

AN ORDINANCE **2012-12-13-0964**

**APPOINTING ELEVEN MEMBERS TO THE BOARD OF DIRECTORS  
FOR THE CITY OF SAN ANTONIO'S EARLY CHILDHOOD  
EDUCATION MUNICIPAL DEVELOPMENT CORPORATION.**

\* \* \* \* \*

**WHEREAS**, Chapter 379A, Texas Local Government Code (the "Act") authorizes a municipality to create a municipal development corporation to develop and implement programs for early childhood development that prepare each child to enter school and make each child ready to learn after completing the program, that provide educational services to promote literacy, and that establish math, reading, and lifelong learning skills; and

**WHEREAS**, the City Council (the "City Council") of the City of San Antonio, Texas (the "City") authorized the creation of the San Antonio Early Childhood Education Municipal Development Corporation (the "Corporation") for the purposes of developing early childhood literacy and educational programs in accordance with the Act; and

**WHEREAS**, pursuant to the Act, the City called a sales tax election, held on November 6, 2012, for voter approval to levy a sales and use tax for the benefit of the Corporation; and

**WHEREAS**, the voters approved the imposition of a 1/8 cent sales tax, and the City Council has passed an ordinance adopting and imposing such tax on December 13, 2012; and

**WHEREAS**, the Act requires the City Council to appoint one director to the Board of Directors for the Corporation from each city council district that elects a member to the City Council, plus the Mayor; and

**WHEREAS**, the Act requires that the initial terms for Board members be staggered so that as near as possible to one-half of the member's terms expire each year, thus requiring that members appointed from odd-numbered districts, as well as the Mayor's appointee, will serve an initial term expiring on May 31, 2015, and members appointed from even-numbered districts will serve initial terms expiring on May 31, 2014; **NOW THEREFORE:**

**BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF SAN ANTONIO:**

**SECTION 1.** Dr. Richard Middleton (District 1), Joe Robles (District 3), Gloria Ramirez (District 5), Dr. John Folks (District 7), Comelia Black (District 9), and Elaine Mendoza as chairperson (Mayor), are appointed to the Board of Directors for the City of San Antonio's Early Childhood Education Municipal Development Corporation, for terms of office to expire May 31, 2015.

**SECTION 2.** Pamela Ray (District 2), Richard Perez (District 4), Dave Force (District 6), Robert Bevard (District 8), and Dr. Linda Foster (District 10) are appointed to the Board of Directors for the City of San Antonio's Early Childhood Education Municipal Development Corporation, for terms of office to expire May 31, 2014.

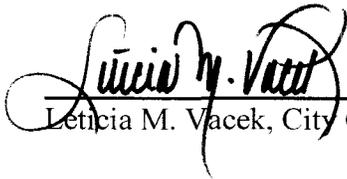
**SECTION 3.** This Ordinance is effective immediately upon the receipt of eight affirmative votes, or in the event eight affirmative votes are not received, on the tenth day after passage.

**PASSED AND APPROVED** this 13<sup>th</sup> day of December, 2012.



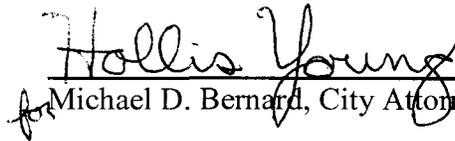
M A Y O R  
Julián Castro

**ATTEST:**



\_\_\_\_\_  
Leticia M. Vacek, City Clerk

**APPROVED AS TO FORM:**

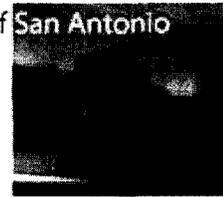


\_\_\_\_\_  
for Michael D. Bernard, City Attorney



Request for  
**COUNCIL**  
 ACTION

City of San Antonio



## Agenda Voting Results - 5A

<b>Name:</b>	5A, 5B, 5C						
<b>Date:</b>	12/13/2012						
<b>Time:</b>	09:54:26 AM						
<b>Vote Type:</b>	Motion to Approve						
<b>Description:</b>	An Ordinance appointing the Chairperson and ten members to the Board of Directors of the Early Childhood Education Municipal Development Corporation.						
<b>Result:</b>	Passed						
Voter	Group	Not Present	Yea	Nay	Abstain	Motion	Second
Julián Castro	Mayor		x				
Diego Bernal	District 1		x				x
Ivy R. Taylor	District 2		x				
Leticia Ozuna	District 3		x				
Rey Saldaña	District 4		x				
David Medina Jr.	District 5		x				
Ray Lopez	District 6		x			x	
Cris Medina	District 7		x				
W. Reed Williams	District 8		x				
Elisa Chan	District 9		x				
Carlton Soules	District 10		x				

## Pre-K 4 SA

### Board Appointments, Executive Recruiting Firm Contract & Imposing the Tax

---

Peter Zanoni, Deputy City Manager

December 13, 2012 City Council "A" Session



## Overview

- Board appointments to Early Childhood Education Municipal Development Corporation
- Executive Recruiting Firm Contract
- Ordinance Imposing 1/8th Cent voter approved sales tax for program



## Role of the Board



- Board is required by State enabling legislation for the Pre-K 4 SA program

Board of Directors will be charged with:

- Overseeing initiative's implementation
- Adopting annual operating budgets
- Assisting selection of CEO to lead Pre-K 4 SA
- Creating policies for Board and Pre-K 4 SA
- Reviewing programmatic evaluations
- Advancing mission and programs of Pre-K 4 SA initiative

3

## Board Composition & Term



- Eleven-member Board of Directors including chairperson
- Board Members serve two year terms with no term limits
- Initial and subsequent two year terms of Board Members will be staggered so that the Board will maintain continuity and institutional knowledge



4

## Board Composition & Term



- Appointees of even numbered City Council Districts will serve an initial one year term
- Appointees of the Mayor and odd numbered Council Districts will serve an initial two year term
- After initial appointments, every term will begin on June 1 and end on May 31, two years later



5

## Recommended Appointees



### Chairperson: Elaine Mendoza

- Founder, President & CEO of Conceptual MindWorks, Inc., a biotechnology and informatics company
- Serves on the Board of Regents of Texas A&M University System

### District 1: Dr. Richard Middleton

- Former Superintendent of NEISD from 1990-2011
- Current member of College Board as Vice President for Southwestern Region Office



6

## Recommended Appointees



### District 2: Pamela Ray

- Assistant Professor & Program Director – Early Childhood and Family Studies at St. Philip's College
- Former member of City's Head Start Parent Policy Council

### District 3: Major General Joe Robles

- President & CEO of USAA
- Retired Major General – US Army

### District 4: Richard Perez

- CEO of the Greater San Antonio Chamber of Commerce
- Former City Council member for District 4

7

## Recommended Appointees



### District 5: Gloria Ramirez

- Retired early childhood educator
- 29 years of experience in early childhood education in San Antonio

### District 6: Dave Force

- 34 years at SeaWorld as a staff behaviorist trainer
- Interim Executive Director of San Antonio Youth Literacy, a non-profit volunteer driven organization focused on improving literacy skills of at-risk youth

### District 7: Dr. John Folks

- Former Superintendent of Northside ISD 2002-2012
- Texas Superintendent of the Year 2011

8

## Recommended Appointees



### District 8: Robert Bevard

- Principal of BB&A, a local professional development consulting firm
- Currently serves on Board of Directors for American Mensa: Development Officer

### District 9: Camilla Black

- 35 years of experience with NEISD
- of which, 16 years were as an elementary school principal



9

## Recommended Appointees



### District 10: Dr. Linda Foster

- Current High School Principal with Alamo Heights ISD (Since 1991)
- Taught graduate level classes for 28 years at UTSA and 6 years at Our Lady of the Lake



10

## Next Steps – Board of Directors



- Consider appointments today
- Convene for first Board of Directors meeting in January 2013
- Initial policy matters for consideration:
  - Bylaws
  - MOU with ISDs for Model Centers
  - CEO selection
  - Budget Adoption



11

## Executive Recruiting Firm



- Staff recommends City Council approve a contract with Ligature Partners recruiting firm
- Contract to cover recruitment of qualified candidates for 4 positions within Pre-K 4 SA:
  - Chief Executive Officer
  - Professional Development Director
  - Two (2) Model Center Directors

12

## RFI Process – Executive Recruiting



City used an RFI process to ensure proposals for executive recruiting firms came from qualified firms with experience in recruiting executives for educational institutions

- The RFI sent to 23 firms nation-wide
- The City received 5 submissions from qualified firms
- A review panel of 4 internal staff and 3 external education experts met to review submitted proposals
- Panel selected two finalists for panel interviews and selected one firm

13

## Executive Recruiting Firm



- The 7 member evaluation panel recommended that City pursue execution of a contract with Ligature Partners
- Key contract terms:
  - Contract amount up to \$175,000
  - A contribution will be received from Raise Your Hands Texas to pay for these recruiting services
    - » Raise Your Hand Texas is a non-profit organization focused on improving the quality of Texas public schools
- Fee for Service
  - 29% of each selected candidates initial salary
  - Plus monthly administrative fee

14

## Recruiting Firms Timeline & Deliverables



- Conduct a detailed needs assessment with key city leaders, staff, and identified stakeholders to develop candidate profiles for CEO, center directors and director of professional
- Develop a recruitment plan to conduct an aggressive national outreach effort to identify qualified candidates
- Goal is to hire CEO candidate by mid-March

15

## Imposing the Sales Tax



- On August 9, 2012 City Council ordered a sales and use tax election to utilize 1/8 cent of sales tax capacity for Pre-K 4 SA
- On November 6, 2012 voters supported proposition with 53.5% of votes “for” the imposition of the tax and 46.5% of votes “against”



16

## Imposing the Sales Tax



- Texas Tax Code requires that an ordinance adopting additional sales and use tax be submitted to State Comptroller so tax may be administered
- Staff recommends Council consider this ordinance imposing 1/8<sup>th</sup> cent sales tax for the Pre-K 4 SA program as previously approved by voters

17

## Summary & Recommendation



Staff recommends approval of the following items:

- Appointment of eleven members to the Board of Directors for the Education Corporation
- Authorize negotiation and execution of a contract with Ligature Partners for executive recruiting service
- Adopt Ordinance imposing the 1/8<sup>th</sup> cent sales tax as prior approved by voters

18

## Pre-K 4 SA

### Board Appointments, Executive Recruiting Firm Contract & Imposing the Tax

---

Peter Zanoni, Deputy City Manager

December 13, 2012 City Council "A" Session

