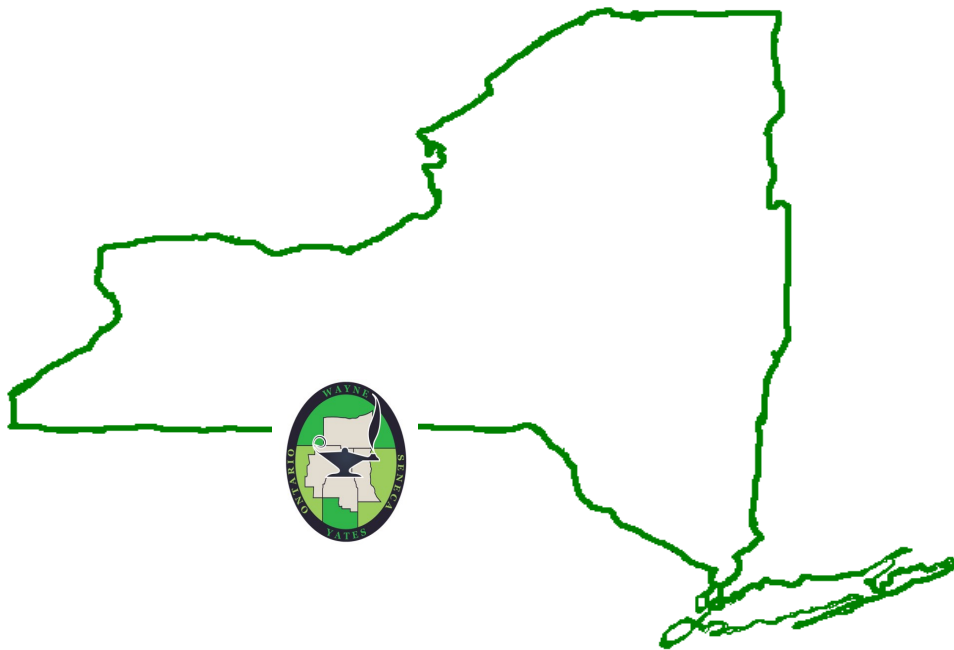


# *Four County School Boards Association*

*2019-2020  
Annual Report*



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## Four County SBA Annual Report

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## Executive Director's Report

Dear Members,

I do not have to tell you about how unprecedented and challenging this year has been as you have been living it in your leadership roles at our 22 member districts. Thank you for your steady support of our children during this pandemic when public schools are faced with uncertainty and a dearth of guidance and direction. This is a time of courageous leadership and you have stepped up with tenacity and commitment to safety, equity and continuity of education.

Despite the difficulty of the past many months, good things happened at Four County SBA. Attendance at events, committee meetings, and training have been at an all-time high and satisfaction as tracked through evaluations has been positive. Membership has remained strong at 21 districts and allows the association to continue its work. We have revisited the strategic plan, revised many policies and procedures, worked on local, state, and federal advocacy, and have transitioned to a WFL BOCES COSER service. Becoming part of the BOCES organization required transitioning to the many systems and practices of the BOCES. The 4 County Office has moved to a new location within the Maple Building at the Regional Support Center, and we were able to transition to working from home and establish a virtual environment while improving technical tools.

As your Executive Director, coming on board last August as half-time, I was faced with a steep learning curve and it has been exciting to learn about the roles and responsibilities and to forge new relationships. Visiting Capitol Hill was and lobbying our senators and congressional representatives was an amazing opportunity. Several association members and I visited the offices of Senator Helming, Senator Funke, and Assemblyman Mankeltow in Albany and delivered position papers related to our regional issues, I continue to collaborate with the GVSBA and MCSBA on numerous events, train part of the mandatory governance training, and address like issues. I have worked with our partners on projects such as the 100<sup>th</sup> Anniversary of NYSSBA display at the NYSSBA Conference. 4 County has been represented at the recent press conference with Senator Chuck Schumer related to the CCERA Bill in the Senate which is seeking funding for COVID related expenses and child care. I was quoted in the July US Senate Newsletter related to infrastructures and broadband issues in the Finger Lakes and cited in an Article in collaboration with HUNT Associates regarding broadband issues in the Finger Lakes Region. A proposal was submitted and accepted to present at the 2020 Convention.

This year I had the opportunity to provide training, support, facilitation, goal development, and retreats to several of our member boards and coaching to superintendents and board presidents. One-to-one support, coaching, and problem solving continues to be a very important role in this position. Another important function is collaborating with the Superintendents Legislative Committee, which has been very welcoming and helpful, especially in providing relevant, current information and data.

We are now entering a new phase in the journey through Covid 19 during the 2020-2021 school year and waiting anxiously to hear about possible changes in state aid. Changes to aid will bring about very difficult decisions for districts. As part of the mission of the Association, we will provide support, information, collaborative opportunities, advocacy, and professional development to support your district's needs.

As a new school year begins, we must rely on hope, optimism, and each other. May this be a year of health, safety, and social and emotional well-being for all. We will continue to support and lean on each other to protect and educate our children with equity and compassion. As always, I am humbled by your dedication and service.

Marla Iverson, Ed. D.



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## LEGISLATIVE COMMITTEE

Activities sponsored by the Committee and attended by Executive Director Marla Iverson during 2019-2020 included:

- ◆ The Legislative Committee held 7 meetings
- ◆ Represented at COLSBA meetings
- ◆ Authored and delivered State and Federal Position Papers
- ◆ Area 2 Discussion of Proposed NYSSBA Positions - October 5, 2019
- ◆ Collaborated with HUNT Associates, Monroe County SBA, and Genesee Valley SBA to create 100<sup>th</sup> Anniversary of NYSSBA display at convention
- ◆ NYSSBA Convention in Rochester, NY - October 24-26, 2019
- ◆ National Equity Symposium - February 1, 2020
- ◆ National School Boards Association National Advocacy Institute Conference (Washington, DC) - February 2-4, 2020
- ◆ Met with Regent Wade Norwood to discuss how to better advocate to the Board of Regents - February 5, 2020
- ◆ NYSSBA Capital Conference and State Lobby Day (Albany, NY) - February 9-10, 2020  
Appointments with Four County legislative Representatives were attended by Many Four County School Boards Association Members.
- ◆ Met with Matt Nelligan, Senator Rich Funke's Chief of Staff to discuss concerns in our region - June 9, 2020
- ◆ Participated in press release with Senator Chuck Schumer related to COVID CCERC funding



Capital Conference, Albany  
February 10, 2020

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## POLICY COMMITTEE ACTIVITIES

- ◆ Revised the strategic plan
- ◆ Revised numerous policies and aligned them with those of the BOCES
- ◆ Met with the Policy Committee 5 times
- ◆ Revised job descriptions to accommodate the changes in roles and titles of the 2 employees
- ◆ Created roles and responsibilities documents related to committee chairs

## STAFF

- ◆ Began working on articulations for vendor and sponsor relationships
- ◆ Moved meetings to a virtual environment (ZOOM)
- ◆ Established board and membership list serves for improved communication
- ◆ Moved budget practices to within the BOCES process
- ◆ Moved offices to a different location on the BOCES campus to reduce costs

## GENERAL MEMBERSHIP PROGRAMS

- ◆ "Health is a state of complete physical, mental and social well-being and not merely the absence of disease." - Vicki Spurr, retired Special Education Teacher, Western New York Regional Representative School Mental Health Resource and Training Center, Mental Health Association in NYS, Inc. (Attendees - 72, Member Districts - 19) September 30, 2019
- ◆ "Building a Culture of Excellence through Effective Governance" - Jason Andrews, Ed.D., Windsor Central School District, 2019 New York State Superintendent of the Year (Attendees - 57, Member Districts - 17) November 19, 2019
- ◆ "Tips and strategies on how to increase security to not only protect your data but also that of your district as well." - Jeff Ginsberg, Area Network Manager for EduTech (Attendees - 53, Member Districts - 15) January 30, 2020
- ◆ Annual Meeting - "The Power of Our Region's Voice: Advocacy for Mental Health Support" - New York State Regent Wade Norwood (Attendees – 24, Districts - 11) June 30, 2020 - Zoom meeting



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## PROGRAMS AND PANEL PARTICIPANTS

### Mandated Governance Training 8/24/19

Executive Director Dr. Marla Iverson

President Robin Johnson (Penn Yan)

1st Vice President Russ Harris (Newark)

2nd Vice President Joe McNamara (Seneca Falls)

Legislative Committee Co-Chair Bill Buchko (Gananda)

Jillian Denmark, Board Clerk (Dundee)

Kelly Houck, Superintendent (Dundee)

Jessica Sheridan, Director of Staff Development, Wayne-Finger Lakes BOCES

Tom Nespeca, NYSSBA Treasurer

### Mandated Fiscal Training 11/2/19

Executive Director Dr. Marla Iverson

President Robin Johnson (Penn Yan)

Patrick Burk, Executive Director, Genesee Valley Schools Boards Association

Robert Magin (North Rose-Wolcott Assistant Superintendent for Business & Operations)

Michael J. DeBadts, CPA, Principal and Thomas C. Zuber - Raymond F. Wager, CPA, P.C. a Division of Mengel Metzger Barr & Co. LLP

### Seminar for Prospective School Board Members Panel 3/14/20

Executive Director Dr. Marla Iverson

President Robin Johnson (Penn Yan)

Superintendent Charlene Dehn (Manchester-Shortsville)

Legislative Co-Chair Bill Buchko (Gananda)

Carrie Resch (Wayne) New Board Members Perspective

### New School Board Member Get Acquainted Evening 6/29/20

Executive Director Dr. Marla Iverson

President Robin Johnson (Penn Yan)

Lynn Gay (Wayne-Finger Lakes BOCES)

Carrie Resch (Wayne) New Board Members Perspective

# FOUR COUNTY LEADERSHIP AND AD HOC COMMITTEES 2019-2020

## Steering Committee

President Robin Johnson (Penn Yan)  
1st Vice President Russ Harris (Newark)  
2nd Vice President Joe McNamara (Seneca Falls)  
Past President Beth Thomas (Canandaigua)  
Treasurer Sue Campbell (Marcus Whitman)  
Legislative Co-Chair Bill Buchko (Gananda)  
Legislative Co-Chair Phyllis Frantel (Marcus Whitman)

## Audit Committee

Chair, 1st Vice President Russ Harris (Newark BOE)  
Treasurer Sue Campbell (Marcus Whitman BOE) - Assistant to the Vice President for Finance and Administration at Hobart and William Smith College  
Joe Delforte (Past Canandaigua BOE) - Controller in the office of Business at FLCC  
Ed Gnau - Newark CSD Assistant Superintendent for Business

## Nominating Committee

Chair, Past President Beth Thomas (Canandaigua)  
James Sykes (Honeoye)  
Rena Reed (Lyons)  
Lynn Gay (Wayne-Finger Lakes BOCES)

## Policy & Bylaws Committee

Chair, Past President Beth Thomas (Canandaigua)  
Cheryl Birx (Canandaigua)  
Lucinda Collier (North Rose-Wolcott)  
Sheri Scherbyn (Phelps-Clifton Springs)



**Board of Directors**

Bloomfield Delegate - **Pam Nakoski**  
 Bloomfield Alternate - **James Spelman**

Canandaigua Delegate - **Beth Thomas - Past President**  
 Canandaigua Alternate - **Cheryl Bix**

Clyde-Savannah Delegate - **Pam Anstee**  
 Clyde-Savannah Alternate - **Jennifer Sullivan**

Dundee Delegate - **Doug Hammond**  
 Dundee Alternate - **Jared Webster**

Gananda Delegate - **Robin Vogt**  
 Gananda Alternate - **Bill Buchko**

Geneva Delegate - **Emily Fisher**  
 Geneva Alternate - **Mike Ellis**

Honeoye Delegate - **Keith Stumbo**  
 Honeoye Alternate - **Andrea Badger, James Sykes**

Lyons Delegate - **Rena Reed**  
 Lyons Alternate - **Howard Albrecht**

Manchester-Shortsville Delegate - **Jennifer Speers**  
 Manchester-Shortsville Alternate - **Amanda McNamara**

Marcus Whitman Delegate - **Sheila Brown**  
 Marcus Whitman Alternate - **Phyllis Frantel**

Marion Delegate - **Michele Kuelling**

Newark Delegate - **Russ Harris - 1st Vice President**  
 Newark Alternate - **Rebecca Vermeulen**

North Rose-Wolcott Delegate - **Lucinda Collier**  
 North Rose-Wolcott Alternate - **Linda Eygnor**

Palmyra-Macedon Delegate - **Sharon Lang**  
 Palmyra-Macedon Alternate - **Laura Arrington**

Penn Yan Delegate - **Robin Johnson - President**  
 Penn Yan Alternate - **Jeff Morehouse**

Phelps-Clifton Springs Delegate - **Sheri Scherbyn**  
 Phelps-Clifton Springs Alternate - **Ryan Davis**

Seneca Falls Delegate - **Heather Zellers**  
 Seneca Falls Alternate - **Cara Lajewski**  
 Seneca Falls - **Joe McNamara - 2nd Vice President**

Sodus Delegate - **Laura Steffler Alampi**

South Seneca Delegate - **Mary Church**

Wayne Delegate - **Ron Miller**

Wayne-Finger Lakes BOCES Delegate - **Lynn Gay**  
 Wayne-Finger Lakes BOCES Alternate - **Anne Morgan**

Williamson Delegate - **Jamie Sonnevile**  
 Williamson Alternates - **Angela DeFisher & Ashtyon Mohanlall**

**Legislative Committee**

Bloomfield Delegate - **Caroline Nevil**  
 Bloomfield Alternate - **Scott Layton**

Canandaigua Delegate - **Cheryl Bix**  
 Canandaigua Alternate - **Megan Personale**

Clyde-Savannah Delegate - **Lynn Carnevale**  
 Clyde-Savannah Alternate - **Richard Drahms**

Dundee Delegate - **Robert Neu**  
 Dundee Alternate - **Doug Hammond**

Gananda Delegate - **Bill Buchko - Co Chair**  
 Gananda Alternate - **Robin Vogt**

Geneva Delegate - **Mike Ellis**  
 Geneva Alternate - **Stephanie Annear**

Honeoye Delegate - **Keith Stumbo**  
 Honeoye Alternate - **Andrea Badger**

Lyons Delegate - **Rena Reed**  
 Lyons Alternate - **Howard Albrecht**

Manchester-Shortsville Delegate - **Jennifer Speers**  
 Manchester-Shortsville Alternate - **Amanda McNamara**

Marcus Whitman Delegate - **Phyllis Frantel - Co Chair**  
 Marcus Whitman Alternate - **Sheila Brown**

Marion Delegate - **Michele Kuelling**

Newark Delegate - **Rebecca Vermeulen**  
 Newark Alternate - **Richard Martin**

North Rose-Wolcott Delegate - **Lucinda Collier**  
 North Rose-Wolcott Alternate - **Linda Eygnor**

Palmyra-Macedon Delegate - **Laura Arrington**  
 Palmyra-Macedon Alternate - **Gary LaBerge**

Penn Yan Delegate - **Robin Johnson - President**  
 Penn Yan Alternate - **David Willson**

Phelps-Clifton Springs Delegate - **Tracy Altman**  
 Phelps-Clifton Springs Alternate - **Amber Wilkes**

Seneca Falls Delegate - **Linda Jones**  
 Seneca Falls Alternate - **Heather Zellers**

Sodus Delegate - **Laura Steffler Alampi**

South Seneca Delegate - **Mary Church**

Wayne Delegate - **Ron Miller**

Wayne-Finger Lakes BOCES Delegate - **Lynn Gay**  
 Wayne-Finger Lakes BOCES Alternate - **Anne Morgan**

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## BUSINESS SPONSORS

Thank you to the following businesses for their generous support of 2018-2019 Programs and Projects through contributions of funds and/or time:

**Auctions International (Facts & Figures)**

**The Bonadio Group (Facts & Figures)**

**C& S Companies (Facts & Figures, Upstate/Downstate Hospitality Suite, Directory, Name Tag Lanyards, Place Mats )**

**Campus Construction Management (Facts & Figures)**

**Club 86 Party House (Facts & Figures)**

**Day Automation (Facts & Figures, Annual Meeting, Directory)**

**Ferrara Fiorenza PC (Facts & Figures)**

**Finger Lakes Community College (Facts & Figures)**

**Harris Beach, LLP (Facts & Figures, Mandated Governance Training, Prospective Board Seminar)**

**Hunt Engineers, Architects & Surveyors (Facts & Figures, Directory)**

**LaBella Associates, D.P.C. (Facts & Figures)**

**Leonard Bus Sales, Inc. (Facts & Figures)**

**Monroe Community College (Facts & Figures)**

**New York Schools Insurance Reciprocal (NYSIR) (Facts & Figures)**

**Reliant Community Credit Union (Facts & Figures)**

**SEI Design Group (Facts & Figures)**

**St. John Fisher College (Facts & Figures)**

**Turner Construction (Facts & Figures)**

**Raymond F. Wager, CPA, P. C. A Division of Mengel, Metzger, Barr & Co., LLP  
(Facts & Figures, Fiscal Training)**



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