



School Board of Clay County

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

January 27, 2026 - School Board Workshop

Date: Jan 27 2026 (9:00 a.m.)

Invocation (Erin Skipper)

Pledge of Allegiance

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 Superintendent David S. Broskie)

Workshop Items

[1. Financial Renaissance Plan](#)

 [Financial Renaissance- Board Review.pdf](#)

Minutes:

Superintendent Broskie shared the attached comprehensive visual presentation addressing a budget plan for Clay County District Schools and highlighting the following:

- Statewide Financial Challenges
- Previous Action Steps
- Strategic Financial Goals
- Highlights
- Next Steps

Mr. Broskie proposed increasing revenue for employee compensation through the one mill. Mrs. Hanson advised that she does not see any other way to support teacher compensation and wants to ensure support staff are included in the plan to provide fair and competitive pay. She supports the utilization of one mill funds for compensation. Mrs. Clark also voiced support for increased compensation for all employees. Mrs. Gilhousen discussed the fiscal responsibility of the board to pay employees and noted that the one mill would provide the opportunity to maximize the revenue with flexibility, transparency, and leadership. Mrs. Skipper believes the one mill is crucial to support employee pay because current funding in Clay County is so heavily dependent on the state, making the one mill the only option to address compensation. Other considerations included the continuation of the one mill and the precise wording of the resolution/referendum. Mr Alvero supported Mrs. Hanson's earlier comments re employee compensation. Mr. Broskie shared a proposed timeline for the one mill renewal, and he noted that the contract for School Resource Officer services through Clay County Sheriff's Office would need to be canceled or restructured absent the one mill funding.

[2. White Fleet Management System](#)

 [Clay County Schools- Lifecycle Presentation 1-27-26.pdf](#)

Minutes:

JeanRene Bordes, Account Executive, Enterprise Fleet Management, shared the attached visual presentation of a fleet lifecycle analysis. The district's current fleet size totals 241 vehicles, valued at \$2,989,090. Recent safety enhancements and their impact were reviewed. Ten-year savings for this proposal would total \$667,620, with a total savings impact of \$1,452,885. Enterprise Fleet Management would provide a vehicle plan customized to meet needs with the goal of minimizing and reducing all costs associated with operating a vehicle to arrive at the lowest cost of ownership, with a focus on the following:

- Vehicle financing and acquisition costs
- Monitoring operating costs
- Solid replacement strategy
- Vehicle and driver safety

- Administrative time and effort

Mrs. Skipper asked about the flexibility to purchase more affordable vehicles that align with the district's needs, and she would like to review a dollar-for-dollar analysis. Mrs. Hanson noted the value inherent in an open-ended lease and she appreciated the cost-saving aspect and predictive costs associated with the maintenance program. Mr. Bordes advised that the contracts do not have committed terms, and the district retains the flexibility to discontinue the program as desired.

Mr. Alvero appreciated the comparative review of the current offering to the prior five years.

Mrs. Clark stated that this is one of the best lease systems she has seen, noting that operational savings will not be known until they are actually realized. She regretted the number of vehicles with so little mileage and asked about the difference in the insurance cost between leasing and owning. Mr. Bordes advised that the safety features on newer vehicles help even out the cost and that there will be reduced insurance costs based on sheer reduction of the fleet.

Mrs. Gilhousen suggested consideration for a review of the policy that governs mileage reimbursement vs driving a district vehicle. Mr. Broskie advised that the mileage reimbursement amount is set by the state, and maximum reimbursement amounts are set forth in policy. He advised that Enterprise has expertise in this area that district personnel lack, and this is a viable way to maximize funding. Criteria for receiving a car can be examined and prioritized.

Mrs. Skipper would like to review this annually to assess continued cost effectiveness. Mr. Alvero asked how the district would take care of what happens, with a 5-year lease, if the program is no longer wanted after one year. Mr. Bordes advised that the district would not be locked into anything and only authorized signers are able to accept leases. There are no minimums, and business with Enterprise can be terminated when desired. Mrs. Hanson thanked the district for embracing new "out of the box" strategies.

At the conclusion of this presentation, a recess was taken from 11:06 a.m., and the meeting resumed, with the Transportation Update presentation, at 11:15 a.m.

[3. Transportation Update](#)

 [Transportation Update - January 2026.pdf](#)

Minutes:

Roxanne Chiamonte, Director of Transportation, shared the attached visual presentation to provide a mid-year update on transportation, staffing, and the Chipmunk App. The first half of the year counts for 2025/2026 reflect 12,840 student riders. There are currently twelve open route positions, which are covered by credentialed trainers, routers, area managers, and office staff. The Chipmunk App has enabled a single integrated platform and faster information sharing. Tentatively by summer, route merging will be communicated to the drivers' tablets, allowing the merging of an entire route or stops as needed. The results of a customer satisfaction survey were shared, reflecting 4 out of 5 stars were earned.

Elizabeth Buschbacher requested information on how parents can communicate with transportation when changes that affect bus routes occur. She noted that, when double-backs are used, getting through to transportation has been very difficult, with 20-40-minute hold times, and the front desks at schools are no longer available at that time. Ms. Chiamonte noted that transportation office staff are covering routes at times and that callers experiencing long holds are advised to hang up and call in again as that should not be happening. She will double-check to ensure the phone lines are functioning as they should. There is a new feature called "substitutes" that drivers have been using for two weeks that allows the driver to provide double-back information on the second route to parents so parents can see that the bus is active and able to be followed.

Mrs. Hanson proposed using technology to provide a recording to provide an update for parents calling in to transportation. Mr. Alvero suggested firefighters who are off-duty could cover buses for absent drivers. Ms. Chiamonte advised all bus drivers would need to have their Commercial Driver's License (CDL) and successfully complete district training to operate a bus.

[4. Code of Conduct Discussion \(Bullying\)](#)

 [February Board Workshop Bullying Presentation.pdf](#)

Minutes:

Kevin Staefe, Coordinator of Student Engagement, and Sarah Brennan, Principal, Tynes Elementary School, shared the attached visual presentation re bullying. Bullying, as defined by the Florida Department of Education, was discussed, and examples of bullying were provided. Board policy on bullying and the implementation of policy as outlined in the Family Handbook and Code of Student Conduct as well as strategies to address inappropriate student interactions and student instruction on anti-bullying were outlined. Current programs that address bullying include Positive Behavioral Intervention and Supports (PBIS), Multi-Tiered System of Supports (MTSS), and OneClay Culture, which continues to expand and evolve to provide developmentally appropriate materials. External partnerships also exist to strengthen anti-bullying education.

Board discussion included a description of the legal obligations and authority re cyberbullying, when school districts become involved with off-campus bullying, confirmation that the Code of Conduct mirrors the language in board policy, the three elements of power that may be present in bullying, the recording of secondary or related offenses, and shifts in reporting trends.

Mrs. Hanson appreciated the universal anti-bullying program that is well thought out and aggressive. She advised that bullying is more widespread than the reported numbers due to many instances that are not reported. She recommends the Student Code of Conduct be more accessible and written in a way that is more easily understood so there is no breakdown with accessibility to the knowledge. She believes there should be different Student Codes of Conduct for elementary and secondary that are separate from the Family Handbook, user-friendly, and linked in a way that requires parents and students to acknowledge the information at the beginning of each school year. She also indicated the need for a safe and confidential place to report bullying.

Mr. Alvero supported different Codes of Conduct for elementary and secondary. Mrs. Clark advised she would give this further thought and noted that teachers assisting the students in reading the Code of Conduct is essential. Mrs. Skipper expressed the need to clearly show examples of what is and is not permitted and suggested the creation of a "cheat sheet" for common offenses. She also recommended researching how neighboring counties manage these guidelines to determine if there are ideas that would be beneficial for Clay County District Schools.

[5. Enrollment Marketing - Strategies for Growth, Engagement, and Support](#)

 [Marketing and Enrollment.pdf](#)

Minutes:

Sabrina Thomas, Chief Communication and Engagement Officer, shared the attached visual presentation, which addresses strategies for growth, engagement, and support for student enrollment. The Communications Department's current work drives student success through three core components: digital management and training, media and public relations, and creative content and branding. The purpose of the CCDS Marketing Plan is to strategically increase enrollment through targeted communications, improved digital experiences, and a focus on community engagement. Primary goals of the Marketing Plan include the following:

- Digital Excellence and Brand Storytelling
- Capturing the Entry Points (to ensure long-term retention)
- Pathways Marketing (spotlighting the variety of special programs at various schools)

Board members noted increased communication overall with the use of Apptegy. Mrs. Skipper suggested a banner or graphic for School Choice. She advised that Career and Technical Education (CTE) has opportunities for schools to earn business, of which the community is unaware, and noted the advantage of highlighting these options to generate funds that are returned to student programs. Expanded participation at Fair Day was also discussed. Mailers targeting K-2, CTE, and School Choice programs were suggested to showcase the variety of programs offered and increase enrollment. The importance of a social media presence was discussed, and Mrs. Hanson indicated her continued support for a dedicated marketing person.

[6. Review of Media Policy \(Community Standards Rubric\)](#)

 [Proposed Community Standards Revisions.pdf](#)

Minutes:

Mrs. Hanson appreciated the efforts of Roger Dailey, Chief Academic Officer, for his collaboration on additional language for community standards. She distributed proposed revisions to board members that stated address new themes and strengthen guidelines for purchasing. The board members gave consensus to revise the current community standards as proposed. Jeremiah Blocker, School Board Attorney, and Mr. Dailey confirmed their support.

[7. Review Draft Agenda for Regular School Board Meeting on February 5, 2026](#)

 [February-5-2026-regular-school-board-meeting_agenda_packet.pdf](#)

Minutes:

Superintendent Broskie advised that he is available to provide any additional information or respond to questions board members may have about any of the agenda items.

[8. *Safety and Security Quarterly Update \(closed to public\)*](#)

Minutes:

This item was addressed following the conclusion of all other items and business, after a recess was taken at 1:43 p.m. **This portion of the meeting was closed to the public (1:54 p.m. - 2:34 p.m.).**

Questions from the Audience (See minutes for Item #3 Transportation Update)

Superintendent Comments (None)

School Board Attorney Comments (None)

School Board Comments (None)

Adjournment (2:34 p.m.)

Superintendent of Schools

School Board Chair