



association of california  
school administrators

**ACSA PAC Board of Directors**

Doubletree Hotel, 201 East MacArthur Blvd., Santa Ana, CA

8am-1pm

Friday, October 18, 2019

**AGENDA**

Page #

**1.0 CALL TO ORDER**

- 1.1 Members Present
- 1.2 Visitors Present
- 1.3 Next Meeting Date:
- 1.4 Communications/Correspondence
- 1.5 Adoption of Agenda

**2.0 PRESENTATIONS**

**3.0 CONSENT ITEMS**

- 3.1 Minutes – July 24, 2019.....2

**4.0 DISCUSSION ITEMS**

- 4.1 Full and Fair Funding Update.....5

**5.0 ACTION ITEMS**

- 5.1 Preliminary 2020 Legislative Endorsements Confirmations .....6

**6.0 REPORTS/UPDATES**

- 6.1 Report of the VPLA

**7.0 INFORMATION ITEMS**

- 7.1 Board Directors’ Reports

**8.0 ADJOURNMENT**



**ACSA PAC Board of Directors**

Balboa Bay Resort  
 Newport Beach, CA  
 8am-1pm  
 Wednesday, July 25, 2018

**MINUTES**

**1.0 CALL TO ORDER**

The meeting was called to order by Vice President for Legislative Action, Barbara Martinez, at 11:48a.m.

1.1 Members Present

|                  |                                       |
|------------------|---------------------------------------|
| Linda Kaminski   | President                             |
| Ron Williams     | President-Elect                       |
| Charlie Hoffman  | Vice President                        |
| Barbara Martinez | Vice President for Legislative Action |
| Holly Edds       | Past President                        |

|                              |                      |                         |                     |
|------------------------------|----------------------|-------------------------|---------------------|
| Jim Cloney                   | Region 1             | Stephanie Groat         | Region 2            |
| Daniel Hernandez             | Region 3             | <del>Timothy Gill</del> | <del>Region 4</del> |
| Jay Spaulding                | Region 5             | Parvin Ahmadi           | Region 6            |
| David Garcia                 | Region 7             | Juan Cruz               | Region 8            |
| Robert Frausto               | Region 9             | Shawn Tennenbaum        | Region 10           |
| Blanca Cavazos               | Region 11            | Ted Alejandre           | Region 12           |
| John Calandro                | Region 13            | Victor Thompson         | Region 14           |
| Maria Thompson               | Region 15            | Juan Flecha             | Region 16           |
| <del>Rafael Plascencia</del> | <del>Region 17</del> | Joe Austin              | Region 18           |
| Mike McCormick               | Region 19            |                         |                     |

At-Large:

|                        |                     |              |           |
|------------------------|---------------------|--------------|-----------|
| <del>Shelton Yip</del> | <del>Region 3</del> | Lisa Ketchum | Region 8  |
| Daryl Camp             | Region 7            | Derrick Chau | Region 16 |

1.2 Visitors Present: Adonai Mack, Edgar Zazueta, Scarlett Vanyi, Wes Smith, Suzanne Caffrey, Lori Allred, Aldo Rivera

1.3 Next Meeting Date: Friday, October 18, 2019, Orange County

1.4 Communications/Correspondence

1.5 Adoption of Agenda

A motion was made by Charlie Hoffman, second by Blanca Cavazos to adopt the agenda as presented. Motion carried.

## **2.0 PRESENTATIONS**

### **2.0 CONSENT ITEMS**

A motion was made by Holly Edds, second by Ron Williams, to approve the following consent items:

#### 3.1 Minutes – May 10, 2019

Motion carried.

### **4.0 DISCUSSION ITEMS**

#### 4.1 PAC Orientation

Historically, a senior attorney from Olson Hagel and Fishburn LLP (OHF) has conducted a PAC Rules and Regulations presentation during the annual ACSA Board Retreat. The ACSA PAC Board Orientation & Briefing document was provided on Tuesday, July 23<sup>rd</sup>, 2019, allowing each PAC Board member time to closely read and review the orientation document, and finalize any clarifying or content specific questions.

The Governmental Relations staff recommended that each member of the ACSA PAC Board carefully read and review the ACSA PAC Board Orientation & Briefing document. Further, the ACSA PAC Board was asked to sign and date the Briefing document (where indicated), certifying they have read, understood and have had the opportunity to review the document in full.

### **5.0 ACTION ITEMS**

#### 5.1 PAC Expenditures and Spending Plan: Fiscal Year 2019-20

During FY2018-19, ACSA's Political Action Committees (PACs) have continued historical spending patterns. Generally, ACSA Issues PAC expenditures remained consistent with past spending, including contributions to youth leadership organizations and legislative caucuses throughout the fiscal year, while also utilizing funding for strategic lobbying and consulting contracts. The ACSA Candidates PAC closed with a higher balance of \$37,903 than at the beginning of the fiscal year. The ACSA Issues PAC closed FY18-19 with a significantly larger balance than the beginning of the fiscal year with \$223,336 more in funding. The larger balance is a result of planning for a potential ballot initiative in 2020.

The proposed spending plan continues to largely focus new contributions to the Issues PAC in FY2019-20. The proposed budget proposes to deposit an additional \$520,000 in the Issues PAC while planning to spend approximately \$750,000 in the next fiscal year. The majority of the new spending is budgeted for expenditures for a potential 2020 ballot campaign. Other expenditures are consistent with spending in previous years which is largely targeted to legislative caucuses, youth leadership programs, and consulting firm expenses. The proposed spending plan for the Candidates PAC is similar to spending in previous years. The budget seeks to collect approximately \$350,000 and spend a similar amount on legislative and constitutional officer endorsements. The balances for both

political action committees are projected to have healthy balances at the end of the 2019-20 fiscal year.

Each month ACSA Governmental Relations staff makes a determination as to which PAC account the monthly contributions should be deposited. In an effort to ensure we have adequate resources to meet our political goals, it has been determined that ACSA should establish a schedule for PAC deposits. Governmental Relations staff recommends that seven of the twelve monthly deposits are directed to the Issues PAC in FY19-20. The proposed distribution is based on planning for work on a 2020 ballot initiative.

A motion was made by Joe Austin, second by John Calandro to adopt the PAC spending plan for the 2019-20 fiscal year, as presented. Motion carried.

## **6.0 REPORTS/UPDATES**

### **6.1 Report of the VPLA**

Vice President for Legislative Action, Barbara Martinez, is excited to jump in to the work and is thankful for those that came before her. The VPLA's are scheduled to meet via WebEx in September.

## **7.0 INFORMATION ITEMS**

## **8.0 CLOSED SESSION**

## **9.0 ADJOURNMENT**

There being no further business, the meeting was adjourned at 12:05p.m.

**PAC BOARD OF DIRECTORS**

ITEM: 4.1  
DATE: 10/18/19

**SUBJECT TITLE:** 2020 Initiative: Fair and Full Funding

**REQUESTED ACTION:**

Action \_\_\_\_\_ Discussion  X  Written Informational Item \_\_\_\_\_

**RECOMMENDATION**

The ACSA Government Relations team will provide an update on Fair and Full Funding efforts. The ACSA staff will provide the latest information of the organization’s effort and discuss potential next steps.

**BACKGROUND INFORMATION**

ACSA has been partnering with the California School Boards Association to explore efforts to place an education funding measure on the November, 2020 ballot. As part of the efforts, ACSA and CSBA have done the following:

- Conducted five polls of likely California voters to assess the willingness to support a potential education measure.
- Convened several meetings with potential education stakeholders who could support a funding measure on the 2020 ballot.
- Formed a formal exploratory committee to solicit initial contributions for potential signature gathering efforts.
- Worked with legislative leadership to explore the idea of passing a constitutional amendment to place an education funding measure directly on the 2020 ballot.
- With the approval of the ACSA Board of Directors, invested significant preliminary funding for the current efforts.

ACSA and CSBA have been in constant communication regarding immediate next steps in the wake of the existence of other measures also expected to be on the 2020 California primary and general election ballot.

**PROPOSED PLAN/PROGRAM REPORT**

**SPECIFIC FINANCIAL IMPACT OF ACTION PROPOSED/TAKEN**

ORIGINATOR: Edgar Zazueta, Sr. Director of Government Relations

APPROVED FOR SUBMISSION TO THE BOARD:  \_\_\_\_\_

**PAC BOARD OF DIRECTORS**

ITEM: 5.1  
DATE: 10/18/2019

**SUBJECT TITLE:** Preliminary 2020 Legislative Endorsements Confirmations

**REQUESTED ACTION:**

Action     X     Discussion                      Written Informational Item                     

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**RECOMMENDATION**

It is recommended that the Board of Directors review and approve a preliminary set of 2020 legislative endorsements recommended by the regional VPLAs and their respective regions.

**BACKGROUND INFORMATION**

In California there are two legislative elections per election cycle: The two candidates with the most votes in the primary election, regardless of political party affiliations, move on to the General election in November.

In an effort to improve the efficacy of ACSA’s endorsements in California legislative races across the state, starting in 2018, ACSA has implemented a new legislative endorsement timeline, with added emphasis on prioritized election races. Prior to 2018, the majority of ACSA’s legislative endorsements have been confirmed in October, often with less than 30 days between ACSA’s endorsement and the November election. This leaves a very short window for ACSA staff to have the endorsement checks issued and delivered to ACSA’s preferred candidates, and notify all of the candidates of ACSA’s endorsement decisions. This also leaves the candidates who receive ACSA’s endorsement a very short window to use our endorsement to influence voters – which has effectively rendered ACSA’s endorsement unproductive.

In an election cycle where there are very few “open seats,” the traditional interview process (Questionnaire, then in-person interview) becomes duplicative, and can be perceived by some legislators as unnecessary. If a longtime legislator, who is familiar with the California education landscape, and ACSA, is asked to fill out a Questionnaire in order to have an interview, this practice could be perceived as pointless by the legislator, as they have likely already shared or expressed their education policy platform via their vote record, through interactions with ACSA GR staff and in previous ACSA Legislative Questionnaires. By enforcing this policy, all incumbent legislators are required to jump through an additional hoop every two or four years, depending on their side of the house.

Considering the large number of incumbents running for re-election in November, ACSA GR staff is continuing the process started in 2018 of endorsing some incumbents without an interview. This category would only apply to legislators whose vote records, actions and words can be used by GR staff and VPLAs to discern their policy platform and voting tendencies.

The attached list a preliminary set of endorsements recommended by the VPLAs and their respective regions. We expect a more comprehensive list of recommendations at the February Board of Directors meeting.

**PROPOSED PLAN/PROGRAM REPORT**

**REGION 1:** VPLA Fred Van Vleck

- **Assembly District 2:** Endorse Incumbent Jim Wood

**REGION 5:** VPLA Anjanette Pelletier

- **Assembly District 17:** Endorse Incumbent David Chiu
- **Assembly District 19:** Endorse Incumbent Philip Ting
- **Assembly District 22:** Endorse Incumbent Kevin Mullin

**REGION 10:** VPLA Paulette Cobb

- **Senate District 17:** Endorse John Laird

**REGION 15:** VPLA Robert Allard

- **Assembly District 38:** Endorse Incumbent Christy Smith
- **Assembly District 41:** Endorse Incumbent Chris Holden
- **Assembly District 48:** Endorse Incumbent Blanca Rubio
- **Assembly District 57:** Endorse Incumbent Ian Calderon


**REGION 18:** VPLA Debra McLaren

- **Senate District 39:** Endorse Incumbent Toni Atkins
- **Assembly District 75:** Endorse Incumbent Marie Waldron
- **Assembly District 77:** Endorse Incumbent Brian Maienschein
- **Assembly District 79:** Endorse Incumbent Shirley Weber

**SPECIFIC FINANCIAL IMPACT OF ACTION PROPOSED/TAKEN**

Each legislative endorsement is usually accompanied by monetary contribution to their respective campaign. Each contribution amount will be assessed by the staff and determined on a case by case basis after the Board of Directors has reviewed, discussed and approved the endorsement recommendations.

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ORIGINATOR: 

Edgar Zazueta, Senior Director of Governmental Relations

APPROVED FOR SUBMISSION TO THE BOARD: 

Wesley Smith, Executive Director