<table>
<thead>
<tr>
<th></th>
<th>Crow Island K-4</th>
<th>Greeley K-4</th>
<th>Hubbard Woods K-4</th>
<th>Washburne 5-8</th>
<th>Skokie (Flex)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Modernization Level:</strong></td>
<td>Multi-Tier (See Diagrams)</td>
<td>Multi-Tier (See Diagrams)</td>
<td>Multi-Tier (See Diagrams)</td>
<td>Multi-Tier (See Diagrams)</td>
<td>Skokie School could flex to serve a combination of students in grades 5, 6, 7 and/or 8 during construction on the CW Campus. Re-evaluate Skokie at the conclusion of Phase I construction (~5 years).</td>
</tr>
<tr>
<td><strong>Classroom Changes:</strong></td>
<td>Add 3 Classrooms</td>
<td>No New Classrooms Required</td>
<td>No New Classrooms Required</td>
<td>New Classrooms @ 950 SF Renovated Classrooms Same Size</td>
<td></td>
</tr>
<tr>
<td><strong>Food Service:</strong></td>
<td>Add Multipurpose / Cafeteria (currently none)</td>
<td>Renovate Multipurpose / Cafeteria</td>
<td>Add Multipurpose / Cafeteria (currently none)</td>
<td>Renovate/Create Two Multipurpose / Cafeteria Spaces (currently one)</td>
<td></td>
</tr>
<tr>
<td><strong>Kinetic Wellness:</strong></td>
<td>Expand Gym/KW Storage</td>
<td>Expand Gym/KW Storage</td>
<td>Expand Gym/KW Storage</td>
<td>Expand Gym/KW Storage</td>
<td></td>
</tr>
<tr>
<td><strong>Repairs:</strong></td>
<td>Baseline Items</td>
<td>Baseline Items</td>
<td>Baseline Items</td>
<td>Baseline Items</td>
<td>1.5M FY21</td>
</tr>
</tbody>
</table>

**Baseline Items:** Health/Life Safety Items; ADA Accessibility; Repairs to Finishes (Cosmetic); Safety & Security Enhancements; HVAC with Air Conditioning; Domestic Water Piping Improvements; Electrical Improvements
Timeline Review
Meeting Goals...

December 10 Work Session
- Final review of EMFP priority scope
- Review draft ballot language with bond counsel
- Clarify estimated tax impact with financial advisors
- Review preliminary Referendum Communication & Outreach Plan; embed focus group feedback
- Review finalized RFQ for architect

December 18 Regular Meeting
- Approve EMFP priority scope
- Approve ballot language (bond resolution)
- Review final Referendum Communication & Outreach Plan; Fact Sheet deliverable and Advocacy Guidelines
GOAL: Gain School Board consensus on EMFP priority scope for Phase I Facility Plan
### EMFP Facility Plan: $100.6M Phase 1 Plan

<table>
<thead>
<tr>
<th>School</th>
<th>Modernization Level</th>
<th>Classroom Changes</th>
<th>Multipurpose Learning Space/Lunchroom</th>
<th>Kinetic Wellness</th>
<th>Repairs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crow Island K-4</td>
<td>Renovated Lower Level Resource Center (equity*)</td>
<td>Add 3 Classrooms</td>
<td>Utilize current gym space for lunch; other flexible use remainder of day*</td>
<td>New Gym (reduced size) &amp; Expanded Storage*</td>
<td>Baseline Items</td>
</tr>
<tr>
<td>Greeley K-4</td>
<td>Flexible Furniture*</td>
<td></td>
<td>Expand current Lunchroom to meet needs; flexible use remainder of day*</td>
<td></td>
<td>Baseline Items</td>
</tr>
<tr>
<td>Hubbard Woods K-4</td>
<td>Flexible Furniture*</td>
<td></td>
<td>Add Multipurpose / Learning Space/Lunchroom (currently none)</td>
<td></td>
<td>Baseline Items</td>
</tr>
<tr>
<td>Washburne 5-8</td>
<td>Alternate Multi-Tier Planning</td>
<td>New Classrooms @ 950 SF Renovated Classrooms Same Size</td>
<td>Distributed Food Service to Multipurpose Spaces</td>
<td></td>
<td>Baseline Items</td>
</tr>
<tr>
<td>Skokie (Flex)</td>
<td>Skokie School could flex to serve a combination of students in grades 5, 6, 7 and/or 8 during construction on the CW Campus. Re-evaluate Skokie at the conclusion of Phase 1 construction (~5 years).</td>
<td></td>
<td>Expand Kitchen</td>
<td></td>
<td>Baseline Items</td>
</tr>
</tbody>
</table>

*Adjusted for clarity or content since 11/12 plan

**Baseline Items:** Health/Life Safety Items; ADA Accessibility; Repairs to Finishes (Cosmetic); Safety & Security Enhancements; HVAC with Air Conditioning; Domestic Water Piping Improvements; Electrical Improvements

---

*Est. tax Increase for bond & interest on $1M home $276
<table>
<thead>
<tr>
<th>Modernization Level</th>
<th>Crow Island K-4</th>
<th>Greeley K-4</th>
<th>Hubbard Woods K-4</th>
<th>Washburne 5-8</th>
<th>Skokie (Flex)</th>
<th>Skokie School could flex to serve a combination of students in grades 5, 6, 7 and/or 8 during construction on the CW Campus. Re-evaluate Skokie at the conclusion of Phase 1 construction (~5 years).</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classroom Changes:</td>
<td>Multi-Tier (See Diagrams)</td>
<td>Add 3 Classrooms</td>
<td>Expand &amp; Renovate Multipurpose / Cafeteria</td>
<td>Add Multipurpose / Cafeteria (currently none)</td>
<td>Distributed Food Service to Multipurpose Spaces</td>
<td>New Classrooms @ 950 SF Renovated Classrooms Same Size</td>
</tr>
<tr>
<td>Food Service:</td>
<td>Convert RC to Café/Multipurpose &amp; ADD Resource Center</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kinetic Wellness:</td>
<td>Renovate Lower Level A</td>
<td>New Gym (reduced size) &amp; Expanded Storage*</td>
<td></td>
<td></td>
<td>Expansions KW Space &amp; Storage; Expanded Locker Rooms (No Renovation)</td>
<td></td>
</tr>
<tr>
<td>Repairs:</td>
<td>Baseline Items</td>
<td>Baseline Items</td>
<td>Baseline Items</td>
<td>Baseline Items</td>
<td>Baseline Items</td>
<td></td>
</tr>
</tbody>
</table>

**Baseline Items:** Health/Life Safety Items; ADA Accessibility; Repairs to Finishes (Cosmetic); Safety & Security Enhancements; HVAC with Air Conditioning; Domestic Water Piping Improvements; Electrical Improvements

NEW OPTION - Per Board request on 11/27/18
Est. tax increase for bond & interest on $1M home $313
GOAL: Understand estimated taxpayer impact associated with referendum
• $10 million of fund balance contributed toward projects

• Estimated interest rates are as of December 6, 2018 plus 0.40% for the 2019 issuance and plus 0.90% for future issues

• Three series of bonds issued as follows:
  – Approximately 50% in August 2019
  – Approximately 25% in December 2020
  – Approximately 25% in December 2021
    » Referendum authority is valid for a period of five years
### APRIL 2019 REFERENDUM

**SUMMARY OF TAX PAYMENT IMPACTS**

<table>
<thead>
<tr>
<th></th>
<th>Existing Debt Service</th>
<th>$90.6 Million Referendum Proceeds</th>
<th>$93.2 Million Referendum Proceeds</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Estimated Change in B&amp;I Tax Rate (1)</strong></td>
<td>($0.3761)</td>
<td>$0.0965</td>
<td>$0.1092</td>
</tr>
<tr>
<td><strong>Estimated Tax Payment Increase by Home Value (3)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$500,000 Property Value</td>
<td>($519.56)</td>
<td>$133.23</td>
<td>$150.86</td>
</tr>
<tr>
<td>$1,000,000 Property Value</td>
<td>($1,076.73)</td>
<td>$276.11</td>
<td>$312.64</td>
</tr>
<tr>
<td>$2,000,000 Property Value</td>
<td>($2,191.08)</td>
<td>$561.86</td>
<td>$636.21</td>
</tr>
<tr>
<td><strong>Estimated Tax Payment Increase by Total Tax Bill (3)(4)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$20,000 Representative Total Tax Bill</td>
<td>($1,016.55)</td>
<td>$260.68</td>
<td>$295.17</td>
</tr>
<tr>
<td>Per $1,000 Total Tax Bill</td>
<td>($50.83)</td>
<td>$13.03</td>
<td>$14.76</td>
</tr>
</tbody>
</table>

---

1. Reflects increase in B&I rate exclusive of tax abatement. The District reduced the taxes for the bond payment in 2018 by about $0.05 for property tax relief. Without this reduction, the bond tax rate would have been about $0.376.

2. Represents the aggregate reduction in the B&I tax rate from LY 2017 until the last payment on the outstanding bonds in December 2021.

3. Estimated for first tax bill impact. Actual tax rates and payments may vary based on District-wide EAV growth, individual homeowner reassessment, State Law changes, property tax rate initiatives, Cook County equalization factor and other factors. Includes $10,000 homeowner exemption.

4. Assumes a total tax rate of $7.40 and a multiplier of 2.9627. The payment impact would be lower if the total tax rate is higher.
The information contained herein is solely intended to suggest/discuss potentially applicable financing applications and is not intended to be a specific buy/sell recommendation, nor is it an official confirmation of terms. Any terms discussed herein are preliminary until confirmed in a definitive written agreement.

The analysis or information presented herein is based upon hypothetical projections and/or past performance that have certain limitations. No representation is made that it is accurate or complete or that any results indicated will be achieved. In no way is past performance indicative of future results. Changes to any prices, levels, or assumptions contained herein may have a material impact on results. Any estimates or assumptions contained herein represent our best judgment as of the date indicated and are subject to change without notice. Examples are merely representative and are not meant to be all-inclusive.

The information set forth herein was gathered from sources which we believe, but do not guarantee, to be accurate. Neither the information, nor any options expressed, constitute a solicitation by us for purposes of sale or purchase of any securities or commodities. Investment/financing decisions by market participants should not be based on this information.

You should consider certain economic risks (and other legal, tax, and accounting consequences) prior to entering into any type of transaction with PMA Securities, Inc. or PMA Financial Network, Inc. It is imperative that any prospective client perform its own research and due diligence, independent of us or our affiliates, to determine suitability of the proposed transaction with respect to the aforementioned potential economic risks and legal, tax, and accounting consequences. Our analyses are not and do not purport to be appraisals of the assets, or business of the District or any other entity. PMA makes no representations as to the actual value which may be received in connection with a transaction nor the legal, tax, or accounting effects of consummating a transaction. PMA cannot be relied upon to provide legal, tax, or accounting advice. You should seek out independent and qualified legal, tax, and accounting advice from outside sources. This information has been prepared for informational and educational purposes and does not constitute a solicitation to purchase or sell securities, which may be done only after client suitability is reviewed and determined.

Securities, public finance and institutional brokerage services are offered through PMA Securities, Inc. PMA Securities, Inc. is a broker-dealer and municipal advisor registered with the SEC and MSRB, and is a member of FINRA and SIPC. Prudent Man Advisors, Inc., an SEC registered investment adviser, provides investment advisory services to local government investment pools. All other products and services are provided by PMA Financial Network, Inc. PMA Financial Network, Inc., PMA Securities, Inc. and Prudent Man Advisors (collectively "PMA") are under common ownership. Securities and public finance services offered through PMA Securities, Inc. are available in CA, CO, FL, GA, IL, IN, IA, KS, MI, MN, MO, NE, OH, OK, PA, SD, TX and WI. This document is not an offer of services available in any state other than those listed above, has been prepared for informational and educational purposes only and does not constitute a solicitation to purchase or sell securities, which may be done only after client suitability is reviewed and determined. All investments mentioned herein may have varying levels of risk, and may not be suitable for every investor. For more information, please visit us at www.pmanetwork.com. For institutional use only.

© 2018 PMA Securities, Inc. v10.02.18
Tax Calculator
GOAL: Gain School Board consensus on ballot language for April 2, 2019 referendum
The Winnetka Public Schools District 36
April 2, 2019 Consolidated Election
Draft Ballot Proposition (12/6/18 draft version)

Shall the Board of Education of Winnetka School District Number 36, Cook County, Illinois, improve the sites of, build and equip additions to and alter, repair and equip existing buildings, including, without limitation, constructing safety and security improvements, increasing accessibility under the Americans with Disabilities Act, replacing electrical, plumbing, mechanical and HVAC systems, complying with the Health/Life Safety Code, renovating classrooms and Resource Centers/Libraries and adding multi-purpose/lunchroom space and gym space, and issue bonds of said School District to the amount of $XX,XXX,XXX for the purpose of paying the costs thereof?
GOAL: Understand Ethical & Legal Obligations for Referenda
Referenda: What School Officials and Staff Can and Cannot Do

Steve Richart, HLERK LLP
12/10/18 Presentation – Board Work Session
Winnetka Public Schools District 36

Hodges Loizzi
Eisenhammer Rodick & Kohn LLP
Three Statutes

❖ Election Interference Prohibition Act
  - 10 ILCS 5/9-25.1

❖ State Officials and Employees Ethics Act (Ethics Act)
  - 5 ILCS 430/1-5; 5 ILCS 430/5-15; Board Policy 2:105 (Ethics and Gift Ban)

❖ Local Governmental Employees Political Rights Act
  - 50 ILCS 135/1
Election Interference Prohibition Act

- Bars the expenditure of public funds to advocate votes for or against a referendum

- Permits use of public funds to disseminate factual information about a referendum
The Rule: No officer or employee shall intentionally perform any "prohibited political activity":

1. During any compensated time
2. Using any property or resources of the District
3. As a required job duty (or requiring others to do so)
4. In exchange for a reward or gift
Ethics Act

❖ Compensated Time

- For Board members, whenever executing official duties, regardless of location
- Possibly whenever on school grounds
- Facebook posts signed in your capacity as Board member or officer
  - DO stick to the facts for official communications
- NOT when at home or social events
  - DO consider using a disclaimer if advocating on personal time ("This is not in my official capacity as a Board member and is just my personal opinion as a citizen, but...")
Ethics Act

❖ **Prohibited political activities** – 15 items, listed in Policy 2:105

❖ Highlights: includes campaigning for or against referendum, soliciting votes for or against referendum, surveying or polling voters, distributing or preparing campaign materials, and participating in an election challenge

• Nothing in the Ethics Act or Policy 2:105 prohibits activities that are otherwise appropriate as part of official duties or activities undertaken on a voluntary basis
**Ethics Act**

- **Official duties**
  - Board members and administrators (e.g., Superintendent, Assistant Superintendents, Principals) may provide neutral information about the District’s finances and reasons for seeking a referendum. One of their job duties is to inform the community about the District.
  - Factual information is OK; advocacy is not.
Local Gov’t Employees Political Rights Act

❖ No school district “may make or enforce any rule or ordinance that in any way inhibits or prohibits any of its employees from exercising the employee’s political rights”

- However, this Act also expressly prohibits public employees from using their “official positions of employment to coerce or inhibit others in the free exercise of their political rights,” or from engaging “in political activities while at work or on duty.” 50 ILCS 135/10.
What School Officials and Staff CANNOT Do

❖ Do not use public funds, district property, or district resources in support of a referendum

  - For example:
    - Do not use school resources (copiers, send mailings, etc.) for campaigning / no District e-mail/websites either
    - Do not use school facilities for referendum committee meetings unless per facilities use policy
    - Do not encourage students to tell their parents to vote “yes” for the referendum
    - Do not use school-supplied materials describing a referendum in partisan terms (e.g., in newsletter do not describe as “badly needed”)
    - Do not pay or reward personnel (directly or indirectly) for their support for the referendum
What School Officials and Staff CAN Do

❖ Do provide **factual** information about the referendum

- For example:

  • Identify possible **consequences** for both sides—to the school district if the referendum fails and to taxpayers if the referendum succeeds

  • Distribute information that **describes** the referendum

    - Include relevant factual data
      - E.g., enrollment projections, status of current facilities or programs, district’s financial condition
    - Avoid persuasive language
What School Officials and Staff CAN Do

- Campaign on their own private time in their capacities as private citizens

- Consider using a disclaimer such as, “This is in my capacity as a taxpayer/citizen and not in my official capacity as a District Board member.”
What School Officials and Staff Can and Cannot Do

❖ Key thing to remember:

Information vs. Advocacy

- Providing information about a referendum is ok

- Advocacy of a position related to the referendum (official capacity or on District premises) is not ok
Recap

❖ Is there anything wrong with:

- Wearing campaign buttons at school
- Putting up referendum campaign signs at school
- Putting up referendum campaign signs at home
- Instructing staff to make political phone calls
- Teacher/administrator/Board member personal activities on their own time (with disclaimer)
Common Problem Areas

❖ Public statements
❖ Word choice
  ❬ factual (including facilities plans or studies) ❬
  ❬ value/opinion words ❬
❖ Bias in publications – include tax impact where relevant
❖ Social media/Facebook – selective comments/corrections
Questions?

Steve Richart
847.670.9000 / srichart@hlerk.com

Hodges Loizzi ————
Eisenhammer Rodick & Kohn LLP

www.hlerk.com
GOAL: Review preliminary Referendum Communication & Outreach Plan
GOAL: Review RFQ for Architect