



Maurice Ghysels &lt;mghysels@mpcsd.org&gt;

## Conference Call for Standing Meeting

4 messages

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

Mon, Dec 5, 2016 at 11:45 PM

To: John Whitehurst <johnw@bowl.net>, Jill Nelson Golub <jilln@bowl.net>, Mark Mosher <markm@bowl.net>, Stacey Wueste <Stacey@daviswueste.com>, Stacey Jones <staceyrjones@me.com>, Maurice Ghysels <mghysels@mpcsd.org>, Jeff Child <jchildadvisor@sbcglobal.net>, Terry Thygesen <terry.thygesen@gmail.com>

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

*Follow me on Twitter...@mrbprincipal*

**DREAM IT. OWN IT. ROCK IT.**

**Terry Thygesen** <terry.thygesen@gmail.com>

Tue, Dec 6, 2016 at 2:20 AM

To: Erik Burmeister <eburmeister@mpcsd.org>

Cc: John Whitehurst <johnw@bowl.net>, Jill Nelson Golub <jilln@bowl.net>, Mark Mosher <markm@bowl.net>, Stacey Wueste <Stacey@daviswueste.com>, Stacey Jones <staceyrjones@me.com>, Maurice Ghysels <mghysels@mpcsd.org>, Jeff Child <jchildadvisor@sbcglobal.net>

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

[Quoted text hidden]

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**Erik Burmeister** <eburmeister@mpcsd.org> Tue, Dec 6, 2016 at 8:22 AM  
To: Terry Thygesen <terry.thygesen@gmail.com>  
Cc: John Whitehurst <johnw@bowl.net>, Jill Nelson Golub <jilln@bowl.net>, Mark Mosher <markm@bowl.net>, Stacey Wueste <Stacey@daviswueste.com>, Stacey Jones <staceyrjones@me.com>, Maurice Ghysels <mghysels@mpcsd.org>, Jeff Child <jchildadvisor@sbcglobal.net>

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

[Quoted text hidden]

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**Erik Burmeister** <eburmeister@mpcsd.org> Tue, Dec 6, 2016 at 9:13 AM  
To: Terry Thygesen <terry.thygesen@gmail.com>  
Cc: John Whitehurst <johnw@bowl.net>, Jill Nelson Golub <jilln@bowl.net>, Mark Mosher <markm@bowl.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

[Quoted text hidden]



Maurice Ghysels <mghysels@mpcsd.org>

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

1 message

**Erik Burmeister** <eburmeister@mpcsd.org>  
Reply-To: Erik Burmeister <eburmeister@mpcsd.org>  
To: mghysels@mpcsd.org

Tue, Dec 6, 2016 at 8:44 AM

This event has been canceled and removed from your calendar.

### Standing Campaign Meeting Update

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

Invitation from Google Calendar

You are receiving this email at the account mghysels@mpcsd.org because you are subscribed for cancellations 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.](#)







Maurice Ghysels &lt;mghysels@mpcsd.org&gt;

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## We crossed the finish line...

2 messages

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

Tue, Dec 6, 2016 at 8:19 AM

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

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

*Follow me on Twitter...@mrbprincipal*

***DREAM IT. OWN IT. ROCK IT.***

---

 **MenloParkCSDParcelTaxRenewalResolution.pdf**  
147K

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**Jill Nelson Golub** <jilln@bowl.net>

Tue, Dec 6, 2016 at 8:41 AM

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 <staceyrjones@me.com>

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

[Quoted text hidden]



Maurice Ghysels &lt;mghysels@mpcsd.org&gt;

## Resolution Language TODAY!

3 messages

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

Thu, Dec 1, 2016 at 9:32 AM

To: Parke Treadway <parket@pacbell.net>, Stacey Wueste <Stacey@daviswueste.com>, Jill Kispert <jkispert@sbcglobal.net>, Kate Kennedy <katekenn@yahoo.com>, Maurice Ghysels <mghysels@mpcsd.org>, 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>

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

*Follow me on Twitter...@mrbprincipal*

**DREAM IT. OWN IT. ROCK IT.**

**Jill Nelson Golub** <jilln@bowl.net>

Thu, Dec 1, 2016 at 10:58 AM

To: Erik Burmeister <eburmeister@mpcsd.org>, Parke Treadway <parket@pacbell.net>, Stacey Wueste <Stacey@daviswueste.com>, Jill Kispert <jkispert@sbcglobal.net>, Kate Kennedy <katekenn@yahoo.com>, Maurice Ghysels <mghysels@mpcsd.org>, Ahmad Sheikholeslami <asheikholeslami@mpcsd.org>, 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>

I reviewed it and left comments. Let us know if you need anything else.

Thanks,  
Jill

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

**Date:** Thursday, December 1, 2016 at 9:32 AM

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

**Subject:** Resolution Language TODAY!

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**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@bmwl.net>, John Whitehurst <johnw@bmwl.net>, Mark Mosher <markm@bmwl.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*

[Quoted text hidden]



Maurice Ghysels &lt;mghysels@mpcsd.org&gt;

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**IMPORTANT: ASAP!**

3 messages

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

Wed, Nov 30, 2016 at 8:22 AM

To: Ahmad Sheikholeslami <asheikholeslami@mpcsd.org>, Maurice Ghysels <mghysels@mpcsd.org>, Terry Thygesen <terry.thygesen@gmail.com>, Stacey Jones <staceyjones@me.com>, John Whitehurst <johnw@bowl.net>, Jill Nelson Golub <jilln@bowl.net>, Mark Mosher <markm@bowl.net>

Cc: Parke Treadway <parket@pacbell.net>

Dear Terry, Stacey, Ahmad, Maurice, John, Mark, Jill, and William...

Parke and I have been working on a resolution draft for TONIGHT. We had added several comments/questions and were awaiting feedback from you all.

Due to the urgency of time, I went ahead and made most of the changes we had proposed; however, I left the most important questions in there.

Since the resolution is SO important, please take a moment to review the document and provide your feedback in the form of comment.

Please take a moment today to review.

**Stacey and Terry**...you can, of course, make your suggestions from the Board table tonight; however, if there are glaring inaccuracies or mischaracterizations, I'd love to catch them NOW.

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.***

---

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

Wed, Nov 30, 2016 at 8:34 AM

To: Erik Burmeister <eburmeister@mpcsd.org>

Hi Erik, I gave you feedback last week, but I have one more thought regarding the word, "maintaining." We went round and round on this word in the last parcel tax round. I don't like it -- it sounds mediocre at best. How about "upholding" or "sustaining"

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: Maurice Ghysels <mghysels@mpcsd.org>

Wed, Nov 30, 2016 at 8:41 AM

Sure. I like it.

[Quoted text hidden]





Maurice Ghysels <mghysels@mpcsd.org>

## 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)

5 messages

**Erik Burmeister** <eburmeister@mpcsd.org> Mon, Nov 28, 2016 at 8:16 AM  
Reply-To: Erik Burmeister <eburmeister@mpcsd.org>  
To: mghysels@mpcsd.org, lvillasenor@mpcsd.org, johnw@bmwl.net, staceyrjones@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@bmwl.net
  - staceyrjones@me.com
  - jchildadvisor@sbcglobal.net
  - Terry Thygesen
  - Stacey Wueste

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

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

**invite.ics**  
4K

Maurice Ghysels <mghysels@mpcsd.org>

Mon, Nov 28, 2016 at 8:23 AM

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



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

[Quoted text hidden]



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

Mon, Nov 28, 2016 at 8:23 AM

FYI...

Best regards,

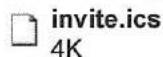
Maurice

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*

[Quoted text hidden]



Erik Burmeister <eburmeister@mpcsd.org>  
To: Maurice Ghysels <mghysels@mpcsd.org>

Mon, Nov 28, 2016 at 5:44 PM

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  
Follow me on Twitter...@mrbprincipal*

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---

**Maurice Ghysels MPCSD** <mghysels@mpcsd.org>  
To: Erik Burmeister <eburmeister@mpcsd.org>

Mon, Nov 28, 2016 at 5:52 PM

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  
[Quoted text hidden]



Maurice Ghysels &lt;mghysels@mpcsd.org&gt;

## Re: Invitation: Parcel Tax Writing Marathon Session @ Mon Nov 28, 2016 11:30am - 2pm (johnw@bowl.net)

4 messages

John Whitehurst &lt;johnw@bowl.net&gt;

Mon, Nov 28, 2016 at 11:33 AM

To: "eburmeister@mpcsd.org" <eburmeister@mpcsd.org>, "staceyjones@me.com" <staceyjones@me.com>, Terry Thygesen <terry.thygesen@gmail.com>, Parke Treadway <parket@pacbell.net>, Stacey Wueste <stacey@daviswueste.com>, Maurice Ghysels <mghysels@mpcsd.org>, "asheikholeslami@mpcsd.org" <asheikholeslami@mpcsd.org>, "wtunick@dwkesq.com" <wtunick@dwkesq.com>

What's the conference number for this call? We are at John's desk and ready.

**From:** eburmeister@mpcsd.org

**When:** 11:30 AM - 2:00 PM November 28, 2016

**Subject:** Invitation: Parcel Tax Writing Marathon Session @ Mon Nov 28, 2016 11:30am - 2pm (johnw@bowl.net)

**Location:** Maurice's Office or by phone

[more details »](#)

### 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 ( <a href="#">map</a> )
Calendar	johnw@bowl.net
Who	<ul style="list-style-type: none"> <li>• Erik Burmeister - organizer</li> <li>• staceyjones@me.com</li> <li>• Terry Thygesen</li> <li>• Parke Treadway</li> <li>• Stacey Wueste</li> <li>• Maurice Ghysels</li> <li>• asheikholeslami@mpcsd.org</li> <li>• johnw@bowl.net</li> <li>• wtunick@dwkesq.com</li> </ul>

Going? **Yes** - **Maybe** - **No** [more options »](#)

Invitation from [Google Calendar](#)

You are receiving this email at the account johnw@bowl.net because you are subscribed for invitations on calendar johnw@bowl.net.

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](#)

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

Mon, Nov 28, 2016 at 11:33 AM

To: John Whitehurst <johnw@bowl.net>

Cc: "staceyjones@me.com" <staceyjones@me.com>, Terry Thygesen <terry.thygesen@gmail.com>, Parke Treadway <parket@pacbell.net>, Stacey Wueste <stacey@daviswueste.com>, Maurice Ghysels <mghysels@mpcsd.org>, "asheikholeslami@mpcsd.org" <asheikholeslami@mpcsd.org>, "wtunick@dwkesq.com" <wtunick@dwkesq.com>

We will call you now. What number?

[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*

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**John Whitehurst** <johnw@bowl.net>

Mon, Nov 28, 2016 at 11:34 AM

To: Erik Burmeister <eburmeister@mpcsd.org>

Cc: "staceyjones@me.com" <staceyjones@me.com>, Terry Thygesen <terry.thygesen@gmail.com>, Parke Treadway <parket@pacbell.net>, Stacey Wueste <stacey@daviswueste.com>, Maurice Ghysels <mghysels@mpcsd.org>, "asheikholeslami@mpcsd.org" <asheikholeslami@mpcsd.org>, "wtunick@dwkesq.com" <wtunick@dwkesq.com>

415 6150311 ext. 16

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:** Monday, November 28, 2016 11:33 AM

**To:** John Whitehurst <johnw@bowl.net>

**Cc:** "staceyjones@me.com" <staceyjones@me.com>, Terry Thygesen <terry.thygesen@gmail.com>, Parke Treadway <parket@pacbell.net>, Stacey Wueste <stacey@daviswueste.com>, Maurice Ghysels <mghysels@mpcsd.org>, "asheikholeslami@mpcsd.org" <asheikholeslami@mpcsd.org>, "wtunick@dwkesq.com" <wtunick@dwkesq.com>

**Subject:** Re: Invitation: Parcel Tax Writing Marathon Session @ Mon Nov 28, 2016 11:30am - 2pm (johnw@bowl.net)

[Quoted text hidden]

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**John Whitehurst** <johnw@bowl.net>

Mon, Nov 28, 2016 at 11:36 AM

To: Erik Burmeister <eburmeister@mpcsd.org>

Cc: "staceyjones@me.com" <staceyjones@me.com>, Terry Thygesen <terry.thygesen@gmail.com>, Parke Treadway <parket@pacbell.net>, Stacey Wueste <stacey@daviswueste.com>, Maurice Ghysels <mghysels@mpcsd.org>, "asheikholeslami@mpcsd.org" <asheikholeslami@mpcsd.org>, "wtunick@dwkesq.com" <wtunick@dwkesq.com>

415 615-0311, ext. 16

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:** Monday, November 28, 2016 11:33 AM

**To:** John Whitehurst <johnw@bowl.net>

**Cc:** "staceyjones@me.com" <staceyjones@me.com>, Terry Thygesen <terry.thygesen@gmail.com>, Parke Treadway <parket@pacbell.net>, Stacey Wueste <stacey@daviswueste.com>, Maurice Ghysels <mghysels@mpcsd.org>, "asheikholeslami@mpcsd.org" <asheikholeslami@mpcsd.org>, "wtunick@dwkesq.com" <wtunick@dwkesq.com>

**Subject:** Re: Invitation: Parcel Tax Writing Marathon Session @ Mon Nov 28, 2016 11:30am - 2pm (johnw@bowl.net)

[Quoted text hidden]





Maurice Ghysels <mghysels@mpcsd.org>

**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) (staceyjones@me.com)**

1 message

**Stacey Jones** <staceyjones@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 staceyjones@me.com

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

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

Invitation from Google Calendar

You are receiving this courtesy email at the account [staceyjones@me.com](mailto: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>



Maurice Ghysels &lt;mghysels@mpcsd.org&gt;

## Re: [Update] Parcel Tax Writing Marathon Session

2 messages

**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

On Mon, Nov 28, 2016 at 6:43 AM, Maurice Ghysels <mghysels@mpcsd.org> wrote:

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@bowl.net
- wtunick@dwkesq.com
- staceyjones@me.com
- Terry Thygesen
- Parke Treadway
- Stacey Wueste
- Maurice Ghysels
- asheikholeslami@mpcsd.org

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

Mon, Nov 28, 2016 at 8:24 AM

To: Erik Burmeister &lt;eburmeister@mpcsd.org&gt;

Cc: Lanita Villasenor &lt;lvillasenor@mpcsd.org&gt;, Stacey Jones &lt;staceyjones@me.com&gt;, Ahmad Sheikholeslami &lt;asheikholeslami@mpcsd.org&gt;, Terry Thygesen &lt;terry.thygesen@gmail.com&gt;

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]



Maurice Ghysels &lt;mghysels@mpcsd.org&gt;

---

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

11 messages

---

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

Fri, Nov 18, 2016 at 6:24 PM

To: John Whitehurst &lt;johnw@bowl.net&gt;, wtunick@dwkesq.com, Maurice Ghysels &lt;mghysels@mpcsd.org&gt;

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

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 &lt;eburmeister@mpcsd.org&gt;, "wtunick@dwkesq.com" &lt;wtunick@dwkesq.com&gt;, Maurice Ghysels &lt;mghysels@mpcsd.org&gt;

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

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@bmwl.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@bmwl.net>

Cc: Erik Burmeister <eburmeister@mpcsd.org>, Maurice Ghysels <mghysels@mpcsd.org>, Ahmad Sheikholeslami <asheikholeslami@mpcsd.org>, Jill Nelson Golub <jilln@bmwl.net>, Mark Mosher <markm@bmwl.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  
**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** <eburmeister@mpcsd.org>

Fri, Nov 18, 2016 at 7:49 PM

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

Cc: John Whitehurst <johnw@bmwl.net>, Maurice Ghysels <mghysels@mpcsd.org>, Ahmad Sheikholeslami <asheikholeslami@mpcsd.org>, Jill Nelson Golub <jilln@bmwl.net>, Mark Mosher <markm@bmwl.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@bmwl.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





*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>

Sat, Nov 19, 2016 at 9:11 AM

To: Maurice Ghysels <mghysels@mpcsd.org>

Cc: Lanita Villasenor <lvillasenor@mpcsd.org>, John Whitehurst <johnw@bowl.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]

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

Sat, Nov 19, 2016 at 5:59 PM

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



*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>

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 30<sup>th</sup>. 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**

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:** 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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Best,

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

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Erik

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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

[Quoted text hidden]

[Quoted text hidden]

[Quoted text hidden]



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

Mon, Nov 21, 2016 at 9:21 AM

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

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

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>

Mon, Nov 21, 2016 at 11:53 AM

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

Cc: Erik Burmeister <eburmeister@mpcsd.org>, John Whitehurst <johnw@bowl.net>, Lanita Villasenor <lvillasenor@mpcsd.org>

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>

Wed, Nov 23, 2016 at 1:37 PM

To: Erik Burmeister <eburmeister@mpcsd.org>

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

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@bowl.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



Maurice Ghysels &lt;mghysels@mpcsd.org&gt;

---

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

4 messages

Erik Burmeister &lt;eburmeister@mpcsd.org&gt;

Sat, Nov 19, 2016 at 11:39 AM

To: John Whitehurst <johnw@bowl.net>, Mark Mosher <markm@bowl.net>, Jill Nelson Golub <jilln@bowl.net>, Maurice Ghysels <mghysels@mpcsd.org>, "SJones@mpcsd.org" <SJones@mpcsd.org>, Terry Thygesen <tthygesen@mpcsd.org>, Stacey Wueste <Stacey@daviswueste.com>, "William B. Tunick" <wtunick@dwkesq.com>

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

650.321.7140

*Follow me on Twitter...@mrbprincipal***DREAM IT. OWN IT. ROCK IT.**


---

 Maurice Ghysels <mghysels@mpcsd.org>

Sat, Nov 19, 2016 at 5:11 PM

To: Erik Burmeister &lt;eburmeister@mpcsd.org&gt;

### 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*

[Quoted text hidden]

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

Sat, Nov 19, 2016 at 5:12 PM

To: Erik Burmeister <eburmeister@mpcsd.org>

Cc: John Whitehurst <johnw@bowl.net>, Mark Mosher <markm@bowl.net>, Jill Nelson Golub <jilln@bowl.net>, "SJones@mpcsd.org" <SJones@mpcsd.org>, Terry Thygesen <tthygesen@mpcsd.org>, Stacey Wueste <Stacey@daviswueste.com>, "William B. Tunick" <wtunick@dwkesq.com>

Thanks, Erik, et. al. I gave you my thoughts in a reply, Erik.

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

[Quoted text hidden]

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

Sat, Nov 19, 2016 at 5:47 PM

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

[Quoted text hidden]



Maurice Ghysels &lt;mghysels@mpcsd.org&gt;

## Invitation: Parcel Tax Writing Marathon Session @ Mon Nov 28, 2016 11:30am - 2pm (mghysels@mpcsd.org)

1 message

Erik Burmeister &lt;eburmeister@mpcsd.org&gt;

Fri, Nov 18, 2016 at 7:48 PM

Reply-To: Erik Burmeister &lt;eburmeister@mpcsd.org&gt;

To: mghysels@mpcsd.org, wtunick@dwkesq.com, johnw@bmwl.net, Terry Thygesen <terry.thygesen@gmail.com>, asheikholeslami@mpcsd.org, Stacey Wueste <stacey@daviswueste.com>, staceyjones@me.com, Parke Treadway <parket@pacbell.net>

### Parcel Tax Writing Marathon Session

[more details »](#)

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)

Calendar mghysels@mpcsd.org

Who

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

Going? **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 mghysels@mpcsd.org.

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**  
3K



Maurice Ghysels &lt;mghysels@mpcsd.org&gt;

---

**Automatic reply: Potential Ballot Language - Invitation to edit**

4 messages

---

**Jill Nelson Golub** <jilln@bowl.net>

Fri, Nov 18, 2016 at 5:47 PM

To: Maurice Ghysels MPCSD &lt;mghysels@mpcsd.org&gt;

I am out of the office until Monday, November 28. If this is urgent, please contact another member of our team that you have been working with.

Thank you!

---

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

Fri, Nov 18, 2016 at 5:47 PM

To: Maurice Ghysels MPCSD &lt;mghysels@mpcsd.org&gt;

Thank you for your email. I will be out of the office from November 21 through November 27, returning on November 28. If you have an urgent need, please call me at (858) 531-3231.

---

**John Whitehurst** <johnw@bowl.net>

Fri, Nov 18, 2016 at 5:47 PM

To: Maurice Ghysels MPCSD &lt;mghysels@mpcsd.org&gt;

I am out of the office until Monday Noevember 28 and will not be checking email frequently.

---

**Maurice Ghysels MPCSD** <mghysels@mpcsd.org>

Fri, Nov 18, 2016 at 6:18 PM

To: Erik Burmeister &lt;eburmeister@mpcsd.org&gt;, Lanita Villasenor &lt;lvillasenor@mpcsd.org&gt;, Ahmad Sheikholeslami &lt;asheikholeslami@mpcsd.org&gt;, Emily Tracy &lt;etracy@mpcsd.org&gt;

I'm scrambling to be back in the office on Monday, November 28; however, at worst I can be available 8:00 am by phone that day. Kindly shoot for that for our meeting, Erik.

Maurice

Begin forwarded message:

---

**From:** John Whitehurst <johnw@bowl.net>**Date:** November 18, 2016 at 5:47:01 PM PST**To:** Maurice Ghysels MPCSD <mghysels@mpcsd.org>**Subject:** Automatic reply: Potential Ballot Language - Invitation to edit

I am out of the office until Monday Noevember 28 and will not be checking email frequently.





Maurice Ghysels &lt;mghysels@mpcsd.org&gt;

## Potential Ballot Language - Invitation to edit

3 messages

Erik Burmeister (via Google Docs) &lt;drive-shares-noreply@google.com&gt;

Fri, Nov 18, 2016 at 3:22 PM

Reply-To: Erik Burmeister &lt;eburmeister@mpcsd.org&gt;

To: mghysels@mpcsd.org

Cc: wtunick@dwkesq.com, terry.thygesen@gmail.com, Stacey@daviswueste.com, staceyrjones@me.com, johnw@bowl.net, markm@bowl.net

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

[Open in Docs](#)

Google Docs: Create and edit documents online.

Google Inc. 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA

You have received this email because someone shared a document with you from Google Docs.

The Google logo, consisting of the word "Google" in its characteristic multi-colored font.

John Whitehurst &lt;johnw@bowl.net&gt;

Fri, Nov 18, 2016 at 5:27 PM



To: Erik Burmeister <eburmeister@mpcsd.org>, Jill Nelson Golub <jilln@bowl.net>, Paul Murre <paulm@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>,  
 "staceyjrjones@me.com" <staceyjrjones@me.com>, Mark Mosher <markm@bowl.net>

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>, "staceyjrjones@me.com" <staceyjrjones@me.com>, Mark Mosher

<markm@bowl.net>

**Subject:** Potential Ballot Language - Invitation to edit

[Quoted text hidden]

---

**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>, "staceyrjones@me.com" <staceyrjones@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

[Quoted text hidden]



Maurice Ghysels &lt;mghysels@mpcsd.org&gt;

---

**Fwd: Power Point slides**

1 message

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

Thu, Nov 17, 2016 at 2:57 PM

To: Ahmad Sheikholeslami &lt;asheikholeslami@mpcsd.org&gt;, Maurice Ghysels &lt;mghysels@mpcsd.org&gt;

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.bmwlandpartners.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  
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  
181 Encinal Avenue  
Atherton, CA 94027  
650.321.7140  
Follow me on Twitter...@mrbprincipal*



***DREAM IT. OWN IT. ROCK IT.***

---

 **Menlo Park City School District\_PowerPoint\_20161117.pptx**  
1348K



Maurice Ghysels &lt;mghysels@mpcsd.org&gt;

---

**Draft agenda language for 11/17**

7 messages

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

Thu, Nov 10, 2016 at 11:41 AM

To: John Whitehurst &lt;johnw@bowl.net&gt;

Cc: Lanita Villasenor &lt;lvillasenor@mpcsd.org&gt;, Erik Burmeister &lt;eburmeister@mpcsd.org&gt;, Ahmad Sheikholeslami &lt;asheikholeslami@mpcsd.org&gt;

Dear John,

Thank for sending me the draft agenda language today as I want to post the 11/17 agenda this afternoon. I'm taking the lead on this but please also cc Lanita, Erik and Ahmad (cc'd on this email).

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***John Whitehurst** <johnw@bowl.net>

Thu, Nov 10, 2016 at 11:54 AM

To: Maurice Ghysels &lt;mghysels@mpcsd.org&gt;, Mark Mosher &lt;markm@bowl.net&gt;, Clinton O'Keefe Killian &lt;killco1@yahoo.com&gt;

Cc: Lanita Villasenor &lt;lvillasenor@mpcsd.org&gt;, Erik Burmeister &lt;eburmeister@mpcsd.org&gt;, Ahmad Sheikholeslami &lt;asheikholeslami@mpcsd.org&gt;

Jill and Mark will need to do this today.

John Whitehurst  
Sent from my iPhone  
[Quoted text hidden]

**Mark Mosher** <markm@bowl.net>

Thu, Nov 10, 2016 at 12:02 PM

To: John Whitehurst &lt;johnw@bowl.net&gt;

Cc: Maurice Ghysels &lt;mghysels@mpcsd.org&gt;, Clinton O'Keefe Killian &lt;killco1@yahoo.com&gt;, Lanita Villasenor &lt;lvillasenor@mpcsd.org&gt;, Erik Burmeister &lt;eburmeister@mpcsd.org&gt;, Ahmad Sheikholeslami &lt;asheikholeslami@mpcsd.org&gt;

Yes, Jill and I will work on.

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.bowlpartners.com

415-812-7500  
mark\_mosher@bowl.net

Sent from my iPhone

[Quoted text hidden]

---

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

Thu, Nov 10, 2016 at 12:20 PM

To: Mark Mosher <markm@bowl.net>

Cc: John Whitehurst <johnw@bowl.net>, Clinton O'Keefe Killian <killco1@yahoo.com>, Lanita Villasenor <lvillasenor@mpcsd.org>, Erik Burmeister <eburmeister@mpcsd.org>, Ahmad Sheikholeslami <asheikholeslami@mpcsd.org>

Thanks, Mark. I appreciate your quick turnaround on this, as I want to be proactive and clear in our communication per our call today, posting this agenda item, and writing our staff and community.

Best,

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]

---

**Mark Mosher** <markm@bowl.net>

Thu, Nov 10, 2016 at 1:15 PM

To: Maurice Ghysels <mghysels@mpcsd.org>

Cc: John Whitehurst <johnw@bowl.net>, Clinton O'Keefe Killian <killco1@yahoo.com>, Lanita Villasenor <lvillasenor@mpcsd.org>, Erik Burmeister <eburmeister@mpcsd.org>, Ahmad Sheikholeslami <asheikholeslami@mpcsd.org>, Jill Nelson Golub <jilln@bowl.net>

I'd like to see something like this.

I'll let John and Jill weigh in if they feel differently. I know you're on a tight turnaround.

Report on fiscal condition of school district and comparative discussion of possible revenue enhancement measures to preserve district standards and financial stability.

Presentation on current school district finances and projected structural deficit.

Analysis of successful and unsuccessful efforts to raise revenue.

Presentation of revenue generation options for the district, including parcel tax renewals at various levels.

Comparative analysis of similarly situated Bay Area school districts.

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.bmwlandpartners.com  
415-812-7500  
mark\_mosher@bowl.net

Sent from my iPhone

[Quoted text hidden]

---

**Jill Nelson Golub** <jilln@bowl.net>

Thu, Nov 10, 2016 at 1:32 PM

To: Mark Mosher <markm@bowl.net>, Maurice Ghysels <mghysels@mpcsd.org>

Cc: John Whitehurst <johnw@bowl.net>, Clinton O'Keefe Killian <killco1@yahoo.com>, Lanita Villasenor <lvillasenor@mpcsd.org>, Erik Burmeister <eburmeister@mpcsd.org>, Ahmad Sheikholeslami <asheikholeslami@mpcsd.org>, Paul Murre <paulm@bowl.net>

Looks great to me.

Please be sure to include me and Paul Murre (cc'd here) on emails. Thanks!

---

**From:** Mark Mosher <markm@bowl.net>

**Date:** Thursday, November 10, 2016 at 1:15 PM

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

**Cc:** John Whitehurst <johnw@bowl.net>, Clinton O'Keefe Killian <killco1@yahoo.com>, Lanita Villasenor <lvillasenor@mpcsd.org>, Erik Burmeister <eburmeister@mpcsd.org>, Ahmad Sheikholeslami <asheikholeslami@mpcsd.org>, Jill Golub <jilln@bowl.net>

**Subject:** Re: Draft agenda language for 11/17

[Quoted text hidden]

---

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

Mon, Nov 14, 2016 at 7:32 AM

To: Mark Mosher <markm@bowl.net>, Erik Burmeister <eburmeister@mpcsd.org>

Cc: John Whitehurst <johnw@bowl.net>, Clinton O'Keefe Killian <killco1@yahoo.com>, Lanita Villasenor <lvillasenor@mpcsd.org>, Ahmad Sheikholeslami <asheikholeslami@mpcsd.org>, Jill Nelson Golub <jilln@bowl.net>

Thanks, Mark and Jill, I will get this out today.

Erik, I am going to send out a short and to the point Newsletter today, but you want to add any content from a committee perspective? Let's talk in Cab this morning, please.

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]





Maurice Ghysels &lt;mghysels@mpcsd.org&gt;

---

**BMWL/Menlo Park School District Call**

3 messages

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**Jill Nelson Golub** <jilln@bowl.net>

Thu, Nov 10, 2016 at 7:32 AM

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

---

**Maurice Ghysels MPCSD** <mghysels@mpcsd.org>

Thu, Nov 10, 2016 at 8:34 AM

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

I see this is 10:30 today? I will scramble to try to join you...

Maurice

Begin forwarded message:


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

**Date:** November 10, 2016 at 7:32:01 AM PST

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

**Subject:** BMWL/Menlo Park School District Call

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 **mime-attachment.ics**  
2K

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

Thu, Nov 10, 2016 at 8:42 AM

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

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

Yes. Thank you. If you can't, we'll proceed and I'll catch you up to speed.

[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.**



Maurice Ghysels &lt;mghysels@mpcsd.org&gt;

---

**Received direction from Board.**

6 messages

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**Erik Burmeister** <eburmeister@mpcsd.org> Wed, Nov 9, 2016 at 11:37 PM  
 To: John Whitehurst <johnw@bowl.net>, Mark Mosher <markm@bowl.net>, Jill Nelson Golub <jilln@bowl.net>  
 Cc: Maurice Ghysels <mghysels@mpcsd.org>

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

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.**

---

**Mark Mosher** <markm@bowl.net> Wed, Nov 9, 2016 at 11:40 PM  
 To: Erik Burmeister <eburmeister@mpcsd.org>  
 Cc: John Whitehurst <johnw@bowl.net>, Jill Nelson Golub <jilln@bowl.net>, Maurice Ghysels <mghysels@mpcsd.org>

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  
 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  
 [Quoted text hidden]

---

**Erik Burmeister** <eburmeister@mpcsd.org> Wed, Nov 9, 2016 at 11:49 PM  
 To: Mark Mosher <markm@bowl.net>  
 Cc: John Whitehurst <johnw@bowl.net>, Jill Nelson Golub <jilln@bowl.net>, Maurice Ghysels <mghysels@mpcsd.org>

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

[Quoted text hidden]

---

**Mark Mosher** <markm@bowl.net>

Wed, Nov 9, 2016 at 11:51 PM

To: Erik Burmeister <eburmeister@mpcsd.org>

Cc: John Whitehurst <johnw@bowl.net>, Jill Nelson Golub <jilln@bowl.net>, Maurice Ghysels <mghysels@mpcsd.org>

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

[Quoted text hidden]

---

**John Whitehurst** <johnw@bowl.net>

Thu, Nov 10, 2016 at 6:52 AM

To: Mark Mosher <markm@bowl.net>

Cc: Erik Burmeister <eburmeister@mpcsd.org>, Jill Nelson Golub <jilln@bowl.net>, Maurice Ghysels <mghysels@mpcsd.org>

1030 works for me

John Whitehurst  
Sent from my iPhone  
[Quoted text hidden]

---

**Jill Nelson Golub** <jilln@bowl.net>

Thu, Nov 10, 2016 at 7:33 AM

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  
[Quoted text hidden]



Maurice Ghysels &lt;mghysels@mpcsd.org&gt;

---

## introduction

15 messages

---

**John Whitehurst** <johnw@bowl.net>

Wed, Nov 2, 2016 at 2:56 PM

To: "William B. Tunick" &lt;wtunick@dwkesq.com&gt;, "Maurice Ghysels (MPCSD Superintendent)" &lt;mghysels@mpcsd.org&gt;

Cc: Mark Mosher &lt;markm@bowl.net&gt;, Jill Nelson Golub &lt;jilln@bowl.net&gt;, "lvillasenor@mpcsd.org" &lt;lvillasenor@mpcsd.org&gt;

Maurice and William,

I would like to introduce the two of you.

Maurice, William was the attorney we worked with in Mill Valley this year. William, Maurice is the Superintendent of Menlo Park School District. Our firm has been retained by the school district in assisting in research, outreach, and preparation of a potential parcel tax renewal.

Maurice we can proceed anyway you would like to. Feel free to reach out to William directly or we can all have a call, whatever works for you.

Best,  
John

Here is William's contact info:

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

---

**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)

---

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

Thu, Nov 3, 2016 at 5:29 AM

To: "William B. Tunick" &lt;wtunick@dwkesq.com&gt;

Cc: Mark Mosher &lt;markm@bowl.net&gt;, Jill Nelson Golub &lt;jilln@bowl.net&gt;, "lvillasenor@mpcsd.org" &lt;lvillasenor@mpcsd.org&gt;

Bcc: John Whitehurst &lt;johnw@bowl.net&gt;

Thanks, John. I am moving you to BCC as I reach out to William with an invitation of discussing the possibilities of our working together.

Dear William, Our Board may be placing a parcel tax on a ballot measure, and we are seeking legal counsel. I have heard wonderful things about you from John, and I would like the chance to speak with you over the phone, today or tomorrow? My cell is 650-863-6294.

My best,

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*

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---

**William B. Tunick** <wtunick@dwkesq.com> Thu, Nov 3, 2016 at 10:22 AM  
To: Maurice Ghysels <mghysels@mpcsd.org>  
Cc: Mark Mosher <markm@bmwl.net>, Jill Nelson Golub <jilln@bmwl.net>, "lvillasenor@mpcsd.org" <lvillasenor@mpcsd.org>

Hi Maurice,

It is good to meet you and I would be happy to discuss the parcel tax. I will try to reach you by cell this afternoon.

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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reply email and destroy all copies of the original message.

**From:** Maurice Ghysels [mailto:mghysels@mpcsd.org]  
**Sent:** Thursday, November 03, 2016 5:29 AM  
**To:** William B. Tunick  
**Cc:** Mark Mosher; Jill Nelson Golub; lvillasenor@mpcsd.org  
**Subject:** Re: introduction

Thanks, John. I am moving you to BCC as I reach out to William with an invitation of discussing the possibilities of our working together.

Dear William, Our Board may be placing a parcel tax on a ballot measure, and we are seeking legal counsel. I have heard wonderful things about you from John, and I would like the chance to speak with you over the phone, today or tomorrow? My cell is 650-863-6294.

My best,

Maurice

Best regards,

Maurice

---

Dr. Maurice Ghysels  
Superintendent  
Menlo Park School District

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[Quoted text hidden]

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**Maurice Ghysels MPCSD** <mghysels@mpcsd.org> Thu, Nov 3, 2016 at 10:46 AM  
To: "William B. Tunick" <wtunick@dwkesq.com>  
Cc: Mark Mosher <markm@bowl.net>, Jill Nelson Golub <jilln@bowl.net>, "lvillasenor@mpcsd.org" <lvillasenor@mpcsd.org>

Looking forward to hearing from you this afternoon, William

Maurice

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[Quoted text hidden]

[Quoted text hidden]

&lt;image001.jpg&gt;

[Quoted text hidden]

[Quoted text hidden]

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

Thu, Nov 3, 2016 at 2:32 PM

To: Joan Lambert <jlambert@mpcsd.org>, Stacey Jones <staceyjones@me.com>, Lanita Villasenor <lvillasenor@mpcsd.org>, Erik Burmeister <eburmeister@mpcsd.org>, Ahmad Sheikholeslami <asheikholeslami@mpcsd.org>

Hi Joan, Stacey, and Lanita,

I just talked over the phone with William Tunick of Dannis Woliver Kelley for our potential parcel tax legal counsel. He comes highly recommended by our new consultant, John Whitehurst.

William has extensive experience in this area of the law *and* with the Election Office of San Mateo. I think that Stacey, Joan and I should meet with William soon, so we can have counsel in place and be ready to roll if the Board chooses to proceed with a parcel tax as early as Nov 9 or Nov 30 at the latest (for a March election). This means our legal counsel will have to move fast, so thanks for helping me make our decision on counsel sooner than later. I am not forcing March here; I just have to be anticipatory. I want to be technically perfect this round and to avoid the issues we experienced with the last parcel tax resolution and filing.

I am asking Lanita to set up a live meeting (if possible) or conference call with William as soon as next Thursday. Or if you'd like, please feel free to ask Lanita to set up a meeting sooner, this Monday or Tuesday, and if I am free in Washington DC, I can join you; otherwise, of course, I have confidence in your recommendation to use an alternate counsel to Orrick.

To find out more about Mr. Tunick in advance of our meeting, [click here](#).

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>

Thu, Nov 3, 2016 at 2:37 PM

To: Maurice Ghysels <mghysels@mpcsd.org>

Cc: Joan Lambert <jlambert@mpcsd.org>, Stacey Jones <staceyjones@me.com>, Lanita Villasenor <lvillasenor@mpcsd.org>, Ahmad Sheikholeslami <asheikholeslami@mpcsd.org>

Great. I'd like to be there, too, Lanita.

Best,  
Erik

[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.**

---

**Ahmad Sheikholeslami** <asheikholeslami@mpcsd.org>

Thu, Nov 3, 2016 at 7:04 PM

To: Erik Burmeister <eburmeister@mpcsd.org>

Cc: Maurice Ghysels <mghysels@mpcsd.org>, Joan Lambert <jlambert@mpcsd.org>, Stacey Jones <staceyjrjones@me.com>, Lanita Villasenor <lvillasenor@mpcsd.org>

Ditto. I should be in the meeting as well.

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

181 Encinal Ave - Atherton CA - 94027

Office: 650-321-7140 ext 5614

Mobile: 650-303-6230

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---

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

Thu, Nov 3, 2016 at 10:45 PM

To: Ahmad Sheikholeslami <asheikholeslami@mpcsd.org>

Cc: Erik Burmeister <eburmeister@mpcsd.org>, Joan Lambert <jlambert@mpcsd.org>, Stacey Jones <staceyjrjones@me.com>, Lanita Villasenor <lvillasenor@mpcsd.org>

OK, I am good to go with Willian, so why don't you four -- Erik, Ahmad, Joan and Stacey meet with William live or over the phone on Monday or Tuesday. If time permits, I can join via phone, but don't let my DC trip slow us down. I would study his credentials and experience in this area and ask for additional client references. It's a solid firm with Greg Danis, who I know, and I am ready to go with Willian pending our due diligence.

I just need your opinion fin checking him out for his experience in parcel tax law, technical procedures, and whether he knows the idiosyncratic ways of the San Mateo Election Office. If you four can interview Will and vet him out this Monday or Tuesday, I likely will be good with the outcome of your recommendation. Lanita, why don't you set up a meeting with Ahmad, Erik, Joan and Stacey and invite me by phone. If I can join by phone from DC, great; if I can't, they can get a sense of answers to my and their questions in our interview process. In other words, let's not time pass on tis reference check and selection!

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]

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**William B. Tunick** <wtunick@dwkesq.com>  
To: Maurice Ghysels MPCSD <mghysels@mpcsd.org>

Mon, Nov 7, 2016 at 9:50 AM

Hi Maurice,

I wanted to follow up from our call last week to see if you and the Board members would like to setup a call later this week regarding the parcel tax renewal. I am available Wednesday afternoon and most of the day Thursday if there is a time that works best for you.

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 MPCSD [mailto:mghysels@mpcsd.org]  
**Sent:** Thursday, November 03, 2016 10:47 AM

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---

**Maurice Ghysels** <mghysels@mpcsd.org>  
To: "William B. Tunick" <wtunick@dwkesq.com>  
Cc: Lanita Villasenor <lvillasenor@mpcsd.org>, Joan Lambert <jlambert@mpcsd.org>, "SJones@mpcsd.org" <SJones@mpcsd.org>, Erik Burmeister <eburmeister@mpcsd.org>

Mon, Nov 7, 2016 at 3:40 PM

Hi William,

Yes, that is our next step, and I am copying Lanita so she can set up a telephone conference with you, our two Board members, Joan Lambert and Stacey Jones, Assitant Superintendent, Erik Burmeister, and me either this Thursday



(probably more likely next week).

I look forward to our conversation about the possibility of your being our parcel tax counsel if the Board decides to go forward with a parcel tax resolution and ballot measure.

Best,

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]

**Lanita Villasenor** <lvillasenor@mpcsd.org>

Mon, Nov 7, 2016 at 3:54 PM

To: "William B. Tunick" <wtunick@dwkesq.com>, Maurice Ghysels <mghysels@mpcsd.org>, Erik Burmeister <eburmeister@mpcsd.org>, "SJones@mpcsd.org" <SJones@mpcsd.org>, Joan Lambert <jlambert@mpcsd.org>, Ahmad Sheikholeslami <asheikholeslami@mpcsd.org>

Good afternoon everyone,

Please confirm your availability for a conference call at the following:

- Tuesday, November 8 at 3:30 p.m.
- Wednesday, November 9 at 3:00 p.m.
- Thursday, November 10 at 1:30 p.m.

*(Maurice, Erik and Ahmad, your calendars are clear.)*

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*

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

Mon, Nov 7, 2016 at 4:00 PM

To: Lanita Villasenor <lvillasenor@mpcsd.org>

Thanks!

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>

Mon, Nov 7, 2016 at 4:29 PM

To: Lanita Villasenor &lt;lvillasenor@mpcsd.org&gt;

Cc: Maurice Ghysels &lt;mghysels@mpcsd.org&gt;, Erik Burmeister &lt;eburmeister@mpcsd.org&gt;, "SJones@mpcsd.org" &lt;SJones@mpcsd.org&gt;, Joan Lambert &lt;jlambert@mpcsd.org&gt;, Ahmad Sheikholeslami &lt;asheikholeslami@mpcsd.org&gt;

Hi Lanita,

I am available for a call at 1:30 pm on Thursday, November 10 if that works for everyone else. I can also circulate a call-in number if that would be helpful.

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** <sjones@mpcsd.org>

Mon, Nov 7, 2016 at 5:19 PM

To: "William B. Tunick" &lt;wtunick@dwkesq.com&gt;

Cc: Lanita Villasenor &lt;lvillasenor@mpcsd.org&gt;, Maurice Ghysels &lt;mghysels@mpcsd.org&gt;, Erik Burmeister &lt;eburmeister@mpcsd.org&gt;, Joan Lambert &lt;jlambert@mpcsd.org&gt;, Ahmad Sheikholeslami &lt;asheikholeslami@mpcsd.org&gt;

I can make Thursday.

[Quoted text hidden]

**Ahmad Sheikholeslami** <asheikholeslami@mpcsd.org>

Tue, Nov 8, 2016 at 7:40 AM

To: Stacey Jones &lt;sjones@mpcsd.org&gt;

Cc: "William B. Tunick" &lt;wtunick@dwkesq.com&gt;, Lanita Villasenor &lt;lvillasenor@mpcsd.org&gt;, Maurice Ghysels &lt;mghysels@mpcsd.org&gt;, Erik Burmeister &lt;eburmeister@mpcsd.org&gt;, Joan Lambert &lt;jlambert@mpcsd.org&gt;

I can join in on a phone meeting.

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

Phone: 650-321-7140 ext 5611

e-mail: asheikholeslami@mpcsd.org

[Quoted text hidden]





Maurice Ghysels &lt;mghysels@mpcsd.org&gt;

## Nov 9 Board Report and Analysis on Proposed Reductions

2 messages

mghysels@mpcsd.org &lt;mghysels@mpcsd.org&gt;

Mon, Nov 7, 2016 at 3:59 PM

To: johnw@bowl.net, eburmeister@mpcsd.org, lvillasenor@mpcsd.org

Maurice Ghysels has attached the following document:

### Nov 9 Board Report and Analysis on Proposed Reductions




Hi John, Here is the report that went to the Board last Friday for this Wednesday night.

Erik, I talked with John about their not attending Wednesday night, and I'll think it will be fine. I'll go over everything we talked about tomorrow with Jeff, but please call me first thing in the morning, so I can walk you through the suggested steps that John and I talked about today. Also, could you please send him to the FAQ deck as well as the online survey form report?

Maurice

This is a courtesy copy of an email for your record only. It's not the same email your collaborators received. [Click here to learn more.](#)



 **Nov 9 Board Report and Analysis on Proposed Reductions.pdf**  
608K

John Whitehurst &lt;johnw@bowl.net&gt;

Mon, Nov 7, 2016 at 4:04 PM

To: Maurice Ghysels &lt;mghysels@mpcsd.org&gt;

Thank you  
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 (via Google Docs)" <drive-shares-noreply@google.com>

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

**Date:** Monday, November 7, 2016 3:59 PM

**To:** John Whitehurst <johnw@bowl.net>

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

**Subject:** Nov 9 Board Report and Analysis on Proposed Reductions

Maurice Ghysels has attached the following document:

 **Nov 9 Board Report and Analysis on Proposed Reductions**



Hi John, Here is the report that went to the Board last Friday for this Wednesday night.

Erik, I talked with John about their not attending Wednesday night, and I'll think it will be fine. I'll go over everything we talked about tomorrow with Jeff, but please call me first thing in the morning, so I can walk you through the suggested steps that John and I talked about today. Also, could you please send him to the FAQ deck as well as the online survey form report?

Maurice

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Maurice Ghysels &lt;mghysels@mpcsd.org&gt;

---

**MPCSD Board meeting THIS Wednesday**

5 messages

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

Sun, Nov 6, 2016 at 10:24 AM

To: John Whitehurst &lt;johnw@bowl.net&gt;, Mark Mosher &lt;markm@bowl.net&gt;, Jill Nelson Golub &lt;jilln@bowl.net&gt;

Cc: Maurice Ghysels &lt;mghysels@mpcsd.org&gt;, "SJones@mpcsd.org" &lt;SJones@mpcsd.org&gt;, Terry Thygesen &lt;tthygesen@mpcsd.org&gt;

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

*Follow me on Twitter...@mrprincipal****DREAM IT. OWN IT. ROCK IT.*****John Whitehurst** <johnw@bowl.net>

Sun, Nov 6, 2016 at 11:29 AM

To: Erik Burmeister &lt;eburmeister@mpcsd.org&gt;

Cc: Mark Mosher &lt;markm@bowl.net&gt;, Jill Nelson Golub &lt;jilln@bowl.net&gt;, Maurice Ghysels &lt;mghysels@mpcsd.org&gt;, "SJones@mpcsd.org" &lt;SJones@mpcsd.org&gt;, Terry Thygesen &lt;tthygesen@mpcsd.org&gt;

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

[Quoted text hidden]



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

Sun, Nov 6, 2016 at 4:44 PM

To: Erik Burmeister <eburmeister@mpcsd.org>, "SJones@mpcsd.org" <SJones@mpcsd.org>, Terry Thygesen <tthygesen@mpcsd.org>

This is rather unfortunate that none of them can attend the Board meeting. It may be important to hear from them directly as a third-party with experience. As an alternative perhaps we can report on what they told us; i.e., the advice they gave us when we met with them?

However, would it help if I called John to urge one of them to attend? I talked with him at length over the phone last week (regarding his recommendation for a parcel tax attorney and what he thinks about MPCSD), and I believe I can convey the importance of one of them attending the Board meeting and providing their opinions on the potential size of the parcel tax during the parcel tax option discussion.

I may be off here, but as the Board thinks about the parcel tax options, and they certainly may after all the info in our staff report and the outcome of the Board election, they should hear Whitehurst/Moshers' timely advice while meeting in front of the public.

Maurice

[Quoted text hidden]

---

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

Sun, Nov 6, 2016 at 7:40 PM

To: Maurice Ghysels <mghysels@mpcsd.org>

Cc: "SJones@mpcsd.org" <SJones@mpcsd.org>, Terry Thygesen <tthygesen@mpcsd.org>

I agree. Feel free to talk to him and try to convince him. Alternatively, we can give him the video and ask him to make sure his team views the video.

Your call.

Erik

[Quoted text hidden]

---

**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*

[Quoted text hidden]



Maurice Ghysels &lt;mghysels@mpcsd.org&gt;

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## Recommendation

2 messages

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**Lanita Villasenor** <lvillasenor@mpcsd.org>  
To: John Whitehurst <johnw@bowl.net>  
Cc: "Maurice Ghysels (MPCSD Superintendent)" <mghysels@mpcsd.org>

Wed, Nov 2, 2016 at 10:21 AM

Good morning John,

Per your phone conversation with Maurice, we look forward to receiving your recommendation on potential parcel tax counsel.

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*

---

**John Whitehurst** <johnw@bowl.net>  
To: Lanita Villasenor <lvillasenor@mpcsd.org>  
Cc: "Maurice Ghysels (MPCSD Superintendent)" <mghysels@mpcsd.org>, Jill Nelson Golub <jilln@bowl.net>

Wed, Nov 2, 2016 at 10:43 AM

Hi Maurice and Lanita,  
I have called and emailed William Tunick. When he responds I will make the introduction.  
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:** Lanita Villasenor <lvillasenor@mpcsd.org>  
**Date:** Wednesday, November 2, 2016 10:21 AM  
**To:** John Whitehurst <johnw@bowl.net>  
**Cc:** "Maurice Ghysels (MPCSD Superintendent)" <mghysels@mpcsd.org>  
**Subject:** Recommendation

[Quoted text hidden]



Maurice Ghysels &lt;mghysels@mpcsd.org&gt;

---

**Parcel Tax Counsel for MPCSD**

7 messages

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

Fri, Oct 28, 2016 at 3:52 PM

To: John Whitehurst &lt;johnw@bowl.net&gt;, Mark Mosher &lt;markm@bowl.net&gt;, Jill Nelson Golub &lt;jilln@bowl.net&gt;

Cc: Maurice Ghysels &lt;mghysels@mpcsd.org&gt;

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****DREAM IT. OWN IT. ROCK IT.***

---

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Cc: John Whitehurst &lt;johnw@bowl.net&gt;, Mark Mosher &lt;markm@bowl.net&gt;, Jill Nelson Golub &lt;jilln@bowl.net&gt;, Lanita

Villasenor &lt;lvillasenor@mpcsd.org&gt;

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

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



[Quoted text hidden]

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**John Whitehurst** <johnw@bowl.net>

Fri, Oct 28, 2016 at 4:47 PM

To: Maurice Ghysels <mghysels@mpcsd.org>, Erik Burmeister <eburmeister@mpcsd.org>

Cc: Mark Mosher <markm@bowl.net>, Jill Nelson Golub <jilln@bowl.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)  
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**Subject:** Re: Parcel Tax Counsel for MPCSD

[Quoted text hidden]

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Sat, Oct 29, 2016 at 8:12 AM

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

Thanks, John.

Best regards,

Maurice

Dr. Maurice Ghysels  
Superintendent  
Menlo Park School District



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[Quoted text hidden]

---

**John Whitehurst** <johnw@bowl.net>

Mon, Oct 31, 2016 at 11:44 AM

To: Maurice Ghysels <mghysels@mpcsd.org>

Give me a call whenever it works for you.

John

John Whitehurst  
Whitehurst /Mosher Campaign Strategy and Media  
Barnes Mosher Whitehurst Lauter and Partners  
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**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>  
To: John Whitehurst <johnw@bmwl.net>

Mon, Oct 31, 2016 at 7:34 PM

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Best regards,

Maurice

Dr. Maurice Ghysels  
Superintendent  
Menlo Park School District



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[Quoted text hidden]

---

**John Whitehurst** <johnw@bmwl.net>  
To: Maurice Ghysels <mghysels@mpcsd.org>, John Whitehurst <johnw@bmwl.net>

Mon, Oct 31, 2016 at 7:55 PM

Great, I'll call in the afternoon.

— John Whitehurst  
Partner  
Barnes Mosher Whitehurst Lauter and Parters  
Whitehurst Mosher Campaign Strategy and Media  
BMWLandPartners.com  
WhitehurstMosher.com  
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**To:** John Whitehurst <johnw@bmwl.net>

[Quoted text hidden]

[Quoted text hidden]



Maurice Ghysels &lt;mghysels@mpcsd.org&gt;

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**Recommendation**

2 messages

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**Lanita Villasenor** <lvillasenor@mpcsd.org>  
To: John Whitehurst <johnw@bowl.net>  
Cc: "Maurice Ghysels (MPCSD Superintendent)" <mghysels@mpcsd.org>

Wed, Nov 2, 2016 at 10:21 AM

Good morning John,

Per your phone conversation with Maurice, we look forward to receiving your recommendation on potential parcel tax counsel.

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*

---

**John Whitehurst** <johnw@bowl.net>  
To: Lanita Villasenor <lvillasenor@mpcsd.org>  
Cc: "Maurice Ghysels (MPCSD Superintendent)" <mghysels@mpcsd.org>, Jill Nelson Golub <jilln@bowl.net>

Wed, Nov 2, 2016 at 10:43 AM

Hi Maurice and Lanita,  
I have called and emailed William Tunick. When he responds I will make the introduction.  
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  
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**To:** John Whitehurst <johnw@bowl.net>  
**Cc:** "Maurice Ghysels (MPCSD Superintendent)" <mghysels@mpcsd.org>  
**Subject:** Recommendation

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Maurice Ghysels &lt;mghysels@mpcsd.org&gt;

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**Parcel Tax Counsel for MPCSD**

7 messages

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**Subject:** Re: Parcel Tax Counsel for MPCSD

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**To:** John Whitehurst <johnw@bowl.net>

[Quoted text hidden]

[Quoted text hidden]





Maurice Ghysels <mghysels@mpcsd.org>

## Updated Invitation: CONFIRMED: Communication Advisory Team Meeting w/ Whitehu... @ Tue Oct 25, 2016 12pm - 3:30pm (mghysels@mpcsd.org)

1 message

Erik Burmeister <eburmeister@mpcsd.org>

Fri, Oct 21, 2016 at 11:12 AM

Reply-To: Erik Burmeister <eburmeister@mpcsd.org>

To: mghysels@mpcsd.org, Terry Thygesen <terry.thygesen@gmail.com>, Jill Kispert <jkispert@sbcglobal.net>, lvillasenor@mpcsd.org, markm@bowl.net, Stacey Wueste <stacey@daviswueste.com>, lilgol@yahoo.com, Stacey Jones <staceyjones94025@gmail.com>, Parke Treadway <parket@pacbell.net>, jenniferlevey@mac.com, johnw@bowl.net, jilln@bowl.net

**This event has been changed.**

### Changed: CONFIRMED: Communication Advisory Team Meeting w/ Whitehurst Mosher

[more details »](#)

Changed: Hey Team,

We are confirmed for this time and date. The folks from Whitehurst Mosher (our consultants) will be with either in person or via web.

We will also make some final decisions on FAQ's that we can post on the web, talk strategy, and begin to create frameworks for presenting to the Board.

I'm including Jennifer & Liliana into this conversation to the extent that we may be talking with Whitehurst and Mosher that afternoon.

Thanks,  
Erik

When Tue Oct 25, 2016 12pm – 3:30pm Pacific Time  
Where Changed: Erik's Office 181 Encinal Ave Atherton (map)  
Calendar mghysels@mpcsd.org  
Who

- Erik Burmeister - organizer
- Terry Thygesen
- Jill Kispert
- Maurice Ghysels
- lvillasenor@mpcsd.org
- markm@bowl.net
- Stacey Wueste
- lilgol@yahoo.com
- Stacey Jones
- Parke Treadway
- jenniferlevey@mac.com
- johnw@bowl.net
- jilln@bowl.net

Going? **Yes** - **Maybe** - **No** [more options »](#)

Invitation from Google Calendar

You are receiving this email at the account [mghysels@mpcsd.org](mailto:mghysels@mpcsd.org) because you are subscribed for updated invitations on calendar [mghysels@mpcsd.org](mailto:mghysels@mpcsd.org).

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



Maurice Ghysels &lt;mghysels@mpcsd.org&gt;

---

**Fwd: FW: Menlo Park School District Agreement**

1 message

---

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

Mon, Oct 10, 2016 at 2:20 PM

To: Tim Fox &lt;tfox@smcgov.org&gt;, Maurice Ghysels &lt;mghysels@mpcsd.org&gt;, Ahmad Sheikholeslami &lt;asheikholeslami@mpcsd.org&gt;, Lanita Villasenor &lt;lvillasenor@mpcsd.org&gt;

Please review this contract ASAP. We are going to work with this firm for a potential parcel tax. If we don't go for a parcel tax, they'll advise us on communication and strategy around cuts and engaging the community on getting used to a different kind of school district.

Lanita needs this reviewed by EOD tomorrow.

Thanks,  
Erik

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

 From: **John Whitehurst** <johnw@bowl.net>

Date: Mon, Oct 10, 2016 at 2:16 PM

Subject: FW: Menlo Park School District Agreement

To: Erik Burmeister &lt;eburmeister@mpcsd.org&gt;

Cc: Jill Nelson Golub &lt;jilln@bowl.net&gt;, Brad Witherspoon &lt;brad\_witherspoon@bowl.net&gt;

Here you go Erik...

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)

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***DREAM IT. OWN IT. ROCK IT.***

---

**Menlo Park Communications Agreement October 2016 REVISED.doc**

12/15/2016

Menlo Park City School District Mail - Fwd: FW: Menlo Park School District Agreement

 74K