

**TRANSITIONAL SCHOOL DISTRICT OF
THE CITY OF ST. LOUIS
SPECIAL ADMINISTRATIVE BOARD**

OFFICIAL REPORT

**Special Meeting
St. Louis, MO, March 11, 2010**

MINUTES

The meeting was called to order at 4:00 p.m. by President, Rick Sullivan, who was present in the Superintendent's Office with the Superintendent Dr. Adams, Mr. Blake Youde and Allen Boston. Attending by telephone were Ms. Melanie Adams and Mr. Richard Gaines. Mr. Sullivan called for roll call and for a motion to call the meeting to order, which passed by 3 to 0 vote with all members present.

Mr. Sullivan then called for a motion to remove from the table the Memorandum of Understanding between St. Louis Public Schools and Unicom-Arc, which had been tabled at the prior Thursday's meeting. The motion being made by Mr. Gaines and seconded by Mr. Adams, discussion followed where Mr. Blake Youde described the changes that had been made by Unicom to satisfy the minority and woman's participation in the program services. Each of the members was provided with a letter from Unicom-Arc dated March 11, 2010, which had been received at 3:12 p.m. that afternoon. A copy of that letter is attached to these Minutes.

Mr. Sullivan described to the members that, although the meeting had been published, it had not been published with the necessary 24 hours advance notice, but that the law does permit the publication of the meeting and the conduct of the meeting in circumstances where there was not a 24 hour period in which to notice the meeting. Mr. Sullivan also placed a call to Susan Turk at her home to see if she wanted to participate by telephone. Ms. Turk had previously inquired about attending the meeting, but was not at home at the time of Mr. Sullivan's call. Mr. Sullivan left word that he would provide her with the information regarding what was discussed at the meeting.

Following Mr. Youde's presentation, the SAB voted by a vote of 3 - 0 to take the Memorandum of Understanding off the table. There followed a motion by Mr. Gaines, seconded by Mr. Adams to approve the Memorandum of Understanding with the changes as outlined in the letter of March 11, 2010. After brief discussion, the vote followed 3 to 0 to approve the Memorandum of Understanding as amended.

Upon a motion to adjourn, a second and approval by a 3 - 0 vote, the meeting adjourned at 4:17 p.m.



March 11, 2010

Kevin Coyne
School District of the City of St. Louis
801 North 11th Street
St. Louis, MO 63101

Dear Mr. Coyne,

This letter is to provide additional details with respect to our submission to RFP #017-0910 to provide community engagement program services.

On this proposal, we will be joined by E'Little Communications Group, a minority owned firm. E'Little will be joining our team pending renewal of its certification as a minority owned business by the St. Louis Minority Business Council on or before April 20, 2010. E'Little Communications Group's address is P. O. Box 21328, St. Louis, MO 63115. The phone number is 314-601-4252. The principal contact at E'Little is Johnny Little, Jr., president and CEO. Mr. Little himself will work on this project. He is extremely knowledgeable of education in general and the St. Louis City schools and community in particular. His past work includes steering the communications program at the School District of the City of St. Louis and being executive producer for the CBS affiliate in St. Louis. E'Little's fee will be a minimum of \$18,000. We have a high level of confidence in the quality of Mr. Little's work, and because of its quality, it is likely his work will exceed the 25% identified in District goals.

Also joining us will be 501creative, Inc., (6677 Delmar Blvd., Suite 300, St. Louis, MO 63130). 501creative is a female owned firm (state certification number is WO3840) and will have responsibility for design of materials. We anticipate 501's professional fee to be in the \$3,600 range, but given the need for materials could run considerably higher (depending on decisions made throughout the program about materials such as video, brochures, website, etc.). Our primary contact at 501creative is Maryanne Dersch (314-863-0501).

Please let me know if you have additional questions. We are hopeful our team is selected for this important project and we are eager to get to work.

Sincerely,

A handwritten signature in black ink, appearing to read "Rod Wright", with a long horizontal flourish extending to the right.

Rod Wright
President/UNICOM•ARC