

Office of School Board Members
Board Meeting of August 22, 2001

August 17, 2001

Dr. Robert B. Ingram, Member

SUBJECT: REQUEST FOR AUTHORIZATION FOR THE SUPERINTENDENT TO INVESTIGATE THE FEASIBILITY OF PILOTING THE SALE OF COMMERCIAL ADVERTISING SPACE IN THE INTERIOR OF MIAMI-DADE COUNTY PUBLIC SCHOOLS BUSES

As we brave projections of meager school funds and stringent budget cuts, it is befitting of the members of this Board to explore viable opportunities that may boost the capability of funding diverse school related projects to benefit students. In probing new opportunities to generate supplemental funds, it is expedient to explore previously untapped resources, particularly those of the business community. This innovative thinking can lead to enhanced funding sources, as well as creating new partnerships within our community and expanding the network of stakeholders in the education process.

As such, it is requested that the Superintendent investigate the feasibility of piloting the sale of commercial advertising space in the interior of Miami-Dade County Public Schools buses. Such a study should include the fiscal impact of the pilot and should be ready for review by this Board at its regularly scheduled meeting of November 14, 2001.

**ACTION PROPOSED BY
DR. ROBERT B. INGRAM:**

That the Superintendent investigate the feasibility of piloting the sale of commercial advertising space in the interior of Miami-Dade Public Schools buses. The study should be presented at the November 14, 2001 Board meeting and should include the fiscal impact of the pilot.

RBI:sb

**REPLACEMENT
K-11**