

Ohio School Boards Association Capital Conference and Trade Show

November 13 – 16, 2011

Greater Columbus Convention Center
Columbus, Ohio

Win community support on the first try

Community relations

Monday, November 14, 2011

9:00 a.m.

C 112–113

Fred Burns, superintendent, Toronto City

Robert Blatchford, Jr. AIA, REFP, president, Lesko Architecture

Ronald Victor, president, Leadership Ideas

Jay Foster, campaign director/citizen, City of Toronto

Online payment program

OSBA, BASA, and OASBO have partnered with Esber Cash Register to offer the PayForIt online payment system to school districts.

PayForIt provides tangible benefits to both district administrators and to parents. For administrators, it offers a secure online payment program that simplifies payment, collection and balancing of school funds. For parents, it provides convenient access to pay online for school-related fees and manage their students' funds.

For more information about this new program or to sign up, contact Amanda Finney at (614) 540-4000 or (800) 589-OSBA.

Please complete an online conference evaluation either during or after the event at:

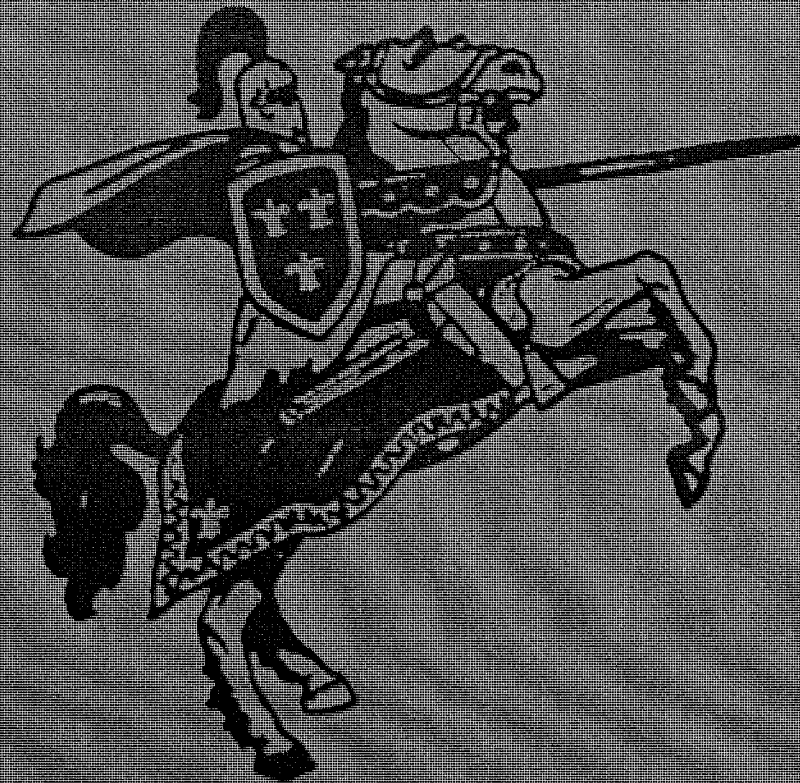
<http://links.ohioschoolboards.org/CC11Evaluation>

OSBA Mission

OSBA leads the way to educational excellence by serving Ohio's public school board members and the diverse districts they represent through superior service and creative solutions.

Ohio School Boards Association

8050 North High Street, Suite 100
Columbus OH 43235-6481
(614) 540-4000 fax (614) 540-4100
www.osba-ohio.org



2011 OSBA CONFERENCE

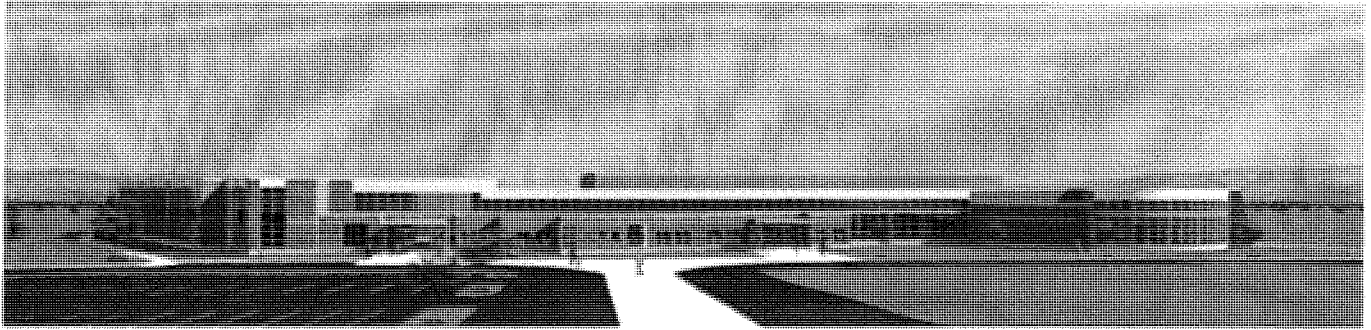
TORONTO CITY SCHOOLS
TORONTO, OHIO

"OUR KIDS CAN'T WAIT" CAMPAIGN
FALL 2010

PRESENTED TODAY BY:

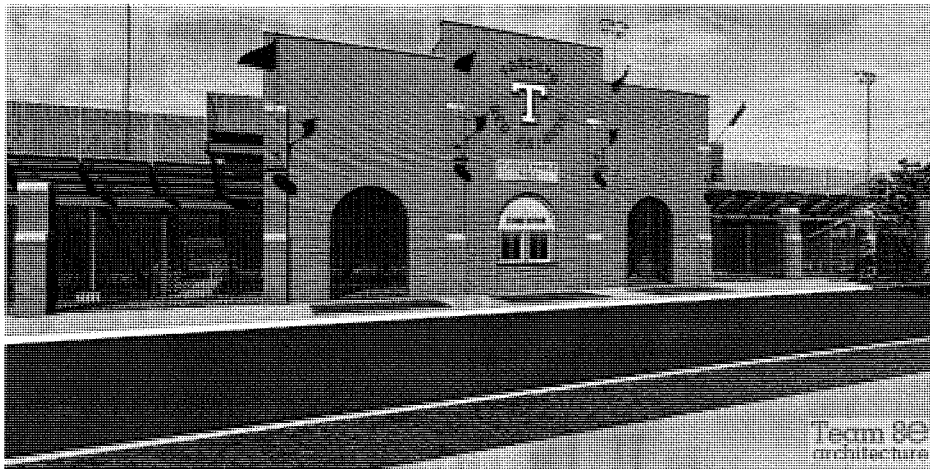
RON VICTOR, LEADERSHIP IDEAS
FRED BURNS, TORONTO CITY SCHOOL DISTRICT SUPERINTENDNT
ROBERT BLATCHFORD, LESKO & ASSOCIATES
JAY FOSTER, CAMPAIGN CO-CHAIRPERSON

Toronto City School District



Future Toronto Junior/Senior High School

November 2, 2010 was a historic day for the Toronto City School District as voters passed a 6.45 mill bond issue to build a new 6-12 grade facility and renovate the high school football stadium. The Toronto bond issue was the only Ohio School Facilities Committee project to pass in the entire state of Ohio in November. Planning for both projects (school and stadium) began immediately after the Election Day victory. The school board, committed to maintaining an aggressive timeline for the project, voted to demolish S.C. Dennis Elementary School in July 2011 to make way for early site work for the new school. The district anticipates occupying the new facility in August 2013. For the 2011-2012 school year, the district is reorganizing into two buildings. Karaffa Elementary School will house grades preK-5 while Toronto High School will have grades 6-12.



Future Clark Hinkle Field

The Nov. 2nd bond issue included \$694,473 budget to renovate Clark Hinkle Field. The renovation will include new bleachers, restrooms, concession stand, and press box for the home side of the stadium. The Stadium Committee selected a layout and design that captures the essence of the "castle-like" theme of the current structure.

One Effort for Success
"Our Kids Can't Wait"
OSBA Conference
November 14, 2011

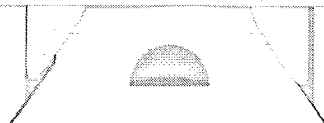
PRELIMINARY

- In December 2009 at a Strategic Planning Meeting with Dr. Linda Williams, first met Ron Victor of Leadership Ideas (440) 622-4971. He worked through contract with us through the election in November 2010.
- Approached OSFC asking them to rescind waiver for 2010.
- We had to pass replacement levy which we did November 2009.
- Trip to Columbus. Initially turned down. We had fought for TPP relief in 2009 and we were line item vetoed in HB 1. We went with OSFC share of 61%. Could have been 80%.
- Developed two (2) teams. "Dream Team" and Financial Planners". Met monthly, then biweekly, then weekly.
- Committees came to board asking issue be on ballot November 2010.
- People utilized:
 - Ron Victor
 - 2 Chairpersons – Jay Foster and Kyle Brown
 - Mike Sharb – Squire Sanders
 - David Conley – Baird Corporation
 - David Riley – Construction Attorney
 - Joann Barnes – Issue Treasurer
- Committees evolved into Bond Issue Committee. Met weekly summer 2010, up to election.
- Establish a budget for the campaign and select fundraising chairperson – Glenn Swearingen.

ACTIVITIES (Plan, Execute, Revise, and Celebrate)

- Announcements at home games by Superintendent and High School Principal.
- Signs placed at football field and booth set up for distribution of levy pamphlets at all home football games.
- Purchase of small rubber footballs with levy logo on them to be thrown out to crowd at homecoming parade and last football game.
- Float for homecoming parade with school mascot and students promoting the Bond Issue tossing candy and fore-mentioned rubber footballs.
- Committees evolved into Bond Issue Committee. Met weekly summer 2010, up to election.
- Mine + 9 Rally
- Endorsements

- Literature Drop to every residence in voting district.
- Letters to college students 1-2 years out.
- Voter registration at each school building.
- Business window displays.
- Halloween Bash at Toronto High School to get public into the building to see conditions. Post pictures from architects at various places in the building showing what the new classrooms would look like (comparison of old/new).
- Postcards and levy flyer information to registered absentee voters by Rebecca Jones (Secretary). Checked daily on Election Board website as to those requesting absentee ballots.
- Two different informational fliers by Toni Calabrese (Secretary) and Superintendent. Reviewed by Auditor's Office for information content.
- Coordination of letters to the editor for weekly newspaper by Rebecca Jones.
- Free spaghetti dinner for public – Architects present slide show of what new classrooms could look like.
- 43 speaking engagements including every organization and church in the City of Toronto using visual displays of pictures of all school buildings ever in Toronto and rough drawing of where new facility would be (followed-up by personal thank you being sent after the presentation).
- Grandparents Day at High School (no mention of Bond Issue, just got senior citizens into the building to see it).
- Personally answering questions very honestly as they arose through phone calls or visits to office.
- Information posted and questions answered through a Face Book account set up by Jill Fisher, Levy Committee person. This included calculating costs on auditor's website. Signs for yard, larger signs placed at some businesses, billboard at entrance of town, wooden school house signs at each entrance of town painted in school colors – all for community awareness. Signs for car windows and home windows for supportive people to display.
- Tee shirts made with levy logo and worn by all levy committee members and supportive persons of the community to all home football games and levy activities for exposure.
- Two (2) week "Countdown to Election Day" calendar developed and used at all school buildings.
- Poll workers scheduled for day of election to stand outside and "thank" people for voting. No "politicking" done this day. Refreshments provided for those giving of their time for this important service. Stickers with "Our Kids Can't Wait" were given out at voting polls.
- Door to door drop of information coordinated by Karen Walker (Board Member) on a Saturday. Streets assigned so as not to duplicate.

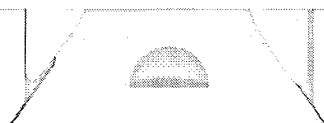


- Ribbons using the school colors tied on phone poles around the poll sites and roads leading to the poll sites by Cheryl Vukelic, Treasurer.
- Obtained use of a non-alcohol restaurant for levy committee and supportive staff to watch the returns and ultimately celebrate. Superintendent at the Board of Elections for all information as they received it. Joined celebration after election had been decided (use of sparkling grape juice and the Alma Mater being sung for the celebration).
- "Thank You's" displayed after election on high school windows, Central Office and business windows in town.
- Thank you to the community from Board President in the form of "Letter to the Editor" in the newspaper.

Key was honesty, community involvement and ownership. It was always "Our Bond Issue" for "Our New 6-12 Facility."

WHAT HAS HAPPENED SINCE NOVEMBER 2010

- Christmas float and parade.
- We have set a tight schedule to be in the building August 2013.
- We have had CORE meetings involving the OSFC, construction manager, district representatives and city officials (if relevant) monthly.
- We had a Partnering meeting with key representation including water, fire and city government all represented.
- We had a potential snag. To set the footprint or pad for the new site we realized some of the site will need additional soil and compacted.
- We decided to move out of one building scheduled to be razed two (2) years from now and tear down this summer.
- We saved \$500,000.00 unexpected funds by razing this building and keeping "Toronto's dirt" in Toronto.
- We would have had to buy dirt and import, then two (2) years export dirt. This change necessitated a busy summer of 2011.
- We reconfigured grade levels. Movement of PS – 05 went to Karaffa Middle School, now called Karaffa Elementary School.
- Grade 6 moved to Toronto High School. Now THS will be 6-12 and this is the same configuration we will have when this next move is made.
- Site preparation began in July with razing at S. C. Dennis and preparing the pad.
- Lesko had spring meetings to develop their plan for the new building with the people who will occupy it.



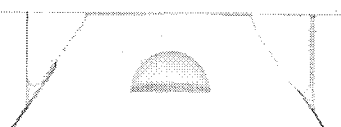
- An auction of items not needed was done in June 2011 with a \$5,000.00 profit for the stadium renovation, a locally funded initiative of the bond.
- The district utilized district staff to move in the summer of 2011. A lot of effort went into the movement and we stayed on time limits and we were very successful.
- Plans are set to provide for safety as the construction site fencing is right on the edge of our building. We had to deal with parking, bus drop-offs and pick-ups, and keeping the site secure.

My new phase is "Temporary Inconvenience, Permanent Improvement."

The key is for the public who graciously supported us to see the changes happening.

EMAIL ADDRESSES:

Ron Victor	rvictor@leadershipideas.com
Fred Burns	fred.burns@omeresanet.net
Robert Blatchford	rblatchford@lesko-associates.com



What The Levy Will Do

This type of levy allows us to collect millage at the voted rate of 5.0 mills. Since the loss of tangible personal property tax receipts, a mill now generates \$67,549. The expected yearly income from this levy will be \$430,729 with the state guarantee for loss of tangible personal property tax included. Note this is no increase in the millage Toronto voters gave their support to in 2006. Times are difficult, but we need the help of our constituents. The increased cost to a home with a market value of \$50,000 will be less than four cents (\$.04) per day.

Taxes

We all notice changes in property taxes as the county reevaluates property. A good school system is one of the factors people look to in purchasing a new home. It also helps the seller who benefits what people think of the schools. The County Auditor is mandated by law to re-evaluate every six (6) years. This will not occur again for two (2) years after this levy takes effect. We have verified our data in this brochure with the Auditor's office. Exemptions, such as the Homestead Exemption, will reduce these estimated amounts.

What Toronto City Has Done

As all districts, we must look to five-year forecasts to see where we will be. We must make cuts as necessary and we are forced to make decisions sometimes to eliminate programs. If the levy is not passed, we will be at the mercy of the state to consider additional cuts. The state is also experiencing financial concerns and the burden is shared by all.

In Conclusion

We need your help on November 3, 2009. The decision is yours. We hope you'll call or stop in. We've included information and below are numbers and people to contact if you have questions. If you'd like to visit "your schools" or need responses to questions, please call at 740-537-2456. I promise if we don't have the answer, we'll obtain it for you.

Mr. Fred Burns, Superintendent 740-537-2456 x 210
Mrs. Cheryl Vukelic, Treasurer 740-537-2456

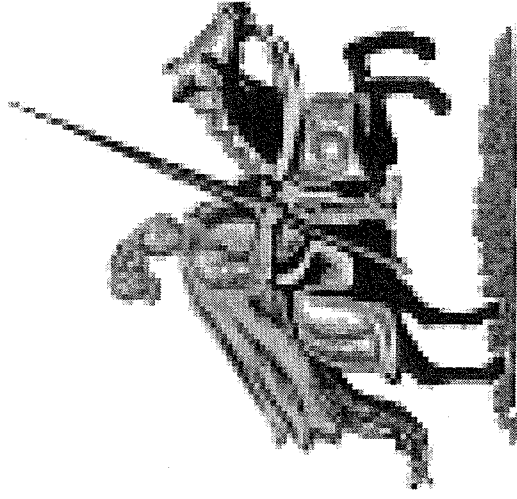
The Toronto City School District is an Equal Opportunity Employer.
The Regulations of Titles VI, VII, and IX, the Equal Pay Act of 1963 and Section 504 are followed.

Paid for by the Toronto City Schools Levy Committee,
Larry Davidson, Treasurer,
409 N. River Ave., Toronto, OH 43964

TORONTO CITY SCHOOLS

1307 DENNIS WAY

TORONTO, OH 43964



5.0 MILL OPERATING LEVY

NOVEMBER 3, 2009

"EXPECT THE BEST"

Thank You

When there is a need for operating money, one must generate funds or cut programs and personnel. This is a reality. From me, the Superintendent, to every student and resident of this district, we thank you in advance for reading this brochure and considering these ideas as you go to the ballot on November 3, 2009.

The Levy Message

The levy is for 5.0 mills. During previous elections, voters have been asked for the same exact millage. We are asking you again to help support the Toronto City Schools. If you have further questions not answered in this flyer, please feel free to contact the office of the Superintendent at 740-537-2456 x 210.

The Need

When I came to Toronto in 2008-2009, we were coming off a year of lower test scores, a recent closure and a reorganization. These are hopefully behind us. We have utilized resources to make changes and gains in the instructional program. We hope to pass this 5.0 mill operating levy and possibly come back in May 2010 to ask for a bond issue to build a new facility. Toronto High School is in need of replacement. Our students deserve the best we can offer, both instructionally and in the physical plant. Ohio Schools Facility Commission agrees Toronto High School needs replaced with a state of the art facility.

Then And Now

At one time Toronto operated multiple buildings. Class sizes have declined and the Board and administration took the initiative to move to three (3) existing buildings. Our goal in the future, if we can get relief from the percentage the taxpayer must vote, is to reduce the number of buildings and continue to try to improve the educational experiences for our students. This year our individual schools and the district have risen to an effective status on the State Report Card. Our goal will be to continue to provide for improved scores and educational opportunities. We have tried to be good stewards and have reduced at least five (5) positions in the past two (2) years. We do not want to continue to sacrifice programs.

What The Board Considered

We need to pass the operating levy to maintain the programs we presently have in place. We have tried to do more with less. We are adding courses at THS this year. We need this operating levy before we can come back to ask you to consider new construction. Will it be enough? We hope it will meet our needs until the economic climate of the area improves.

Levy Analysis Performed by County Auditor

Subdivision Purpose of Levy	Toronto City School District Operating Levy
Type of Levy	Replacement
Mills of Levy	5.0
Tax year collection begins	2011
Tax year collection ends	2016
Total years	5
Assessed value	\$ 67,548,700
New effective rate of levy	5.0
Old effective rate of levy	5.0
Yearly income from levy	\$ 430,729

Residential Homeowner

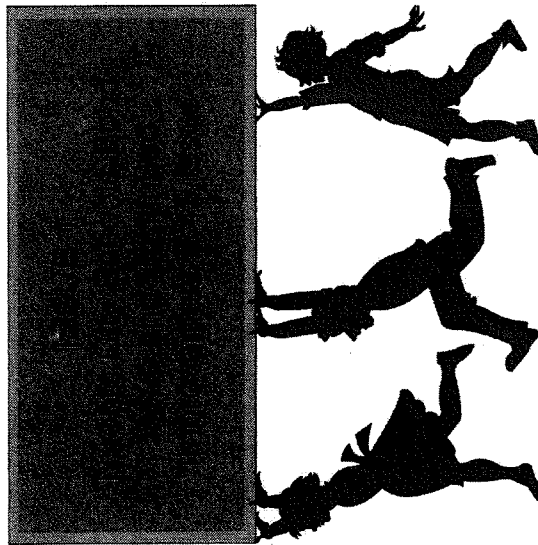
\$ 50,000 home	\$ 87.50
\$ 60,000 home	\$105.00
\$ 70,000 home	\$122.50
\$ 80,000 home	\$140.00
\$ 90,000 home	\$157.50
\$100,000 home	\$175.00

Increase to resident homeowner


Cost per year:

\$ 50,000 home	\$13.12
\$ 60,000 home	\$15.74
\$ 70,000 home	\$18.36
\$ 80,000 home	\$20.99
\$ 90,000 home	\$23.61
\$100,000 home	\$26.24

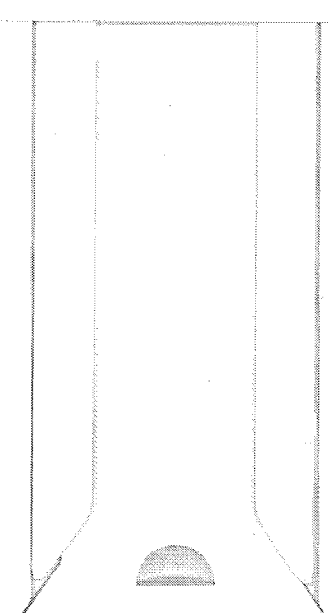
"Our Kids
Can't Wait" to
say thank you
for your vote
today.



Paid for by the Our Kids Can't Wait Bond Issue
Committee, Joann Barnes, Treasurer
201 Clark Street
Toronto, OH 43964

 Ohio School Facilities Commission	1001
DATE Nov. 2, 2010	
PAY TO THE ORDER OF	Toronto City School District
	\$ 11,739,413.00
Eleven Million, Seven Hundred Thirty-Nine Thousand, Four Hundred Thirteen and 00/100 DOLLARS	
for State Share for 6-12 Building	<i>Kevin L. Boyce</i> Treasurer, State of Ohio
04734567890 #47345678 1003	

 **Our Kids Can't Wait** 



**LEVY ANALYSIS PERFORMED
BY COUNTY AUDITOR**

**REPLACEMENT LEVY FOR
TAXPAYERS WITH HOMESTEAD
EXEMPTION**

RESIDENTIAL HOMEOWNER

\$ 50,000	HOME	\$ 43.75
60,000	HOME	61.25
70,000	HOME	78.75
80,000	HOME	96.25
90,000	HOME	113.25
100,000	HOME	131.25

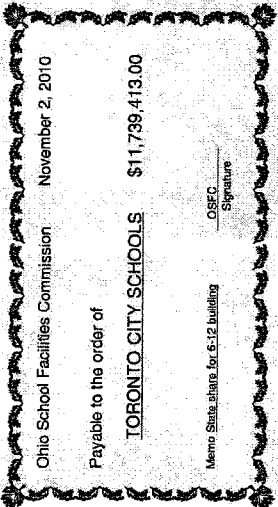
**INCREASE TO RESIDENT HOMEOWNER
COST PER YEAR:**

\$ 50,000	6.56	LESS THAN 0.02 PER DAY
60,000	9.18	
70,000	11.81	
80,000	14.43	
90,000	17.05	
100,000	19.68	0.05 PER DAY

TORONTO CITY SCHOOLS

1307 DENNIS WAY

TORONTO, OH 43964



Help us cash this!



5.95 BOND ISSUE
plus 0.50 REQUIRED FOR
MAINTENANCE = 6.45 MILLS

NOVEMBER 2, 2010

"OUR KIDS CAN'T WAIT"

61% state funding is on our doorstep. We could never build without this offer. We are one of nine districts having been approved for November, 2010. Please help our students to realize a dream. Our present 8th graders and possibly 9th graders will be the first to graduate from the new facility.

We're open to visits to present facilities and questions why the need for new. As always, if you have questions, you can always contact me, Fred Burns, at 740-537-2456 x 210.

We'll be around for meetings, events, and services like last year. You can be a part of making a difference as we move beyond "Our Kids Can't Wait" to look what we now can offer our young people for the future.

SALE COUPON

STATE PAYS 61%

REDEEM ON NOVEMBER 2, 2010

Paid for by the Our Kids Can't Wait Bond Issue Committee, Joann Barnes, Treasurer,
201 Clark Street
Toronto, OH 43964

The duration of the issue is 37 years. It is an investment in our future to be sure Toronto Schools are here in years to come. We need your support on November 2, 2010. Can we afford it is not the question. The question we must ask is: "Where will we be if we don't take this leap?"

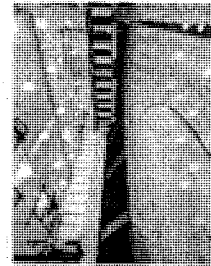
No plans have been made yet for any type of work to go on with renovations. There will be a committee formed by the public in the near future to get the public's input in exploring our options. The biggest thing stressed right now is safety and hand-capped accessibility and restrooms.

- **Oct. 24th** - FREE Spaghetti Dinner from 12 - 2 pm in the Karaffa Middle School Commons. Entertainment provided by Commissioner Bo Graham.
- **Oct. 31st** - Halloween Bash at the High School. Trick or Treat Tour of High School with Carnival held in the gymnasium. Blow-up games for kids, prizes for adults.
- **Nov. 2nd** - Remember to Vote "FOR" Issue Number One and Support the Levy "OUR KIDS CAN'T WAIT."

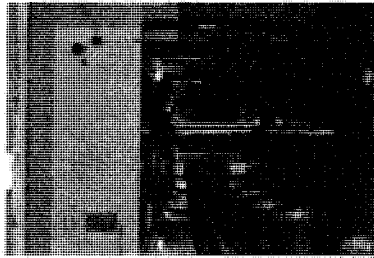
On November 3, 2009, you, the voters, supported our replacement operating levy by a 62 - 38 % margin. We said we'd be back in 2010 for a new facility. We have the opportunity that we did not have before to build in segments. We've been approved for \$11,739,413 from the state to add to our \$7,505,527 to construct a new 6-12 building on the KMS property. S.C. Dennis and THS would be razed and KMS would become our PS-5 building. We've added \$694,473 for locally funded renovation primarily to the stadium. We need new bleachers, restrooms, pressbox and fencing as our stadium has, like other older buildings, seen its best days. See the check awaiting us in this flyer from the Ohio School Facilities Commission. It is awaiting our share which we will be asking you to approve on November 2, 2010. You're being asked to support \$8,200,000 for our local share.



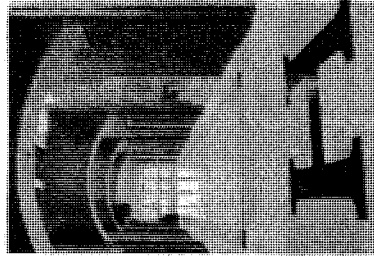
Existing High School



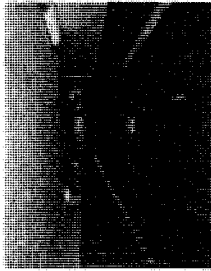
New OSFC Middle/High School



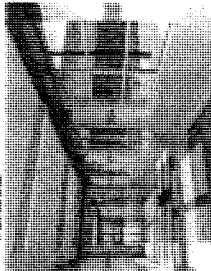
Existing High School



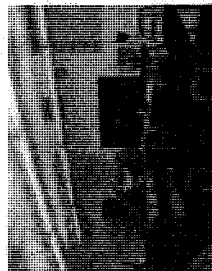
New OSFC Middle/High School



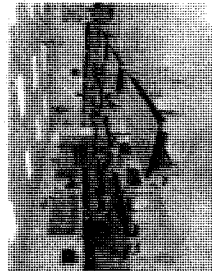
Existing High School



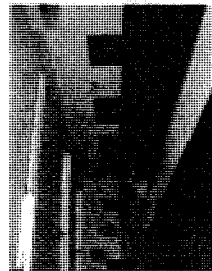
New OSFC Middle/High School



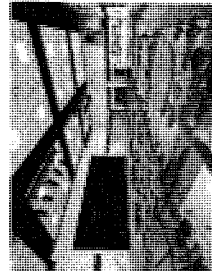
Existing High School



New OSFC Middle/High School



Existing High School



New OSFC Middle/High School

SUBDIVISION TORONTO CITY
PURPOSE SCHOOL DISTRICT BOND ISSUE

Type of Levy	Bond Issue
Mills of Bonds Issue	5.95
Continual Maintenance	0.50
Year Tax Collection Begins	2011
Year Tax Collection Ends	2048
Total Years	37
Assessed Value	\$ 65,608,780
Effective Rate of Levy	6.45
Yearly Income From Levy	\$ 422,858

Residential Homeowner Cost per year:

\$ 50,000	\$ 98.69
\$ 60,000	\$ 118.43
\$ 70,000	\$ 138.17
\$ 80,000	\$ 157.91
\$ 90,000	\$ 177.64
\$100,000	\$ 197.38

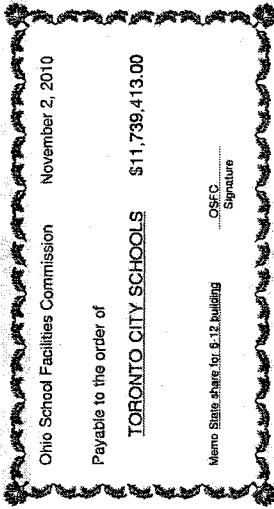
Cost to resident if Homestead eligible:

\$ 50,000 home	\$ 49.35
\$ 60,000 home	\$ 69.08
\$ 70,000 home	\$ 88.82
\$ 80,000 home	\$ 108.56
\$ 90,000 home	\$ 128.30
\$100,000 home	\$ 148.04

TORONTO CITY SCHOOLS

1307 DENNIS WAY

TORONTO, OH 43964



Help us cash this!

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A good school system is a main factor people consider when purchasing a home. It also helps the seller when people think highly of our schools. We have verified our data in this brochure with the auditor's office. We've made two charts, one for the residential homeowner, the other being for those qualifying for the Homestead Exemption. In both instances, houses are appraised at 35% of market value.

The time is now. We put in last year's brochure we'd be back if successful in our operating levy. We're here now asking you to accept the challenge and look at this as an opportunity. We'll be solidifying Toronto and Toronto City Schools for years to come. We'll have Karaffa and a new 6-12 facility. Our stadium will be updated. We cannot do this without your support.

61% state funding is on our doorstep. We could never build without this offer. We are one of nine districts having been approved for November, 2010. Please help our students to realize a dream. Our present 8th graders and possibly 9th graders will be the first to graduate from the new facility.

We're open to visits to present facilities and questions why the need for new. As always, if you have questions, you can always contact me, Fred Burns, at 740-537-2456 x 210.

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SALE COUPON

STATE PAYS 61%

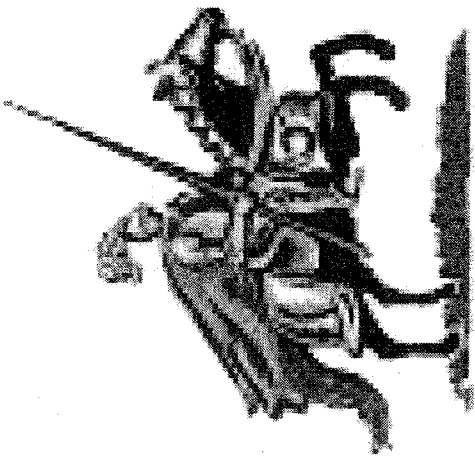
REDEEM ON NOVEMBER 2, 2010

Paid for by the Our Kids Can't Wait Bond Issue Committee, Joann Barnes, Treasurer,
201 Clark Street
Toronto, OH 43964

5.95 BOND ISSUE
plus 0.50 REQUIRED FOR
MAINTENANCE = 6.45 MILLS

NOVEMBER 2, 2010

"OUR KIDS CAN'T WAIT"



On November 3, 2009, you, the voters, supported our replacement operating levy by a 62 - 38 % margin. We said we'd be back in 2010 for a new facility. We have the opportunity that we did not have before to build in segments. We've been approved for \$11,739,413 from the state to add to our \$7,505,527 to construct a new 6-12 building on the KMS property. S.C. Dennis and THS would be razed and KMS would become our PS-5 building. We've added \$694,473 for locally funded renovation primarily to the stadium. We need new bleachers, restrooms, pressbox and fencing as our stadium has, like other older buildings, seen its best days. The present stadium area will be razed except for the field, track, practice field, and locker rooms. See the check awaiting us in this flyer from the Ohio School Facilities Commission. It is awaiting our share which we will be asking you to approve on November 2, 2010. You're being asked to support \$8,200,000 for our local share.

The taxpayers have supported us in the past. We now need your help today. We've had committee meetings and the momentum must build. You may have questions such as, "why now?" "Our Kids Can't Wait" is a theme we developed in our strategic planning. Our students in Toronto deserve the best. Schools and communities go together. One cannot survive without the other. Waiting costs valuable time and money as our existing high school gets older and in more need of repair. The stadium has cost us money in previous years and will continue as we try to make it last.

The Bond Levy is 5.95, which includes our locally funded initiatives for the stadium, and the required 0.50 for the continual maintenance required by the state. We know a 6.45 total is tough in these economic times, but there is really no choice. We may never receive better than our 61% guarantee of state funding. In order to compete in the 21st century, we need a new facility. We need your help to make this come to fruition.

The new building will be a boost to the local economy. Just imagine the people from town and nearby having jobs as they construct our facility. To compete, we must give Toronto students equal footing with a new facility. Pride by all will be exhibited seeing the new 6-12 building come to reality.

SUBDIVISION	TORONTO CITY
PURPOSE	SCHOOL DISTRICT
	BOND ISSUE
Type of Levy	Bond Issue
Mills of Bonds Issue	5.95
Continual Maintenance	0.50
Year Tax Collection Begins	2011
Year Tax Collection Ends	2048
Total Years	37
Assessed Value	\$ 65,608,780
Effective Rate of Levy	6.45

Yearly Income From Levy \$ 422,858

Residential Homeowner Cost:

\$ 50,000	\$ 98.69
\$ 60,000	\$ 118.43
\$ 70,000	\$ 138.17
\$ 80,000	\$ 157.91
\$ 90,000	\$ 177.64
\$100,000	\$ 197.38

Cost to resident if Homestead eligible:

\$ 50,000 home	\$ 49.35
\$ 60,000 home	\$ 69.08
\$ 70,000 home	\$ 88.82
\$ 80,000 home	\$ 108.56
\$ 90,000 home	\$ 128.30
\$100,000 home	\$ 148.04