsd.org>

Cc: Paul Murre <paulm@bowl.net>

Subject: Re: Power Point slides

Great Paul will send
And he will be there tonight with me Erik.
Looking forward to it!
John Whitehurst
Whitehurst /Mosher Campaign Strategy and Media
Barnes Mosher Whitehurst Lauter and Partners
660 Mission Street, Suite 200
San Francisco, CA 94105
415-606-5799 (cell)
415-615-0311 (office)

From: Erik Burmeister <eburmeister@mpcsd.org>

Date: Thursday, November 17, 2016 11:25 AM

To: John Whitehurst <johnw@bowl.net>

Cc: Paul Murre <paulm@bowl.net>

Subject: Re: Power Point slides

Would you want your own presentation separate from the district's? Might make more sense.

Either way, just share them with me and I can make sure they get projected.

Erik

On Thu, Nov 17, 2016 at 10:35 AM, John Whitehurst <johnw@bowl.net> wrote:

We have a few slides for tonight.

How do we get them in the presentation?

Best,

John

John Whitehurst
Whitehurst /Mosher Campaign Strategy and Media
Barnes Mosher Whitehurst Lauter and Partners
660 Mission Street, Suite 200
San Francisco, CA 94105
415-606-5799 (cell)
415-615-0311 (office)

--

Erik Burmeister

Assistant Superintendent

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 **Menlo Park City School District_PowerPoint_20161117.pptx**
1348K

Fwd: Be prepared to speak on...

1 message

Erik Burmeister <eburmeister@mpcsd.org>
To: Lanita Villasenor <lvillasenor@mpcsd.org>

Tue, Dec 20, 2016 at 8:25 AM

----- Forwarded message -----

From: **Erik Burmeister** <eburmeister@mpcsd.org>
Date: Wed, Nov 16, 2016 at 4:21 PM
Subject: Re: Be prepared to speak on...
To: John Whitehurst <johnw@bowl.net>
Cc: Mark Mosher <markm@bowl.net>, Jill Nelson Golub <jilln@bowl.net>

We agree. We would like you to say that!

You are the experts. We differ to your experience and wisdom. We don't think his suggestion was in the spirit of either one of them passing.

Erik

On Wed, Nov 16, 2016 at 4:20 PM, John Whitehurst <johnw@bowl.net> wrote:

Our advice will be strongly against two measures.
The board will need to pick an amount and go for it.
Two measures will cause both to lose.
John Whitehurst
Whitehurst /Mosher Campaign Strategy and Media
Barnes Mosher Whitehurst Lauter and Partners
660 Mission Street, Suite 200
San Francisco, CA 94105
415-606-5799 (cell)
415-615-0311 (office)

From: Erik Burmeister <eburmeister@mpcsd.org>
Date: Wednesday, November 16, 2016 2:16 PM
To: John Whitehurst <johnw@bowl.net>, Mark Mosher <markm@bowl.net>, Jill Nelson <jilln@bowl.net>
Subject: Be prepared to speak on...

...a question.

Our chief antagonist, Peter Carpenter, (*you will need to get to know him and his role in the failure of Measure A & C*) has proposed in the Town Square Forum that the Board present TWO competing parcel taxes.

The first would be a straight renewal.

The second would be the full \$515 needed to make no more cuts.

Whichever gets the highest wins.

I'll see if I can find a link to his missive.

The question will come up if this is in any way, shape or form a good or reasonable idea. Please be prepared to answer. We think there is an obvious answer, but you all are the professionals ;-).

Have you been tracking Town Square Forum? You should. :-)

Erik

--

Erik Burmeister

Assistant Superintendent

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Re: MPCSD Board meeting THIS Wednesday

2 messages

Maurice Ghysels <mghysels@mpcsd.org>

Mon, Nov 7, 2016 at 3:44 PM

To: John Whitehurst <johnw@bowl.net>

Cc: Erik Burmeister <eburmeister@mpcsd.org>, Mark Mosher <markm@bowl.net>, Jill Nelson Golub <jilln@bowl.net>, Lanita Villasenor <lvillasenor@mpcsd.org>

Hi John,

I think it would be great if one of you could attend this timely meeting, and if you can't, we'll need to strategize. Could you please call me today by 4:45 PST or tomorrow? I'm in Washington DC, but I can be reached at 650-863-6295.

Thanks!

Maurice

Best regards,

Maurice

Dr. Maurice Ghysels
Superintendent
Menlo Park School District



*Every child achieves academic excellence
Every child becomes emotionally and physically stronger
Every child discovers and grows their talents*

On Sun, Nov 6, 2016 at 11:29 AM, John Whitehurst <johnw@bowl.net> wrote:

Hi Erik,

We will not be able to attend the board meeting. We look forward to receiving an update on everything from you or a team member. I'm certain that we can get caught up on any content that we missed. We should schedule a call for later this week.

Thank you,
John

John Whitehurst
Sent from my iPhone

On Nov 6, 2016, at 10:24 AM, Erik Burmeister <eburmeister@mpcsd.org> wrote:

Dear John, Mark, and Jill...

As I mentioned when you came to meet with us, we have a very important Board meeting on November 9 (Weds) for the Board to begin discussing reductions and parcel tax plans. Will any of you be able to attend? Being the day after election day, I'm sure you'd rather relax; however, I think it would

be really instructive for at least one of you to be able to attend. LMK if that is going to be possible.

We meet at Hillview Middle School in the Performing Arts Center. 1100 Elder Ave, Menlo Park.

Thanks,
Erik

--

Erik Burmeister

Assistant Superintendent

Menlo Park City School District

181 Encinal Avenue

Atherton, CA 94027

650.321.7140

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Erik Burmeister <eburmeister@mpcsd.org>
To: Lanita Villasenor <lvillasenor@mpcsd.org>

Tue, Dec 20, 2016 at 8:27 AM

[Quoted text hidden]

Fwd: This afternoon?

1 message

Erik Burmeister <eburmeister@mpcsd.org>
To: Lanita Villasenor <lvillasenor@mpcsd.org>

Tue, Dec 20, 2016 at 8:25 AM

----- Forwarded message -----

From: **Erik Burmeister** <eburmeister@mpcsd.org>
Date: Mon, Nov 14, 2016 at 1:36 PM
Subject: Re: This afternoon?
To: Jill Nelson Golub <jilln@bmwl.net>
Cc: John Whitehurst <johnw@bmwl.net>, Mark Mosher <markm@bmwl.net>

We are working in real time. You may see it for first time on Thursday, but we can give you the long and short of it. But not today. :-)

Erik

On Mon, Nov 14, 2016 at 1:34 PM, Jill Nelson Golub <jilln@bmwl.net> wrote:

Hi Erik,

I think we are OK and don't need to talk today. We are going to dig into the information you sent over, and start putting together our presentation for Thursday night. If we have questions or issues come up, we will be sure to reach out.

That's too bad about Caroline Lucas.

Where are you on your financial assessment? And when will you know more about a parcel tax figure that addresses the board's request?

Thanks,
Jill

From: Erik Burmeister <eburmeister@mpcsd.org>
Date: Monday, November 14, 2016 at 1:20 PM
To: Jill Golub <jilln@bmwl.net>, John Whitehurst <johnw@bmwl.net>, Mark Mosher <markm@bmwl.net>
Subject: This afternoon?

Hey team,

I had held some time on my calendar in case we were able to meet and talk. I don't think I ever circled back and scheduled anything with you. That being said, I'm available. Do any of you need/want to use some time this afternoon to talk?

I did share a folder with you of all of our input.

BTW, the antagonist Board member who left the Board meeting last week without stating a position says she is not ready to take a position. She will be there this Thursday. I think it is unlikely for her to support a tax this early. Just FYI.

It's interesting.

Erik

--

Erik Burmeister

Assistant Superintendent

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Fwd: Received direction from Board.

1 message

Erik Burmeister <eburmeister@mpcsd.org>
To: Lanita Villasenor <lvillasenor@mpcsd.org>

Tue, Dec 20, 2016 at 8:26 AM

----- Forwarded message -----

From: **Jill Nelson Golub** <jilln@bowl.net>
Date: Thu, Nov 10, 2016 at 7:33 AM
Subject: Re: Received direction from Board.
To: Mark Mosher <markm@bowl.net>
Cc: Erik Burmeister <eburmeister@mpcsd.org>, John Whitehurst <johnw@bowl.net>, Maurice Ghysels <mghysels@mpcsd.org>

I sent a calendar invite with a conference number for 1030 am. Talk to you all then.

Sent from my iPhone

On Nov 9, 2016, at 11:51 PM, Mark Mosher <markm@bowl.net> wrote:

Let's talk tomorrow at 10:30 and we'll figure it out.

Mark Mosher
Principal and Creative Director
Whitehurst Mosher Campaign Strategy and Media
Barnes Mosher Whitehurst Lauter and Partners
660 Mission Street, Second Floor
San Francisco, CA 94105
www.whitehurstmosher.com
www.bowlandpartners.com
415-812-7500
mark_mosher@bowl.net

On Nov 9, 2016, at 11:49 PM, Erik Burmeister <eburmeister@mpcsd.org> wrote:

Let's talk at 10:30. We'll call you.

If you can, Board would like to meet with you all on Thursday Nov 17 at 7 p.m. Public Session. Can we make this happen? Please say YES. I can fill you in with more info.

Erik

On Wed, Nov 9, 2016 at 11:40 PM, Mark Mosher <markm@bowl.net> wrote:
What's your preference?

I have a doc's appt in the a.m. but am available 10:30 on.

Can text now if you want.

Mark Mosher
Principal and Creative Director
Whitehurst Mosher Campaign Strategy and Media
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www.whitehurstmosher.com
www.bmwlandpartners.com
415-812-7500
mark_mosher@bowl.net

On Nov 9, 2016, at 11:37 PM, Erik Burmeister <eburmeister@mpcsd.org>
wrote:

We need to talk ASAP. What time do you have available
Thursday?

Erik

--
Erik Burmeister
Assistant Superintendent
Menlo Park City School District
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Fwd: DWK Agreement

9 messages

Maurice Ghysels <mghysels@mpcsd.org>

Mon, Nov 14, 2016 at 4:12 PM

To: "William B. Tunick" <wtunick@dwkesq.com>

Cc: Erik Burmeister <eburmeister@mpcsd.org>, Ahmad Sheikholeslami <asheikholeslami@mpcsd.org>, Lanita Villasenor <lvillasenor@mpcsd.org>

Dear William,

Again, it was a pleasure talking with you last Thursday, and I thank you for taking the time to share your expertise and experience with us. Your qualifications are impressive, and we'd like to engage you as our legal counsel for our upcoming possible parcel tax, and the team and I are looking forward to the opportunity of working with you.

As I mentioned during our telephone call Ahmad will be reviewing the contract and placing it on an upcoming Board meeting, as soon as possible, which may not be until November 30. However, we can begin working with you sooner, especially if our Board's *discussion* this Thursday night, November 17 is to direct staff to pursue moving forward with a March parcel tax election. If so, we will need your counsel soon after this Thursday night's meeting, as we will want to bring draft resolution language to the Nov 30 meeting.

Best regards,

Maurice

Dr. Maurice Ghysels
Superintendent
Menlo Park School District



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Every child becomes emotionally and physically stronger

Every child discovers and grows their talents

----- Forwarded message -----

From: **William B. Tunick** <wtunick@dwkesq.com>

Date: Thu, Nov 10, 2016 at 2:49 PM

Subject: DWK Agreement

To: Maurice Ghysels MPCSD <mghysels@mpcsd.org>

Hi Maurice,

I enjoyed speaking with you and your team this afternoon. Attached please find our agreement (hard copies will follow in the mail). I look forward to working with you and please let me know if you have any questions.

Thanks,

William B. Tunick

Attorney at Law
DANNIS WOLIVER KELLEY
275 Battery Street, Suite 1150
San Francisco, CA 94111
TEL 415.543.4111
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wtunick@DWKesq.com

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Maurice Ghysels <mghysels@mpcsd.org> Mon, Nov 14, 2016 at 4:15 PM
To: Jeff Child <jchildadvisor@sbcglobal.net>, Stacey Jones <staceyjones@me.com>
Cc: Erik Burmeister <eburmeister@mpcsd.org>, Ahmad Sheikholeslami <asheikholeslami@mpcsd.org>, Lanita Villasenor <lvillasenor@mpcsd.org>

Dear Jeff,

Please see the email below that I sent to William Tunick of DWK. I engaged Joan, Stacey, Erik and Ahmad on interviewing William last Thursday, and based on my due diligence today, I am moving forward to engage him as legal counsel for a possible parcel tax election

Best regards,


Maurice

Dr. Maurice Ghysels
Superintendent
Menlo Park School District



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Every child discovers and grows their talents

[Quoted text hidden]

 **Menlo Park City SD.PDF**
385K

William B. Tunick <wtunick@dwkesq.com> Tue, Nov 15, 2016 at 9:16 AM
To: Maurice Ghysels <mghysels@mpcsd.org>
Cc: Erik Burmeister <eburmeister@mpcsd.org>, Ahmad Sheikholeslami <asheikholeslami@mpcsd.org>, Lanita Villasenor <lvillasenor@mpcsd.org>

Hi Maurice,

Thank you for the update and I look forward to working with the District.

If the Board decides to move forward on Thursday, I should be able to have a draft of the measure ready well in advance of the meeting on the 30th. As I mentioned on the call, if the Board would like to place a measure on the ballot the basic decisions they will need to make would be:

- 1) The amount of the tax (flat rate and CPI).
- 2) The duration of the tax.
- 3) The exemptions from the tax. The current tax has an exemption for seniors, the law now also allows for exemptions for those receiving Supplemental Security Income for a disability and for those receiving Social Security Disability Insurance below a certain income level. Most districts include all three exemptions in their measures, although it is not required.

With this information I can begin to put together the measure language and perhaps we can plan a call to go over a draft early next week or on the 28th. If the Board is not ready to make these decisions Thursday, I can still put together the basic structure of the measure with placeholders until the 30th.

Please let me know if you have any questions about our agreement or next steps on the measure.

Thanks,

William B. Tunick

Attorney at Law

DANNIS WOLIVER KELLEY

275 Battery Street, Suite 1150

San Francisco, CA 94111

TEL 415.543.4111

FAX 415.543.4384

wtunick@DWKesq.com

www.DWKesq.com

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From: Maurice Ghysels [mailto:mghysels@mpcsd.org]

Sent: Monday, November 14, 2016 4:13 PM

To: William B. Tunick

Cc: Erik Burmeister; Ahmad Sheikholeslami; Lanita Villasenor

Subject: Fwd: DWK Agreement

Dear William,

Again, it was a pleasure talking with you last Thursday, and I thank you for taking the time to share your expertise and experience with us. Your qualifications are impressive, and we'd like to engage you as our legal counsel for our upcoming possible parcel tax, and the team and I are looking forward to the opportunity of working with you.

As I mentioned during our telephone call Ahmad will be reviewing the contract and placing it on an upcoming Board meeting, as soon as possible, which may not be until November 30. However, we can begin working with you sooner, especially if our Board's *discussion* this Thursday night, November 17 is to direct staff to pursue moving forward with a March parcel tax election. If so, we will need your counsel soon after this Thursday night's meeting, as we will want to bring draft resolution language to the Nov 30 meeting.

Best regards,

Maurice

Dr. Maurice Ghysels
Superintendent
Menlo Park School District

Every child achieves academic excellence
Every child becomes emotionally and physically stronger
Every child discovers and grows their talents

----- Forwarded message -----
From: **William B. Tunick** <wtunick@dwkesq.com>
Date: Thu, Nov 10, 2016 at 2:49 PM
Subject: DWK Agreement
To: Maurice Ghysels MPCSD <mghysels@mpcsd.org>

Hi Maurice,

I enjoyed speaking with you and your team this afternoon. Attached please find our agreement (hard copies will follow in the mail). I look forward to working with you and please let me know if you have any questions.

Thanks,

William B. Tunick

Attorney at Law
DANNIS WOLIVER KELLEY
275 Battery Street, Suite 1150

San Francisco, CA 94111
TEL 415.543.4111
FAX 415.543.4384
wtunick@DWKesq.com

www.DWKesq.com

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Stacey Jones <staceyjones@me.com>
To: Maurice Ghysels <mghysels@mpcsd.org>
Cc: Lanita Villasenor <lvillasenor@mpcsd.org>

Wed, Nov 16, 2016 at 8:21 AM

I am a little confused about the dates of the contract — July 1, 2016 through June 30, 2017. I think it should be November-October or November to June, at least.

[Quoted text hidden]

[Quoted text hidden]

<Menlo Park City SD.PDF>

Maurice Ghysels <mghysels@mpcsd.org>
To: "William B. Tunick" <wtunick@dwkesq.com>
Cc: Erik Burmeister <eburmeister@mpcsd.org>, Ahmad Sheikholeslami <asheikholeslami@mpcsd.org>, Lanita Villasenor <lvillasenor@mpcsd.org>

Wed, Nov 16, 2016 at 8:37 AM

Thanks, William for being so on top of this with a project plan. Yes, we can meet as soon as this Friday, pending the results of the Board's direction this Thursday night, especially if the Board goes for a parcel tax in March. However, if they decide to wait until May or June, we have more time, but not much.

In any case, Erik Burmeister (Assistant Superintendent and incoming Superintendent on July 1), will take lead with your potentially meeting with the Superintendent's Advisory Communication Team and Whitehurst/Mosher, along with my close participation. To be clear, Erik will be your point of contact in all this coordination, and he will be reaching out to you, yet I will remain closely attached to the process. Please call me if you have any questions.

Again, looking forward to working with you, William.

Maurice

Best regards,

Maurice

Dr. Maurice Ghysels
Superintendent
Menlo Park School District



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Every child becomes emotionally and physically stronger
Every child discovers and grows their talents*

[Quoted text hidden]

William B. Tunick <wtunick@dwkesq.com>

Wed, Nov 16, 2016 at 11:56 AM

To: Maurice Ghysels <mghysels@mpcsd.org>

Cc: Erik Burmeister <eburmeister@mpcsd.org>, Ahmad Sheikholeslami <asheikholeslami@mpcsd.org>, Lanita Villasenor <lvillasenor@mpcsd.org>

Hi Maurice,

Thank you for the update. I look forward to working with Erik and the team on the measure and will wait to hear the Board's direction after tomorrow night.

Thanks,

William B. Tunick

Attorney at Law

DANNIS WOLIVER KELLEY

275 Battery Street, Suite 1150

San Francisco, CA 94111

TEL 415.543.4111

FAX 415.543.4384

wtunick@DWKesq.com

www.DWKesq.com

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From: Maurice Ghysels [mailto:mghysels@mpcsd.org]

Sent: Wednesday, November 16, 2016 8:38 AM

To: William B. Tunick

Cc: Erik Burmeister; Ahmad Sheikholeslami; Lanita Villasenor

Subject: Re: DWK Agreement

Thanks, William for being so on top of this with a project plan. Yes, we can meet as soon as this Friday, pending the results of the Board's direction this Thursday night, especially if the Board goes for a parcel tax in March. However, if they decide to wait until May or June, we have more time, but not much.

In any case, Erik Burmeister (Assistant Superintendent and incoming Superintendent on July 1), will take lead with your potentially meeting with the Superintendent's Advisory Communication Team and Whitehurst/Mosher, along with my close participation. To be clear, Erik will be your point of contact in all this coordination, and he will be reaching out to you, yet I will remain closely attached to the process. Please call me if you have any questions.

Again, looking forward to working with you, William.

Maurice

Best regards,

Maurice

Dr. Maurice Ghysels
Superintendent
Menlo Park School District

[Quoted text hidden]

[Quoted text hidden]

Ahmad Sheikholeslami <asheikholeslami@mpcsd.org>
To: Maurice Ghysels <mghysels@mpcsd.org>
Cc: Lanita Villasenor <lvillasenor@mpcsd.org>

Sat, Nov 19, 2016 at 12:07 PM

Tim has okayed the agreement .

Ahmad Sheikholeslami
Menlo Park City School District
Chief Business and Operations Officer

Phone: 650-321-7140 ext 5611
e-mail: asheikholeslami@mpcsd.org

Begin forwarded message:

From: Timothy Fox <tfox@smcgov.org>
Subject: RE: DWK Agreement
Date: November 15, 2016 at 4:34:49 PM PST
To: Ahmad Sheikholeslami <asheikholeslami@mpcsd.org>
Cc: Joan O'Neill <joneill@mpcsd.org>

Looks okay to me.

Tim
x4456

From: Ahmad Sheikholeslami [<mailto:asheikholeslami@mpcsd.org>]
Sent: Tuesday, November 15, 2016 8:06 AM

To: Timothy Fox <tfox@smcgov.org>
Cc: Joan O'Neill <joneill@mpcsd.org>
Subject: Fwd: DWK Agreement

Hi Tim,

Attached is an agreement with DWK for attorney services to assist with the Parcel Tax language.
Can you please review and provide any comment.

Regards,

Ahmad Sheikholeslami
Menlo Park City School District
Chief Business and Operations Officer

Phone: 650-321-7140 ext 5611
e-mail: asheikholeslami@mpcsd.org

Begin forwarded message:

From: Maurice Ghysels <mghysels@mpcsd.org>
Subject: Fwd: DWK Agreement
Date: November 14, 2016 at 4:02:42 PM PST
To: Ahmad Sheikholeslami <asheikholeslami@mpcsd.org>

Maurice Ghysels <mghysels@mpcsd.org>
To: Ahmad Sheikholeslami <asheikholeslami@mpcsd.org>
Cc: Lanita Villasenor <lvillasenor@mpcsd.org>, Erik Burmeister <eburmeister@mpcsd.org>

Sat, Nov 19, 2016 at 5:27 PM

Thanks, Ahmad. Lanita, please place on the Nov 30 Board meeting after the discussion item on reductions and parcel tax and put it on Action but not Consent (i.e., for open discussion/action).

Best regards,

Maurice

Dr. Maurice Ghysels
Superintendent
Menlo Park School District



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Every child becomes emotionally and physically stronger
Every child discovers and grows their talents*

[Quoted text hidden]

Erik Burmeister <eburmeister@mpcsd.org>
To: Lanita Villasenor <lvillasenor@mpcsd.org>

Tue, Dec 20, 2016 at 8:23 AM

----- Forwarded message -----

From: **Maurice Ghysels** <mghysels@mpcsd.org>

Date: Sat, Nov 19, 2016 at 5:27 PM

Subject: Re: DWK Agreement

To: Ahmad Sheikholeslami <asheikholeslami@mpcsd.org>

[Quoted text hidden]

--
Erik Burmeister

Assistant Superintendent

Menlo Park City School District

181 Encinal Avenue

Atherton, CA 94027

650.321.7140

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DREAM IT. OWN IT. ROCK IT.

Re: Parcel Tax Counsel for MPCSD

4 messages

Maurice Ghysels <mghysels@mpcsd.org>

Fri, Oct 28, 2016 at 4:23 PM

To: Erik Burmeister <eburmeister@mpcsd.org>

Cc: John Whitehurst <johnw@bowl.net>, Mark Mosher <markm@bowl.net>, Jill Nelson Golub <jilln@bowl.net>, Lanita Villasenor <lvillasenor@mpcsd.org>

Thanks, Erik. Hi John, you want to give me a call on Monday? My cell is 650-863-6295.

Best regards,

Maurice

Dr. Maurice Ghysels
Superintendent
Menlo Park School District



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Every child becomes emotionally and physically stronger
Every child discovers and grows their talents*

On Fri, Oct 28, 2016 at 3:52 PM, Erik Burmeister <eburmeister@mpcsd.org> wrote:

Dear John, Mark, and Jill,

Our Superintendent is interested in getting your take on who we should use as the attorney for a parcel tax should the Board choose to go out for one.

We have historically used Orrick. They have a lot of historical context with us.

I will leave it to you and Maurice to continue the conversation.

Thanks,
Erik

Erik Burmeister
Assistant Superintendent
Menlo Park City School District
181 Encinal Avenue
Atherton, CA 94027
650.321.7140
Follow me on Twitter...@mrbprincipal

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To: Maurice Ghysels <mghysels@mpcsd.org>, Erik Burmeister <eburmeister@mpcsd.org>
Cc: Mark Mosher <markm@bmwl.net>, Jill Nelson Golub <jilln@bmwl.net>, Lanita Villasenor <lvillasenor@mpcsd.org>

Hi Maurice,
I'll give you a call on Monday.
John
John Whitehurst
Whitehurst /Mosher Campaign Strategy and Media
Barnes Mosher Whitehurst Lauter and Partners
660 Mission Street, Suite 200
San Francisco, CA 94105
415-606-5799 (cell)
415-615-0311 (office)

From: Maurice Ghysels <mghysels@mpcsd.org>
Date: Friday, October 28, 2016 4:23 PM
To: Erik Burmeister <eburmeister@mpcsd.org>
Cc: John Whitehurst <johnw@bmwl.net>, Mark Mosher <markm@bmwl.net>, Jill Nelson <jilln@bmwl.net>, Lanita Villasenor <lvillasenor@mpcsd.org>
Subject: Re: Parcel Tax Counsel for MPCSD
[Quoted text hidden]

Maurice Ghysels <mghysels@mpcsd.org> Sat, Oct 29, 2016 at 8:12 AM
To: John Whitehurst <johnw@bmwl.net>
Cc: Erik Burmeister <eburmeister@mpcsd.org>, Mark Mosher <markm@bmwl.net>, Jill Nelson Golub <jilln@bmwl.net>, Lanita Villasenor <lvillasenor@mpcsd.org>

Thanks, John.

Best regards,

Maurice

Dr. Maurice Ghysels
Superintendent
Menlo Park School District



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Every child becomes emotionally and physically stronger
Every child discovers and grows their talents*

[Quoted text hidden]

Erik Burmeister <eburmeister@mpcsd.org> Tue, Dec 20, 2016 at 8:28 AM
To: Lanita Villasenor <lvillasenor@mpcsd.org>

----- Forwarded message -----
From: **Maurice Ghysels** <mghysels@mpcsd.org>
Date: Sat, Oct 29, 2016 at 8:12 AM
Subject: Re: Parcel Tax Counsel for MPCSD
[Quoted text hidden]
[Quoted text hidden]

Possible Parcel Tax Counsel

3 messages

Maurice Ghysels <mghysels@mpcsd.org>

Fri, Oct 28, 2016 at 3:14 PM

To: Stacey Jones <staceyjones@me.com>, Jeff Child <jchildadvisor@sbcglobal.net>

Cc: Ahmad Sheikholeslami <asheikholeslami@mpcsd.org>, Erik Burmeister <eburmeister@mpcsd.org>, Lanita Villasenor <lvillasenor@mpcsd.org>

Hi Jeff and Stacey,

We need to start thinking about securing legal counsel in case the Board decides on a March parcel tax. I've discussed this with cabinet, and with all the issues we had in the last election resolution and machinations, I still think we should go with Orrick. Given they have extensive context and history of MPCSD, the pros outweigh the cons, and we may be able to negotiate the price as we have reusable assets with them.

Please let me know your thoughts, as I want to engage them right after Nov 9 **IF** we need them, giving Eugene Clark-Herrera plenty of time in advance to be ready to roll.

Best regards,

Maurice

Dr. Maurice Ghysels
Superintendent
Menlo Park School District



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Maurice Ghysels <mghysels@mpcsd.org>

Fri, Oct 28, 2016 at 3:45 PM

To: Stacey Jones <staceyjones@me.com>, Jeff Child <jchildadvisor@sbcglobal.net>

Cc: Ahmad Sheikholeslami <asheikholeslami@mpcsd.org>, Erik Burmeister <eburmeister@mpcsd.org>, Lanita Villasenor <lvillasenor@mpcsd.org>

Jeff and Stacey, Also, please know I still am going to reach out to Whitehears to get their opinion re what counsel to use. I'll let you know what they think, of course.

Maurice

Best regards,

Maurice

Dr. Maurice Ghysels
Superintendent
Menlo Park School District



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Every child discovers and grows their talents*

[Quoted text hidden]

Erik Burmeister <eburmeister@mpcsd.org>
To: Lanita Villasenor <lvillasenor@mpcsd.org>

Tue, Dec 20, 2016 at 8:28 AM

[Quoted text hidden]

--

Erik Burmeister
*Assistant Superintendent
Menlo Park City School District
181 Encinal Avenue
Atherton, CA 94027
650.321.7140
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DREAM IT. OWN IT. ROCK IT.

Fwd: Estimate of no. of district voter parents/vs. not parents?

1 message

Erik Burmeister <eburmeister@mpcsd.org>
To: Lanita Villasenor <lvillasenor@mpcsd.org>

Tue, Dec 20, 2016 at 8:28 AM

----- Forwarded message -----

From: **John Whitehurst** <johnw@bowl.net>
Date: Fri, Oct 28, 2016 at 2:47 PM
Subject: Re: Estimate of no. of district voter parents/vs. not parents?
To: Erik Burmeister <eburmeister@mpcsd.org>

thx
John Whitehurst
Whitehurst /Mosher Campaign Strategy and Media
Barnes Mosher Whitehurst Lauter and Partners
660 Mission Street, Suite 200
San Francisco, CA 94105
415-606-5799 (cell)
415-615-0311 (office)

From: Erik Burmeister <eburmeister@mpcsd.org>
Date: Friday, October 28, 2016 2:36 PM
To: John Whitehurst <johnw@bowl.net>
Cc: Barbara Wood <bwood@almanacnews.com>, Scott Hinshaw <sdhinshaw@gmail.com>, Mark Mosher <markm@bowl.net>, Jill Nelson <jilln@bowl.net>
Subject: Re: Estimate of no. of district voter parents/vs. not parents?

John,

Scott gave the best, most current info for us based on last spring. So that's great.

However, to answer your question. We have 2997 students. They come from 2151 "households" (we don't call them families). Of the 2997, 20% of our students are in two households.

Best,
Erik

On Fri, Oct 28, 2016 at 12:33 PM, John Whitehurst <johnw@bowl.net> wrote:
How many students and how many families do you have in your schools?

John Whitehurst
Sent from my iPhone

On Oct 28, 2016, at 10:35 AM, Erik Burmeister <eburmeister@mpcsd.org> wrote:

I don't. I have heard anywhere from 15%-20%. It really depends on the election/year/etc.

Scott Hinshaw would probably be the best person to ask, but honestly, this number has been repeated so many times that it's hard to know where it really comes from and how accurate it is.

Scott (since you were most recent campaign chair)...do we REALLY know how many or is it a percentage we've recycled since the early 2000's?

Barbara...our new consultants (since Brad's death) will be doing a new analysis. I've Cced them here. They don't know the number YET, but they will be doing that soon.

When they know it, I'll have them reach out to you with the most current percentage.

John, Mark, Jill...Barbara is the local reporter for our main town newspaper (The Almanac). She has covered us for several years. She is fair, consistent, thoughtful, and accessible. We work hard to give her what she needs. After election day when we begin to dig into data, I'd like the most timely figure she is requesting; feel free to reach out to her when you know.

Thanks!
Erik

On Fri, Oct 28, 2016 at 10:29 AM, Barbara Wood <bwood@almanacnews.com> wrote:

Do you have this number somewhere? If so, where did it come from?

Thanks,
Barbara

Barbara Wood, Staff Writer, The Almanac

650-305-0287 (cell-best) 650-223-6533 (office) 650-223-7533 (fax)

BWood@AlmanacNews.com | www.AlmanacNews.com

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--
Erik Burmeister

Assistant Superintendent

Menlo Park City School District

181 Encinal Avenue

Atherton, CA 94027

650.321.7140

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--

Erik Burmeister

Assistant Superintendent

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Lanita Villasenor <lvillasenor@mpcsd.org>

Fwd: Menlo Park School District- WMCSM October Invoice 10-2620161 & W9 Form

1 message

Erik Burmeister <eburmeister@mpcsd.org>
To: Lanita Villasenor <lvillasenor@mpcsd.org>

Tue, Dec 20, 2016 at 8:29 AM

----- Forwarded message -----

From: **Brad Witherspoon** <brad_witherspoon@bmwl.net>

Date: Wed, Oct 26, 2016 at 10:29 AM

Subject: Menlo Park School District- WMCSM October Invoice 10-2620161 & W9 Form

To: "eburmeister@mpcsd.org" <eburmeister@mpcsd.org>

Cc: "kfreitas@mpcsd.org" <kfreitas@mpcsd.org>, **John Whitehurst** <johnw@bmwl.net>, **Mark Mosher** <markm@bmwl.net>, **Jill Nelson Golub** <jilln@bmwl.net>

Barnes Mosher Whitehurst Lauter & Partners, Inc.

Invoice Due:10/26/2016
10-2620161

Amount Due: **\$12,000.00**

Hi Erik and Kirstin:

Attached is our October invoice per our agreement, as well as a completed W9 form. All invoices are due upon receipt.

We look forward to working with you on this project.

If you have any questions regarding this invoice please contact me at 415-615-0311.

Sincerely,

Brad Witherspoon
Vice President-Operations
Whitehurst Mosher Campaign Strategy & Media
660 Mission Street Su 200
tel- 415-615-0311 x 13
fax-415-615-0322

--

Erik Burmeister

Assistant Superintendent

Menlo Park City School District

181 Encinal Avenue

Atherton, CA 94027

650.321.7140

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2 attachments



Menlo Park School District-WMCSM October Fee Inv 10-2620161.pdf

62K



WMCSM W9 2016.pdf

608K

Fwd: Slide deck that provides lots of information...

1 message

Erik Burmeister <eburmeister@mpcsd.org>
To: Lanita Villasenor <lvillasenor@mpcsd.org>

Tue, Dec 20, 2016 at 8:29 AM

----- Forwarded message -----

From: **Erik Burmeister** <eburmeister@mpcsd.org>
Date: Tue, Oct 25, 2016 at 4:07 PM
Subject: Re: Slide deck that provides lots of information...
To: Jill Nelson Golub <jilln@bowl.net>, Kirstin Freitas <kfreitas@mpcsd.org>
Cc: Mark Mosher <markm@bowl.net>, John Whitehurst <johnw@bowl.net>, Brad Witherspoon <brad_witherspoon@bowl.net>

Kirstin,

Please work with Brad to get them the contract and pay bill.

Thanks,
Erik

On Tue, Oct 25, 2016 at 3:10 PM, Jill Nelson Golub <jilln@bowl.net> wrote:
Thanks Erik. Great meeting you and the team today.

When you can, please send us a copy of the signed contract and let us know how to proceed with billing. I'm cc'ing Brad Witherspoon on this email, who is our Operations VP.

From: Erik Burmeister <eburmeister@mpcsd.org>
Date: Tuesday, October 25, 2016 at 1:26 PM
To: Jill Golub <jilln@bowl.net>, Mark Mosher <markm@bowl.net>, John Whitehurst <johnw@bowl.net>
Subject: Slide deck that provides lots of information...

--
Erik Burmeister
Assistant Superintendent
Menlo Park City School District
181 Encinal Avenue
Atherton, CA 94027
650.321.7140
Follow me on Twitter...@mrbprincipal

DREAM IT. OWN IT. ROCK IT.

--
Erik Burmeister
Assistant Superintendent

*Menlo Park City School District
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Atherton, CA 94027
650.321.7140
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--

Erik Burmeister
*Assistant Superintendent
Menlo Park City School District
181 Encinal Avenue
Atherton, CA 94027
650.321.7140
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Fwd: Slow to reply Re: Accepted: Invitation: CONFIRMED: Communication Advisory Team Meeting w/ Whitehu... @ Tue Oct 25, 2016 12pm - 3:30pm (johnw@bowl.net)

1 message

Erik Burmeister <eburmeister@mpcsd.org>
To: Lanita Villasenor <lvillasenor@mpcsd.org>

Tue, Dec 20, 2016 at 8:29 AM

----- Forwarded message -----

From: **Erik Burmeister** <eburmeister@mpcsd.org>

Date: Fri, Oct 21, 2016 at 11:26 AM

Subject: Slow to reply Re: Accepted: Invitation: CONFIRMED: Communication Advisory Team Meeting w/ Whitehu... @ Tue Oct 25, 2016 12pm - 3:30pm (johnw@bowl.net)

To: johnw@bowl.net

Thanks for emailing me. On Thursday and Friday, October 20 & 21, I will be away from email. I will return to full response capacity on Monday, October. Should you require immediate assistance, please contact Kirstin Freitas, Administrative Assistant, at kfreitas@mpcsd.org.

Warm regards,
Mr. Burmeister

--
Erik Burmeister

Assistant Superintendent

Menlo Park City School District

181 Encinal Avenue

Atherton, CA 94027

650.321.7140

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--
Erik Burmeister

Assistant Superintendent

Menlo Park City School District

181 Encinal Avenue

Atherton, CA 94027

650.321.7140

Follow me on Twitter...@mrbprincipal

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Fwd: Contract/Proposal WITH polling...

1 message

Erik Burmeister <eburmeister@mpcsd.org>
To: Lanita Villasenor <lvillasenor@mpcsd.org>

Tue, Dec 20, 2016 at 8:29 AM

----- Forwarded message -----

From: **John Whitehurst** <johnw@bowl.net>
Date: Tue, Oct 11, 2016 at 2:11 PM
Subject: Re: Contract/Proposal WITH polling...
To: Erik Burmeister <eburmeister@mpcsd.org>
Cc: Jill Nelson Golub <jilln@bowl.net>, Mark Mosher <markm@bowl.net>, Stacey Jones <staceyjones@me.com>

Perfect

John Whitehurst
Sent from my iPhone

On Oct 11, 2016, at 1:24 PM, Erik Burmeister <eburmeister@mpcsd.org> wrote:

Yes, and...

We can hold off on decisions; however, the Board will ask. I can frame any decision in the context of "polling is a research tool and your firm will work with us on what tools are best for our needs."

Good?

On Tue, Oct 11, 2016 at 1:22 PM, John Whitehurst <johnw@bowl.net> wrote:

Hi Erik,
Is it possible to hold off the polling discussion until we are on board.
Polling is a research tool. We should probably look at all of the different tools together and decide.
Best,
John

John Whitehurst
Sent from my iPhone

On Oct 11, 2016, at 1:05 PM, Erik Burmeister <eburmeister@mpcsd.org> wrote:

Thanks. The Board can/will ask questions and I will share with them the details and at that point it can/will be their choice.

Thanks,
Erik

On Tue, Oct 11, 2016 at 12:56 PM, John Whitehurst <johnw@bowl.net> wrote:

Yes it will be.

John Whitehurst
Whitehurst /Mosher Campaign Strategy and Media
Barnes Mosher Whitehurst Lauter and Partners
660 Mission Street, Suite 200
San Francisco, CA 94105
415-606-5799 (cell)
415-615-0311 (office)

From: Erik Burmeister <eburmeister@mpcsd.org>

Date: Tuesday, October 11, 2016 12:54 PM

To: John Whitehurst <johnw@bowl.net>

Cc: Jill Nelson <jilln@bowl.net>, Mark Mosher <markm@bowl.net>, Stacey Jones <staceyjones@me.com>

Subject: Re: Contract/Proposal WITH polling...

Got it. Is it safe to say it would be between \$15,000 and \$30,000?

Erik

On Tue, Oct 11, 2016 at 12:51 PM, John Whitehurst <johnw@bowl.net> wrote:

Can't really, it all depends on length of the questionnaire and number of completed samples — and those things can't be determined before we talk about what we want out of the poll. Which — we still strongly recommend.

If we move forward with a poll, we will have polling firms bid out the specs we want and get the best price.

John Whitehurst
Whitehurst /Mosher Campaign Strategy and Media
Barnes Mosher Whitehurst Lauter and Partners
660 Mission Street, Suite 200
San Francisco, CA 94105
415-606-5799 (cell)
415-615-0311 (office)

From: Erik Burmeister <eburmeister@mpcsd.org>

Date: Tuesday, October 11, 2016 12:48 PM

To: John Whitehurst <johnw@bowl.net>

Cc: Jill Nelson <jilln@bowl.net>, Mark Mosher <markm@bowl.net>, Stacey Jones <staceyjones@me.com>

Subject: Re: Contract/Proposal WITH polling...

Perfect. Thanks for the context.

Can you confirm approximate cost and scope?

Erik

On Tue, Oct 11, 2016 at 12:48 PM, John Whitehurst <johnw@bowl.net> wrote:

Erik,

How the polling works is that we contract with a polling firm and you pay the direct costs to them.

Your contract does cover discussing, planning, strategizing and even drafting a poll with the pollster.

You don't need to amend your contract.

John

John Whitehurst

Whitehurst /Mosher Campaign Strategy and Media

Barnes Mosher Whitehurst Lauter and Partners

660 Mission Street, Suite 200

San Francisco, CA 94105

415-606-5799 (cell)

415-615-0311 (office)

From: Erik Burmeister <eburmeister@mpcsd.org>

Date: Tuesday, October 11, 2016 12:45 PM

To: Jill Nelson <jilln@bmwl.net>, John Whitehurst <johnw@bmwl.net>, Mark Mosher <markm@bmwl.net>

Cc: Stacey Jones <staceyjones@me.com>

Subject: Contract/Proposal WITH polling...

Hi Team,

Thanks for getting us the contract. One of our Board members is interested in at least having the opportunity to discuss polling. Is it possible for you to submit the same contract with polling included? In order for it to have the best shot at happening, it would need to be as inexpensive as possible and as broad as possible.

I will try calling, too.

I would need this ASAP.

Erik

--

Erik Burmeister

Assistant Superintendent

Menlo Park City School District

181 Encinal Avenue

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650.321.7140

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Fwd: Looking forward to receiving your contract TODAY...

1 message

Erik Burmeister <eburmeister@mpcsd.org>
To: Lanita Villasenor <lvillasenor@mpcsd.org>

Tue, Dec 20, 2016 at 8:30 AM

----- Forwarded message -----

From: **Erik Burmeister** <eburmeister@mpcsd.org>
Date: Mon, Oct 10, 2016 at 11:57 AM
Subject: Re: Looking forward to receiving your contract TODAY...
To: Jill Nelson Golub <jilln@bowl.net>
Cc: Mark Mosher <markm@bowl.net>, John Whitehurst <johnw@bowl.net>

Great to hear.

Erik

On Mon, Oct 10, 2016 at 11:50 AM, Jill Nelson Golub <jilln@bowl.net> wrote:
Hi Erik,

We are finalizing this now and should be able to get it to you shortly.

Thanks,
Jill

From: Erik Burmeister <eburmeister@mpcsd.org>
Date: Monday, October 10, 2016 at 9:42 AM
To: Jill Golub <jilln@bowl.net>, Mark Mosher <markm@bowl.net>, John Whitehurst <johnw@bowl.net>
Subject: Looking forward to receiving your contract TODAY...

...as early as possible. As a reminder, we need to get the contract on Board agenda; deadline is tomorrow. I need time for our attorney and CBO to review contract.

Thanks!
Erik

--
Erik Burmeister
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Great news...let's get started!

8 messages

Erik Burmeister <eburmeister@mpcsd.org>

Wed, Oct 19, 2016 at 8:33 AM

To: Mark Mosher <markm@bowl.net>, John Whitehurst <johnw@bowl.net>, Jill Nelson Golub <jilln@bowl.net>, Stacey Jones <staceyjones@me.com>, Terry Thygesen <terry.thygesen@gmail.com>, Stacey Wueste <Stacey@daviswueste.com>, Jennifer Webb Levey <jenniferlevey@mac.com>, Lanita Villasenor <lvillasenor@mpcsd.org>

Dear John, Mark, and Jill,

Last night, our Board approved the contract to work with you for the next two months as we consider all of our options.

We are thrilled to be working with you.

Now, we have to get to work.

It is likely that you will begin working with our Communication Advisory Team, which has begun the work of getting information out. As we have outlined for you, I think you will be very pleased/impressed with the work we have already done to communicate with our community, engage them, and create a sense of urgency around the issues we are facing.

How would you all suggest we begin and when can we get started?

We have precious little time in some ways. The Board will need to make a decision shortly if they are to go out for something in March. While we are not convinced March is the best idea, we need you all to help us make that decision (and not rush to a 'no' simply because of time) in a short period of time.

We recognize that the next three weeks are extremely busy for you all. However, considering that the deadline for us to make a decision one way or another is quickly approaching, we want to get going ASAP.

We look forward to hearing from you.

Regards,
Erik

--

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John Whitehurst <johnw@bmwl.net>

Wed, Oct 19, 2016 at 10:01 AM

To: Erik Burmeister <eburmeister@mpcsd.org>, Mark Mosher <markm@bmwl.net>, Jill Nelson Golub <jilln@bmwl.net>, Stacey Jones <staceyjrjones@me.com>, Terry Thygesen <terry.thygesen@gmail.com>, Stacey Wueste <Stacey@daviswueste.com>, Jennifer Webb Levey <jenniferlevey@mac.com>, Lanita Villasenor <lvillasenor@mpcsd.org>

Hi Erik,

Wonderful news.

We too are very excited to take on this project.

Does the Communication Advisory Team have regular meetings? If not let's schedule one.

We could meet Thursday 10/27 at 11AM or 12PM or Friday 10/28 from 10:30 to 2:30. Let us know if any of those times work.

In the meantime please sign our contract and return it and we are good to go.

Best,

John

John Whitehurst

Whitehurst /Mosher Campaign Strategy and Media

Barnes Mosher Whitehurst Lauter and Partners

660 Mission Street, Suite 200

San Francisco, CA 94105

415-606-5799 (cell)

415-615-0311 (office)

From: Erik Burmeister <eburmeister@mpcsd.org>

Date: Wednesday, October 19, 2016 8:33 AM

To: Mark Mosher <markm@bmwl.net>, John Whitehurst <johnw@bmwl.net>, Jill Nelson <jilln@bmwl.net>, Stacey Jones <staceyjrjones@me.com>, Terry Thygesen <terry.thygesen@gmail.com>, Stacey Wueste <Stacey@daviswueste.com>, Jennifer Webb Levey <jenniferlevey@mac.com>, Lanita Villasenor <lvillasenor@mpcsd.org>

Subject: Great news...let's get started!

[Quoted text hidden]

Erik Burmeister <eburmeister@mpcsd.org>

Wed, Oct 19, 2016 at 9:05 PM

To: John Whitehurst <johnw@bmwl.net>

Cc: Mark Mosher <markm@bmwl.net>, Jill Nelson Golub <jilln@bmwl.net>, Stacey Jones <staceyjrjones@me.com>, Terry Thygesen <terry.thygesen@gmail.com>, Stacey Wueste <Stacey@daviswueste.com>, Jennifer Webb Levey <jenniferlevey@mac.com>, Lanita Villasenor <lvillasenor@mpcsd.org>

John,

Unfortunately, neither of those days work for me. I'm at a training Thursday and Friday and they are militant about 100% focus.

In fact, next week is gnarly. Any way we can meet at 3:00 on Monday, Tuesday or Wednesday?

Erik

[Quoted text hidden]

Jill Nelson Golub <jilln@bmwl.net>

Thu, Oct 20, 2016 at 3:07 PM

To: Erik Burmeister <eburmeister@mpcsd.org>, John Whitehurst <johnw@bmwl.net>

Cc: Mark Mosher <markm@bmwl.net>, Stacey Jones <staceyjones@me.com>, Terry Thygesen <terry.thygesen@gmail.com>, Stacey Wueste <Stacey@daviswueste.com>, Jennifer Webb Levey <jenniferlevey@mac.com>, Lanita Villasenor <lvillasenor@mpcsd.org>

Hi Erik,

Unfortunately those times don't work for us. What about the next week – the week of 10/31? Here are some times that work for us that week:

- Tuesday 11/1 anytime 11 am – 2 pm
- Thursday 11/3 at 10:30 am or 12:30 pm
- Friday anytime 11 am – 2 pm

Thanks,
Jill

From: Erik Burmeister <eburmeister@mpcsd.org>

Date: Wednesday, October 19, 2016 at 9:05 PM

To: John Whitehurst <johnw@bmwl.net>

Cc: Mark Mosher <markm@bmwl.net>, Jill Golub <jilln@bmwl.net>, Stacey Jones <staceyjones@me.com>, Terry Thygesen <terry.thygesen@gmail.com>, Stacey Wueste <Stacey@daviswueste.com>, Jennifer Webb Levey <jenniferlevey@mac.com>, Lanita Villasenor <lvillasenor@mpcsd.org>

Subject: Re: Great news...let's get started!

[Quoted text hidden]

Erik Burmeister <eburmeister@mpcsd.org>

Thu, Oct 20, 2016 at 4:46 PM

To: Jill Nelson Golub <jilln@bmwl.net>

Cc: John Whitehurst <johnw@bmwl.net>, Mark Mosher <markm@bmwl.net>, Stacey Jones <staceyjones@me.com>, Terry Thygesen <terry.thygesen@gmail.com>, Stacey Wueste <Stacey@daviswueste.com>, Jennifer Webb Levey <jenniferlevey@mac.com>, Lanita Villasenor <lvillasenor@mpcsd.org>

Yikes. I think we need to speak sooner if we can.

What times would work for you all on Monday, Tuesday, or Wednesday?

We are meeting as a team on Tuesday from 12:00-3:30. Would any time between then work?

Erik

[Quoted text hidden]

Jill Nelson Golub <jilln@bmwl.net>

Fri, Oct 21, 2016 at 10:37 AM

To: Erik Burmeister <eburmeister@mpcsd.org>

Cc: John Whitehurst <johnw@bmwl.net>, Mark Mosher <markm@bmwl.net>, Stacey Jones <staceyjones@me.com>, Terry Thygesen <terry.thygesen@gmail.com>, Stacey Wueste <Stacey@daviswueste.com>, Jennifer Webb Levey <jenniferlevey@mac.com>, Lanita Villasenor <lvillasenor@mpcsd.org>

Hi Erik,

We can be there on Tuesday at 12 pm. If that works, let me know the details. Looking forward to it.

Thanks,
Jill

From: Erik Burmeister <eburmeister@mpcsd.org>

Date: Thursday, October 20, 2016 at 4:46 PM

To: Jill Golub <jilln@bmwl.net>

Cc: John Whitehurst <johnw@bowl.net>, Mark Mosher <markm@bowl.net>, Stacey Jones <staceyjones@me.com>, Terry Thygesen <terry.thygesen@gmail.com>, Stacey Wueste <Stacey@daviswueste.com>, Jennifer Webb Levey <jenniferlevey@mac.com>, Lanita Villasenor <lvillasenor@mpcsd.org>

[Quoted text hidden]

[Quoted text hidden]

Erik Burmeister <eburmeister@mpcsd.org>

Fri, Oct 21, 2016 at 11:10 AM

To: Jill Nelson Golub <jilln@bowl.net>

Cc: John Whitehurst <johnw@bowl.net>, Mark Mosher <markm@bowl.net>, Stacey Jones <staceyjones@me.com>, Terry Thygesen <terry.thygesen@gmail.com>, Stacey Wueste <Stacey@daviswueste.com>, Jennifer Webb Levey <jenniferlevey@mac.com>, Lanita Villasenor <lvillasenor@mpcsd.org>

Terrific. Yes. 12:00 on Tuesday at 181 Encinal Ave Atherton CA 94025.

If you absolutely need to meet via video conference we can do that, but we'd love to meet you all in person. Just let us know what you can make happen.

Erik

[Quoted text hidden]

Erik Burmeister <eburmeister@mpcsd.org>

Tue, Dec 20, 2016 at 8:29 AM

To: Lanita Villasenor <lvillasenor@mpcsd.org>

----- Forwarded message -----

From: **Erik Burmeister** <eburmeister@mpcsd.org>

Date: Fri, Oct 21, 2016 at 1:26 PM

Subject: Re: Great news...let's get started!

To: Jill Nelson Golub <jilln@bowl.net>

Sounds great.

We are meeting longer than that because we have other things to talk about, so this will be perfect. Thanks.

Erik

On Fri, Oct 21, 2016 at 12:50 PM, Jill Nelson Golub <jilln@bowl.net> wrote:

Great. We can be there in person but John will need to leave before 1:30 pm. I'm assuming an hour and a half is enough, but Mark and I can stay till 2 pm if needed.

From: Erik Burmeister <eburmeister@mpcsd.org>

Date: Friday, October 21, 2016 at 11:10 AM

[Quoted text hidden]

[Quoted text hidden]

[Quoted text hidden]

[Quoted text hidden]

Fwd: Survey MPCSD

1 message

Erik Burmeister <eburmeister@mpcsd.org>
To: Lanita Villasenor <lvillasenor@mpcsd.org>

Tue, Dec 20, 2016 at 8:30 AM

----- Forwarded message -----

From: **Erik Burmeister** <eburmeister@mpcsd.org>

Date: Fri, Oct 7, 2016 at 10:56 AM

Subject: Re: Survey MPCSD

To: John Whitehurst <johnw@bowl.net>, Mark Mosher <markm@bowl.net>, Jill Nelson Golub <jilln@bowl.net>

Here is Almanac article. Take a look at the feed below regarding mail in ballots.

<http://www.almanacnews.com/news/2016/04/05/menlo-park-school-parcel-tax-ballots-start-arriving-this-week>

On Fri, Oct 7, 2016 at 10:48 AM, Erik Burmeister <eburmeister@mpcsd.org> wrote:

Link. Hope it works.

[https://surveys.panoramaed.com/menlopark/9103293372/surveys/7465263?
language=en](https://surveys.panoramaed.com/menlopark/9103293372/surveys/7465263?language=en)

--
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Fwd: Want to speak with John or Mark this week if possible...

1 message

Erik Burmeister <eburmeister@mpcsd.org>
To: Lanita Villasenor <lvillasenor@mpcsd.org>

Tue, Dec 20, 2016 at 8:30 AM

----- Forwarded message -----

From: **Erik Burmeister** <eburmeister@mpcsd.org>
Date: Wed, Oct 5, 2016 at 9:53 AM
Subject: Re: Want to speak with John or Mark this week if possible...
To: John Whitehurst <johnw@bmwl.net>

Sure. Call now. 650-321-7140.

On Wed, Oct 5, 2016 at 9:52 AM, John Whitehurst <johnw@bmwl.net> wrote:

I can do it right now if you can. Or we can wait.

John

John Whitehurst

Whitehurst /Mosher Campaign Strategy and Media

Barnes Mosher Whitehurst Lauter and Partners

660 Mission Street, Suite 200

San Francisco, CA 94105

415-606-5799 (cell)

415-615-0311 (office)

From: Erik Burmeister <eburmeister@mpcsd.org>

Date: Wednesday, October 5, 2016 9:51 AM

To: John Whitehurst <johnw@bmwl.net>

Cc: Jill Nelson <jilln@bmwl.net>, Mark Mosher <markm@bmwl.net>

Subject: Re: Want to speak with John or Mark this week if possible...

Thanks John. The best time now that we are approaching 10 will be after 12:30 p.m.

I look forward to speaking with you.

Erik

On Wed, Oct 5, 2016 at 9:14 AM, John Whitehurst <johnw@bmwl.net> wrote:

I will call back today .

John Whitehurst

Sent from my iPhone

On Oct 5, 2016, at 8:22 AM, Erik Burmeister <eburmeister@mpcsd.org> wrote:

Jill, Mark, and John...

Can one of you give me a call today? The best time would be before 10 a.m.
Thanks!

Erik

On Wed, Sep 28, 2016 at 2:29 PM, Erik Burmeister <eburmeister@mpcsd.org> wrote:

Thanks.

On Wed, Sep 28, 2016 at 2:06 PM, Jill Nelson Golub <jilln@bowl.net> wrote:

Please use this conference number tomorrow at 1 pm. Everyone can dial in remotely if needed.

415-854-8179

Thanks,
Jill

From: John Whitehurst <johnw@bowl.net>
Date: Wednesday, September 28, 2016 at 1:37 PM
To: Erik Burmeister <eburmeister@mpcsd.org>, Jill Golub <jilln@bowl.net>
Cc: Mark Mosher <markm@bowl.net>

Subject: Re: Want to speak with John or Mark this week if possible...

Look forward to talking tomorrow Erik.

Best,

John

John Whitehurst

Whitehurst /Mosher Campaign Strategy and Media

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660 Mission Street, Suite 200

San Francisco, CA 94105

415-606-5799 (cell)

415-615-0311 (office)

From: Erik Burmeister <eburmeister@mpcsd.org>
Date: Wednesday, September 28, 2016 1:29 PM
To: Jill Nelson <jilln@bowl.net>
Cc: John Whitehurst <johnw@bowl.net>, Mark Mosher <markm@bowl.net>
Subject: Re: Want to speak with John or Mark this week if possible...

Hi Jill.

Thanks. 1-1:30 works tomorrow. Please provide me with the number and extension to reach you and we will call you. There will be anywhere from one to four people on the call.

Thanks,
Erik

On Wed, Sep 28, 2016 at 9:25 AM, Jill Nelson Golub <jilln@bowl.net> wrote:

Hi Erik,

I just tried you back and left a message. We are available tomorrow between 1 and 3 pm. Please let us know if a time in this window works for you.

Thanks,
Jill

From: Erik Burmeister <eburmeister@mpcsd.org>
Date: Wednesday, September 28, 2016 at 8:32 AM
To: Jill Golub <jilln@bmwl.net>
Cc: John Whitehurst <johnw@bmwl.net>, Mark Mosher <markm@bmwl.net>
Subject: Re: Want to speak with John or Mark this week if possible...

Thanks Jill,

I left message for you just now. If we could set up a time with John or Mark for tomorrow, we would appreciate it.

Thanks,
Erik

On Tue, Sep 27, 2016 at 9:38 AM, Jill Nelson Golub <jilln@bmwl.net> wrote:
Hi Erik,

Our apologies for the delayed response, it looks like your email got lost in the shuffle. We would be happy to set up a time to discuss your needs and see how we can help the school district. Please let me know what works for you.

Thanks,
Jill

Jill Nelson Golub
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Whitehurst Mosher Campaign Strategy & Media
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(516) 318-7413 (cell)
www.whitehurstmosher.com
[LinkedIn](#)
[@JillNelsonGolub](#)

From: Erik Burmeister <eburmeister@mpcsd.org>
Date: Monday, September 19, 2016 at 6:03 PM
To: info BMWL <info@bmwl.net>
Subject: Want to speak with John or Mark this week if possible...

Greetings,

I found your information on the internet. Our district has used Brad Senden for many years as a political consultant. Sadly, Brad passed away recently and I am engaging some local political consultants in some informational interviews on behalf of our district. We have a need that may come to fruition very quickly; I would like to see if I could get 30 minutes of time for a Skype or phone call with either John or Mark in the next few days.

Could someone from your organization get back to me with some contact information?

Thanks,
Erik Burmeister

--

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