



## School Board of Clay County

District Multi-Purpose Center, Corner of Walnut Street and Gration Place, Green Cove Springs, FL

### December 16, 2025 - School Board Workshop

**Date:** Dec 16 2025 (9:00 a.m.)

**Invocation** (Erin Skipper)

**Call to Order** (Present: Erin Skipper, District 1; Robert Alvero, District 2; Beth Clark, District 3, Michele Hanson, District 4; Ashley Gilhousen, District 5; and Chief Academic Officer Roger Dailey (substituting for Superintendent David S. Broskie))

#### Workshop Items

##### [1. Board Member New Business](#)

###### **Minutes:**

Mrs. Skipper requested that Superintendent Broskie briefly discuss the lobbyist retained by the school board. Mr. Broskie advised that the annual cost of The Southern Group is \$60,000, and the firm generates more revenue than it incurs, citing an example of an appropriation for advanced manufacturing at high schools for \$1.88 million last year.

Mrs. Hanson noted the folder for the internal auditor on the school board webpage that helps the board communicate more openly with taxpayers and requested the addition of the video of the last meeting and the meeting minutes. She would also like a one percent sales tax folder and a one percent mill folder be added/moved to the school board page for easier public access. She wants the public to be able to see that a group of citizens oversees the sales tax expenditures, and the expenditure of the one mill funds is done as a directive and exactly as outlined.

Mrs. Hanson recently attended a Sunshine State School Public Relations Association (SUNSPRA) meeting and wants to explore ways to market Clay County District Schools to prevent students from leaving for the private sector. She spoke with the marketing director of Sarasota County and learned that Sarasota markets as a business, with the #1 goal of bringing back students to public schools. The funding tied to the return of ten students to Clay County District Schools would pay for the marketing director's salary, and 25 students would pay to fund an entire marketing division. She believes CCDS can benefit from a marketing professional who would work to revamp how people feel about schools and showcase all that CCDS schools provide, and she would like the board to consider taking steps to add an allocation for that position. Mrs. Skipper supported the idea and has spoken about Clay County schools to small business owners who have questioned inadequate advertising. Mrs. Gilhousen noted the substantial academic and career and technical offerings at the secondary schools but noted that private schools target the K-8 population, and offerings such as the Montessori program should be highlighted. Mrs. Clark supported meeting to address this proposal and disseminate information re the lobbyist and funds that have come in because of that position. Mrs. Skipper discussed the need for marketing and messaging to educate people. Mr. Broskie recommended a presentation to show strategies currently being employed to enroll students in order to better evaluate additional courses of action. Mr. Alvero requested information and received confirmation that exit interviews are being done to assess information re departing families. Mrs. Gilhousen pointed out that many scholarship recipients are students never enrolled in public school. Mrs. Skipper advised that the economy remains a challenge and marketing may include public schools as a cost-effective option, recommending better advertising on websites and social media to get families better engaged with program offerings. Mrs. Gilhousen suggested getting creative with concept schools, and she pointed out Exceptional Student Education (ESE) services that public schools provide. Mr. Alvero pointed out the transportation services provided by CCDS. Further discussion will occur at the January workshop.

##### [2. Review Draft Agenda for Regular School Board Meeting on January 8, 2026](#)

 [January-8-2026-regular-school-board-meeting\\_agenda\\_packet.pdf](#)

###### **Minutes:**

Superintendent Broskie noted encouraging graduation rates data submitted to the State for approval.

###### Recognitions and Awards:

- Winners of the Len Mattiace Foundation contest "Stop the Bullying" - no discussion;
- Recognize Schools Earning the Florida Department of Education's Purple Star School of Distinction - no discussion;
- Recognition of Academic Team Champions - no discussion;
- Recognition of 2025-2026 School Related Employee of the Year and Teacher of the Year Finalists - no discussion;

Discussion Agenda:

- D1 Human Resources Special Action A - no discussion;
- D2 Human Resources Special Action B - no discussion;

Consent Agenda:

- C1 Minutes of School Board Workshop on December 1, 2025; Student Hearings and Regular Meeting on December 11, 2025 - no discussion;
- C2 Personnel Consent Agenda - no discussion;
- C3 Elementary Student and Out of State Travel - no discussion;
- C4 Request for Review or Reconsideration of Library Materials Appeals - no discussion;
- C5 K-12 Academic Services Out of State and Overnight Student Travel - no discussion;
- C6 Proposed Allocation Changes for 2025-2026 - no discussion;
- C7 Monthly Financial Reports for November 2025 - no discussion;
- C8 Budget Amendment Report for November 30, 2025 - no discussion;
- C9 Request for Acceptance of the FY 2024-2025 School Internal Accounts Audit - no discussion;
- C10 Deletion of Certain Items Report - December 2025 - no discussion;
- C11 BDID Renewal - no discussion;
- C12 Brightly Contract Agreement - Facility Asset Management Software - no discussion;
- C13 Substantial and Final Completion of Lake Asbury Junior High School Classroom Addition - no discussion;
- C14 Prequalification of Contractors - no discussion;
- C15 Doctors Inlet Elementary School Fire Alarm Repair/Replacement Contract Award - no discussion;
- C16 Parking Lot Renovation/Redesign at Middleburg High School Contract Award - no discussion.

**Questions from the Audience** (None)

**Superintendent Comments**

[3. Superintendent Comments](#)

**Minutes:**

Superintendent Broskie wished everyone a merry Christmas.

**School Board Attorney Comments** (None)

**School Board Comments**

[4. School Board Member Comments](#)

**Minutes:**

Mrs. Clark suggested a budget meeting so the board can brainstorm. Mr. Broskie advised there needs to be a public-facing plan, and communication will be important. Mr. Broskie is working on a written version of the strategies being implemented and the overall goals of the implementation. One of the goals is to ensure that employees are being taken care of with compensation. The plan will illustrate all measures in an effort to raise more funding to pay employees a more competitive wage. Mrs. Clark will send Mr. Broskie some thoughts she has.

Mrs. Hanson requested copies of an advocacy brochure, which will be provided.

Mrs. Skipper wished all a merry Christmas.

**Adjournment** (10:03 a.m.)

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**Superintendent of Schools**

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**School Board Chair**