



School Board Briefing/Proposed Action Report

Informational (no action required by Board) **Action Report** (Board will be required to take action)

DATE: November 28, 2016
FROM: Dr. Larry Nyland, Superintendent
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I. TITLE

Amending Board Policy No. 4237, Advertising & Commercial Activities

For Introduction: December 7, 2016

For Action: January 4, 2017

II. WHY BOARD ACTION IS NECESSARY

This Board Action Report makes edits to Board Policy No. 4237, Advertising & Commercial Activities, in order to provide equitable opportunity for all District athletic teams to receive financial benefits from advertising and commercial activities. Board approval is necessary for any changes to Board policies.

III. FISCAL IMPACT/REVENUE SOURCE

There is no negative fiscal impact to amending Policy No. 4237. The policy change would increase revenue for high school sports teams.

The revenue source for this motion is funds from advertisers.

Expenditure: One-time Annual Other Source

IV. POLICY IMPLICATION

If approved, this motion would amend Policy 4237, Advertising & Commercial Activities.

V. RECOMMENDED MOTION

I move that the School Board authorize the Superintendent to amend Board Policy No. 4237, Advertising & Commercial Activities, as attached to the Board Action Report.

VI. BOARD COMMITTEE RECOMMENDATION

This motion was discussed at the Operations Committee meeting on November 17, 2016. The Committee reviewed the motion and moved the item forward to the full Board with a recommendation for approval.

VII. BACKGROUND INFORMATION

Current Board Policy No. 4237, Advertising and Commercial Activities, permits advertising on District property on high school fields, stadiums, and scoreboards. As a result, there are a number of high school sports that are unable to receive the monetary benefits of advertising because they do not use fields or stadiums as a venue for play. Sports such as basketball, tennis, and cross country are therefore limited in their ability to receive the benefits that may be available to sports such as baseball and football. In order to provide equitable opportunity to all high school sports, this motion will amend the policy by removing “fields, stadiums, and scoreboards” and adding “athletic venues” in its place.

There is an additional edit that adds marijuana to the list of items that cannot be advertised, as it no longer fits under the category of illicit drugs.

VIII. STATEMENT OF ISSUE

Whether to amend Policy No. 4237.

IX. ALTERNATIVES

Do not amend the policy. This is not recommended because the current policy does not provide equitable opportunity for all high school sports to receive benefits that may be received from advertising revenue.

X. RESEARCH AND DATA SOURCES / BENCHMARKS

N/A

XI. TIMELINE FOR IMPLEMENTATION / COMMUNITY ENGAGEMENT

Upon Board approval of this motion, Policy 4237 will be amended and the new versions of the policies will be posted online.

XII. ATTACHMENTS

- Policy No. 4237 – Clean (for approval) [\[updated after the Dec. 7 discussion\]](#)
- [Policy No. 4237 – Redline \(for reference\) \[updated after the Dec. 7 discussion\]](#)
- [Procedure No. 4237SP \(for reference only per Director request; no edits are included in this document at this time\)](#)