



# DEL MAR

## UNION SCHOOL DISTRICT

### Mission Statement

Supported by an involved community, an outstanding staff, and a shared vision for academic excellence, the Del Mar Union School District is committed to providing a rigorous, inspiring, and nurturing education program that is continually evolving to develop well-round individuals who embrace learning for life and who are prepared to meet the challenges of the future.

### We believe that...

- Every individual has worth
- Individuals deserve the opportunity to reach their potential
- Learning is a life-long process
- Everyone has the right to be safe
- Everyone can make a difference
- Individuals and communities have responsibilities to each other
- The uniqueness of individuals enriches the community

### We believe in...

- Honesty and integrity
  - Treating others with respect
  - The principles of Democracy
- [www.dmusd.k12.ca.us](http://www.dmusd.k12.ca.us)

### Board of Trustees

Kristin Gibson  
Doug Perkins  
Doug Rafner  
Comischell Rodriguez  
Scott Wooden



### Superintendent

James D. Peabody

## DEL MAR UNION SCHOOL DISTRICT

### Board of Trustees Special Board Meeting

May 12, 2011  
10:30 a.m.

Carmel Del Mar School  
12345 Carmel Park Drive  
San Diego, CA 92130

### Public Inspection of Documents

In compliance with Government Code 54957.5, agenda-related documents that have been distributed to the Board less than 72 hours prior to the board meeting are available for inspection at the Del Mar Union School District, 225 9<sup>th</sup> St. Del Mar, CA 92014.

### Hearing of the Public

Persons wishing to address the Board on any item except personnel are invited to do so at this time. In the interest of time and order, presentations from the public are limited to 3 minutes per person, per topic. If you wish to speak, complete a card (located at the sign-in desk) and present it to the Secretary of the Board prior to the start of the meeting. When the Board President invites you to the podium, please state your name, address, and organization before making your presentation.

In accordance with the Brown Act, unless an item has been placed on the published agenda, there shall be no action taken. The Board may (1) acknowledge receipt of the information, (2) refer to staff for further study; or (3) refer the matter to the next agenda.

### Closed Session

The Board will meet in Closed Session to consider qualified matters of litigation, employee negotiations, student discipline, employee grievances, personnel qualifications, or real estate negotiations.

### Cell Phones/Pagers

As a courtesy to all meeting attendees, please set cellular phones and pagers to silent mode and engage in conversations outside the meeting room.

### Assistance With Meeting

In compliance with the Americans With Disabilities Act and AB-3035, if you require special assistance to participate in this meeting, please contact the Superintendent at (858) 755-9301 at least 24 hours prior to the start of the meeting to enable the District to make reasonable arrangements.

BUSINESS TO BE TRANSACTED WILL BE LIMITED TO THE FOLLOWING:

**1.0 CALL TO ORDER**

**2.0 Approval of the Agenda**

*Motion* \_\_\_\_ *Second* \_\_\_\_ *Ayes* \_\_\_\_ *Nays* \_\_\_\_

**3.0 Public Input**

**4.0 Board Direction on the Award of Agreement for Vended Meal Service Provider**

**5.0 Adjournment of meeting**

*Motion* \_\_\_\_ *Second* \_\_\_\_ *Ayes* \_\_\_\_ *Nays* \_\_\_\_

*Time* \_\_\_\_

May 9, 2011

To: Board Members

From: Cathy Birks, Assistant Superintendent, Business Services

Through: James Peabody, Superintendent

Subject Agenda Item 8.0: Board Direction on the Award and Approval of Agreement for Vended Meal Service Provider

The Del Mar Union School District maintains a commitment to providing a school lunch program that is fiscally sound, appealing, nutritious and meets the expectations of our district's families. The Del Mar Union School District staff has worked closely with the district lunch committee to support their efforts to improve the lunch program. The DMUSD staff and lunch committee developed the bid specifications used in the request for proposals for vended meal and child care snacks. All bids were reviewed for completeness and responsiveness by district staff and Helen Kerrian, Child Nutrition Services Consultant, following the opening.

After reviewing and discussing all input to date from the committee of parents, staff, the San Diego County Office of Education, the California Department of Education and the district's consultant, three basic options are brought forth for board consideration at this time.

Option One: Work with the current three potential vendors on approximately sixteen items that were silent in our RFP. The SDCOE does not recommend this option because the contract will be substantially altered from the original RFP, with some of these differences pertaining to compliance with the National School Lunch Program (NSLP). Within option one, the District would attempt to make the program compliant with Federal mandates and remain in the NSLP or exit the NSLP and make up the Federal dollars lost to the District.

Option Two: Reopen the bidding process with a revised RFP and award a contract in July. There is a minimum 10 week timeline for the RFP process from board approval to advertise to award of the contract. The San Diego County Office of Education believes this is a conservative approach and may keep the district safe from potential vendor protest.

Option Three: Continue with the San Dieguito Union High School District (SDUHSD), which does not require a bid. A letter from the SDUHSD dated April 18, 2011 describing the services that they would provide, is attached. This letter was not a part of the previous documentation so as not to jeopardize the bidding process. It has been requested that we include the information at this time. The DMUSD has the ability to contract with a neighboring school district. Both the SDCOE and the California Department of Education concur this is a viable option.

FISCAL IMPACT:           **Cost** – Meal costs are approximately \$500,000.00 per year with parent payments to offset.  
                                  **Program or Department** - Child Nutrition Services  
                                  **Is this a Restricted Program?** – Yes  
                                  **Was this expenditure anticipated in the adopted budget?**  
                                  Yes  
                                  **Will this Program or Department be over budget after this expenditure?** Dependent on program selected

RECOMMENDED:           The Superintendent recommends Board of Trustees give direction to staff on how to proceed.

# San Dieguito

## Union High School District

710 Encinitas Boulevard, Encinitas, CA 92024  
Telephone (760) 753-6491  
www.sduhsd.net

**Board of Trustees**  
Joyce Dalessandro  
Barbara Groth  
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Amy Herman  
John Salazar

**Superintendent**  
Ken Noah

**Business Services Division**  
Eric R. Dill, Associate Superintendent  
Fax (760) 943-3508

April 18, 2011

Ms. Cathy Birks  
Assistant Superintendent, Business Services  
Del Mar Union School District  
225 Ninth Street  
Del Mar, CA 92014

Dear Cathy:

After five years of providing healthy and nutritious meals and snacks for your students and many more years meeting the needs of your free & reduced population, I regret to inform you that San Dieguito Union High School District will not be responding to your recent Request for Bids for Vended Meals.

Upon reviewing the revised specifications and evaluation criteria released in Addendum 2, we determined that we could not meet those requirements and maintain a meal price that would keep the program viable. While the new menu direction is something we can strive for, it is too restrictive for us to incorporate into every meal in a long-term contract given the increased cost of ingredients and food preparation, along with the unknown effect it will have on student participation in the lunch program.

San Dieguito UHSD is still interested in providing this service to your families—who are also our families. The lunch participation rates at both of our southern middle schools are the highest in our District. In fact, they are twice as high as those in your schools. We are ready to adapt some of the strategies that make our program thrive for our 7<sup>th</sup> & 8<sup>th</sup> grade students to your K-6 students. To reiterate our proposals mentioned in our February 25, 2010 meeting, we are willing to do the following:

- Provide two menu choices daily
  - Parents will no longer need to pre-select and order meals in advance
  - SDUHSD will forecast daily meal demand and charge DMUSD only for meals sold
- Purchase a point-of-sale system, including all equipment and software, which will enable parents to establish an account to pre-pay for meals online or at your schools and will not overtly identify Free & Reduced students
  - DMUSD will be responsible for operating the system; SDUHSD will have access; all hardware to be owned by SDUHSD
  - This will greatly reduce refunds and other burdensome accounting of meal funds by your staff and simplify the meal counting and claiming process
- Guarantee that DMUSD will break even on the lunch program with a student meal price lowered to \$3.75
  - Based on vended meal price to DMUSD of \$2.75 per meal with all meal components except milk at current staffing levels
  - Includes Free & Reduced participation with state reimbursements retained by DMUSD
  - Meals will meet all federal, state and local standards for nutrition and health

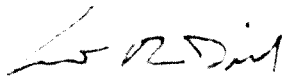
- Meal price increases would be mutually agreed upon during the contract period
- Conduct student taste tests, community surveys, and focus groups to successfully incorporate new and healthy items into the rotational menu
- Relocate meal production to our central kitchen at Canyon Crest Academy; this will allow us to better incorporate freshly prepared items that are successful at the 7-12 level into the elementary program
- Provide equipment and smallwares necessary to make the lunch line aesthetically pleasing and child friendly. (i.e. table cloths, posters, tongs, clear acrylic serving containers, menu stands, etc.)
- Supply sack lunches when necessary for field trips and adult meal catering upon request
- Daily reporting of production records and meal counts for your recordkeeping purposes
- Provide a designated coordinator to liaison between SDUHSD, DMUSD, and the community
- Unlimited consulting services and advice to assist DMUSD compliance with federal and state lunch program requirements and health department standards
- Provide food handler training for DMUSD staff
- All of the above to be implemented by second semester, 2012.

In exchange for the foregoing promises, San Dieguito UHSD would require a firm three-year commitment from Del Mar USD, with two one-year extension options. It has always been our goal to make your program a long-term success; however, the five one-year contracts have not given us sufficient reassurance that Del Mar shared our interest. A longer contract period will allow us to devote our energy and resources into creating a lasting and sustainable program which is beneficial to both districts and the families we serve.

If, after reviewing the submitted bids, you conclude that the responsive bidders do not align with either the financial interests of the district or the needs of your overall community, you may elect to reject all bids and contract directly with San Dieguito UHSD under Ed Code Section 49554 as you have done for the last five years. Since we are now faced with dismantling our elementary feeding program at the end of this school year, we would need to know if Del Mar intends on pursuing this action as soon as it is determined that staff will make this recommendation to your Board of Trustees. We would then require your Board to approve entering into the new contract at its first regularly scheduled meeting in May. If we cannot meet this timeline, then San Dieguito will have no choice but to withdraw from consideration.

Please do not read into this that we are dissatisfied with Del Mar or are trying to back the district into a corner. This is simply a business decision. We are reacting solely to the black-and-white realities contained in the bid addendum balanced against our own logistical constraints. In any event, we want nothing but the best for Del Mar and its families. To that end, we wish you good luck with your bid and hope to hear from you soon.

Best regards,



Eric R. Dill  
Associate Superintendent  
Business Services

cc:

Ken Noah  
Russell Thornton  
Cindy Welch