

BOND ENGAGEMENT PLAN

Board of Directors

November 3, 2026 Bond Election

Wenatchee School District No. 246 · Chelan County, Washington

Board Member Name:
Board Position / Role:
Date Prepared:
Date Last Updated:

Bond Measure: \$275,000,000 General Obligation Bonds

Election Date: November 3, 2026 (in conjunction with State General Election)

Projects: Construct new Wenatchee High School; upgrade HVAC at seven schools districtwide

Repayment: Annual excess property tax levies; bonds mature within 20 years

Adopted: Board Resolution No. 03-26 — June 23, 2026

PURPOSE OF THIS PLAN

This plan is designed specifically for members of the Wenatchee School District Board of Directors. It provides a structured framework for board engagement during the November 2026 bond election period, with a clear distinction between actions board members may take in their official capacity and advocacy they may choose to undertake as private citizens on their own time and with their own resources. All engagement activities involving public resources must remain strictly informational and PDC-compliant.

⚠ CRITICAL PDC NOTE FOR BOARD MEMBERS: As elected public officials, board members have both official responsibilities and personal rights regarding the bond election. These are strictly separated by Washington State law (RCW 42.17A.555). When acting in your official capacity, you may only provide factual, balanced information using public resources. Personal advocacy must use only your personal time and personal resources. See Section 4 for full guidance.

SECTION 1 · BOND ENGAGEMENT IDEAS BANK

1. Bond Engagement Ideas for Board Members

This ideas bank is organized into three categories. The first covers activities board members may undertake in their official capacity using public resources — these must remain strictly informational. The second covers activities board members may choose to engage in as private citizens on their own time with their own

resources — these may include advocacy. The third covers district-led community engagement efforts board members should be aware of and support appropriately.

Key Distinction: Board Members (Official Capacity): Use public resources — informational only, no advocacy. | Board Members (Personal/Citizen): Your own time and resources — advocacy is permitted. | Community (District-Led): District-organized outreach board members may attend or support.

Category	Idea / Activity	Audience	Description / Notes
Board Members (Of Official Capacity)	Public Board Meeting Bond Update	Board / Public	Include a standing informational agenda item at each board meeting covering bond project updates, timeline, and Q&A. Informational only — no advocacy.
	Board Study Session — Bond Deep Dive	Board / Staff	Schedule a dedicated board study session with district staff for a comprehensive review of bond project plans, cost estimates, and timelines.
	Director Facility Walkthrough	Board / Staff	All directors tour the existing Wenatchee High School and identified HVAC schools to ground their conversations in firsthand knowledge.
	Board Member Attendance at Information Sessions	Community	Directors attend district-hosted community information nights to demonstrate leadership presence and answer questions factually using public time.
	Board Q&A at PTSA / Booster Meetings	Community	Directors attend PTSA or booster club meetings in their official capacity to share factual bond information and field questions.
	Joint Board / Superintendent opinion editorial	Community	Board chair and Superintendent co-author a factual, balanced informational letter published in local media or on the district website. Must remain informational only.
	Board Resolution Talking Points FAQ	Board	Directors receive a PDC-compliant card summarizing key bond facts (projects, cost, repayment, timeline) for use when answering constituent questions factually.
	Board Media Availability (factual)	Community	Board chair or individual directors provide factual interviews to local media about the bond measure, projects, and the board's rationale for placing it on the ballot.
Board Members (Personal / Citizen)	Yard Signs	Community	Directors may display yard signs supporting the bond at their personal residence or personal property using personal resources. Do not use the district logo or board title.
	Sign Waving / Visibility Events	Community	Directors may participate in sign-waving events on their own time, using personally purchased signs, at public locations. Must be clearly acting as a private citizen — not in any official board capacity.
	Attendance at Bond Campaign Events	Community	Directors may attend citizen-organized bond campaign events, rallies, or outreach activities on their personal time. Remove any district identification when doing so.

Category	Idea / Activity	Audience	Description / Notes
	Personal Social Media Advocacy	Community	Directors may post personal messages of support on their own personal social media accounts on their own time. Do not use the district logo, board title, or district accounts.
	Personal Letters to the Editor / Op-Eds	Community	Directors may write personal letters to the editor or opinion pieces expressing support for the bond, using their own time and resources. Identify yourself as a community member, not in your official board capacity.
	Door-to-Door Canvassing	Community	Directors may participate in personal canvassing efforts on their own time, using personally provided or citizen campaign-provided materials. Must not use any public resources.
	Phone Banking / Personal Outreach Calls	Community	Directors may make personal calls to encourage community members to vote, on their own time using personal devices and contact lists.
	Personal Donation to Citizen Campaign Committee	Community	Directors may personally donate to a citizen-organized bond campaign committee (subject to PDC reporting requirements). Consult bond counsel for thresholds and disclosure obligations.
	Speaking at Community / Campaign Events (personal)	Community	Directors may speak at community events or campaign gatherings in their personal citizen capacity, clearly not in their role as a board member and using no public resources.
	Personal Endorsement Statements	Community	Directors may provide personal endorsement quotes for use in citizen campaign materials, clearly identified as a community member rather than in their official board role.

SECTION 2 · PLANNED EVENTS TABLE

2. Planned Events — Board Action Table

Complete this table to track bond engagement events the Board of Directors will attend, host, or champion. Five starter rows have been pre-populated from key Board engagement activities. Update dates, confirm champions, and add additional events as the engagement calendar develops. This table should be shared with the Superintendent and Director of Communications.

Activity / Event	Target Population	Event Champion	Date / Timeframe	Status / Notes
Public Board Meeting Bond Update	Board / Public	Board President / Supt.	Each board meeting	Standing agenda item — informational only
Director Facility Walkthrough	Board / Staff	Superintendent	July/August 2026	All directors tour WHS and HVAC schools

Activity / Event	Target Population	Event Champion	Date / Timeframe	Status / Notes
All-Staff Bond Information Presentation	Staff	Superintendent	Opening of School	Board members attend; factual overview
	☐ Board ☐ Community ☐ Families ☐ Staff ☐ Students			
	☐ Board ☐ Community ☐ Families ☐ Staff ☐ Students			
	☐ Board ☐ Community ☐ Families ☐ Staff ☐ Students			

Add additional rows as needed. Attach a continuation sheet or return updated tables to the Director of Communications.

SECTION 3 · KEY DATES & PLANNING TIMELINE

3. Key Dates & Planning Timeline

This timeline highlights board-specific milestones and planning windows within the broader district engagement calendar. All activities must comply with PDC requirements (see Section 4).

Date / Deadline	Milestone	Board Planning Notes
June 23, 2026	Board Adopts Resolution No. 03-26	Bond officially placed on November ballot — board's formal action
By Aug. 4, 2026	Resolution Delivered to Chelan County Auditor	Secretary/designee responsible; triggers official election process
Aug - Sep. 2026	Director Facility Walkthroughs	All board members tour facilities; attend bond deep-dive study session
August 18, 2026	Back-to-School / Opening of School Year	Board members attend opening events; district begins community outreach
September 2026	Civic Group Presentations	Board members attend public forums; PTSA and civic group outreach begins
Oct. 14, 2026	Ballots Mailed to Registered Voters	Final informational outreach window; continue factual engagement
Nov. 3, 2026	ELECTION DAY — Ballots Due	No advocacy using public resources; board members may vote as private citizens

SECTION 4 · PDC COMPLIANCE FOR BOARD MEMBERS

4. Public Disclosure Commission (PDC) Compliance — Board Members

⚠ THIS SECTION IS CRITICAL FOR BOARD MEMBERS. As elected public officials, board members face heightened scrutiny under Washington State's PDC rules. Violations may result in personal civil penalties. The key principle is simple: **your official role and your personal advocacy must be kept completely separate.**

PDC Website & Phone: pdc.wa.gov | (360) 753-1111

District Contact: Diana Haglund, Director of Communications |
haglund.diana@wenatcheeschools.org

Bond Counsel: Foster Garvey P.C. — Lee Marchisio | lee.marchisio@foster.com | 206.447.6264

4A. The Two-Role Framework for Board Members

Board members operate in two distinct roles during a bond election, each with different rules:

In Your OFFICIAL Capacity (Public Resources)	In Your PERSONAL Capacity (Own Time & Resources)
✓ Present factual bond info at public board meetings	✓ Express personal support or opposition on social media
✓ Attend district-hosted community information events	✓ Write personal letters to the editor or op-eds
✓ Answer constituent questions with factual information	✓ Attend campaign events and speak in personal capacity
✓ Tour facilities and share observations factually	✓ Donate to or volunteer with citizen campaign committees
✗ May NOT urge a vote using any public resource	✗ May NOT use district resources, logo, or email for advocacy

4B. PDC Quick-Reference Rules for Board Members

#	Rule / Topic for Board Members	ALLOWED ✓	NOT ALLOWED ✗
1	Language in all communications	Use factual, neutral language: "The bond would fund..." or "The Board approved placing this measure on the ballot to let voters decide..."	Do not say: "Vote YES," "We urge your support," "Pass the bond," or anything that advocates for a specific outcome.
2	Use of public facilities, equipment & staff time	Board members may receive staff briefings and use district information to answer constituent questions factually during public meetings.	Do not use district email, letterhead, copiers, phones, or staff time to produce or distribute campaign materials, even as a board member.

#	Rule / Topic for Board Members	ALLOWED ✓	NOT ALLOWED ✗
3	Board meeting conduct	Include informational bond updates as agenda items. Board members may present factual information and answer questions in this context.	Do not use a public board meeting as a campaign forum or make statements urging a vote on the measure.
4	Personal advocacy (your own time & resources)	Board members acting as private citizens may use their own time, personal email, personal social media, and personal resources to support or oppose the bond.	Personal advocacy must be clearly separate from your board role. Do not use any public resource, district logo, or board title when advocating personally.
5	Social media — official vs. personal accounts	Your personal accounts (on your own time) may express support or opposition. The district's official accounts may only share factual, balanced information.	Do not post advocacy content using the district's name, logo, or official accounts. Do not repost district content in a way that implies official endorsement of a campaign position.
6	Community presentations & town halls	Attend district-hosted information events to provide factual answers in your capacity as a board member.	Do not host district-organized events where the purpose is to persuade rather than inform. Persuasion events must be on your own time and resources.
7	Media interviews	Speak factually about the bond measure, the board's rationale for placing it on the ballot, and the projects it would fund.	Do not use a media interview as a campaign ad. Advocacy statements must come from your personal capacity, not as a board spokesperson.
8	Letters to the editor / op-eds	Board members may write personal letters to the editor on their own time, using personal resources, expressing personal views.	Do not use district letterhead, district email, or staff assistance to prepare personal advocacy letters or op-eds.
9	Constituent outreach	Share factual bond information with constituents who ask. Point them to the district website and informational materials.	Do not use robo-calls, mass texts, or any form of paid outreach funded by the district to advocate for the bond.
10	Conflict of interest & reporting	If unsure whether an activity is compliant, consult the Director of Communications or bond counsel before proceeding.	Do not assume that your role as a board member authorizes advocacy using public resources. When in doubt, stop and ask.

4C. Board Member PDC Self-Checklist

Before any bond-related communication or event, complete this checklist:

✓	Board Member Compliance Question
☐	Am I using factual, neutral language — not urging voters to approve or reject the bond?
☐	Am I using only public resources for informational (not advocacy) purposes?
☐	If I am speaking in my capacity as a board member, am I staying strictly factual?
☐	If I am expressing a personal opinion, am I clearly acting as a private citizen using only personal resources?
☐	Have I avoided using the district logo, letterhead, or email for any personal advocacy?
☐	Have I avoided using my board title or position to lend official authority to personal campaign activity?
☐	If I am uncertain about any activity, have I consulted Diana Haglund or bond counsel before proceeding?

4D. Reporting a PDC Concern

If you observe a potential PDC violation — by any board member, staff, or community organization — report it immediately to:

- Diana Haglund, Director of Communications: haglund.diana@wenatcheeschools.org
- Bond Counsel / Foster Garvey P.C. — Lee Marchisio: lee.marchisio@foster.com | 206.447.6264

You may also contact the Washington State PDC directly at pdc.wa.gov or (360) 753-1111.

4E. PDC Resources for Board Members

The following PDC guidance documents are recommended reading for all board members before engaging in any bond-related activity:

- PDC Publication: "Use of Public Facilities in Campaigns" — pdc.wa.gov
- PDC Advisory: "Elected Officials and Initiative/Referendum Campaigns"
- RCW 42.17A.555 — Use of public facilities for campaign purposes
- WAC 390-05-271 — Use of public facilities; what is prohibited

Questions? Contact Diana Haglund, Director of Communications at haglund.diana@wenatcheeschools.org, or bond counsel Lee Marchisio at lee.marchisio@foster.com before taking any action you are unsure about.