

**From:** [Harvin C. Moore](#)  
**To:** [Eastman, Anna M](#)  
**Subject:** RE: HSPVA Name Change  
**Date:** Monday, October 10, 2016 10:48:49 AM

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I understand - just wanted to share my thoughts, since I've thought it through a lot. I've been dreaming since joining the board 13 years about this day - the first big naming rights sale. And I don't think we could have picked much more honorable people than the Kinder Foundation even if we got to do the picking, which of course we don't. As someone leaving the operational side of education and re-entering the philanthropy side (on the volunteer side of my life), this is all in sharp focus for me and this is an inflection point, either in a very good way or a very bad way.

I don't know if we could have negotiated a higher fee than \$7.5M (actually \$10M) - I think it's doubtful for the reasons stated below - but I do know that for better or for worse, and yes I'm frustrated about the process too, we have a binary decision here. A polite thank you, followed by a growth in trust and support from the philanthropic community, or anything besides a polite thank you, followed by shock, disdain, and a regretful shutdown in significant support from that community for some time to come. I'm not overstating the case; we are on probation in that community and if Jolanda can screw this up, they will wait until after (perhaps well after) she leaves before getting near us again. And that is very bad news for Richard Carranza among others.

-----Original Message-----

From: Eastman, Anna M [<mailto:AEASTMAN@houstonisd.org>]  
Sent: Monday, October 10, 2016 10:25 AM  
To: Harvin C. Moore  
Subject: Re: HSPVA Name Change

Good points. I'm just keeping you informed on what's churning in case you didn't know. Not supporting this notion.

Sent from my iPhone

> On Oct 10, 2016, at 10:21 AM, Harvin C. Moore <harvin@frontera.com> wrote:

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> Thanks for sending this. If the UH had never sold naming rights before, they wouldn't have gotten that much money. UH is well established as a stable place to name a capital project, having done so many, many times, and higher ed in general has proven this is an established model. By contrast, K12 has very little precedent for naming rights, and the early names will not go for such big dollar figures. HISD also has very little precedent for this. And finally, HISD has proven, in distinct contrast to UH or other models in higher ed, that its governance is highly fragile and undependable. And finally, most important of all, the supply of people and institutions interested in paying for a name is highly reduced - probably 75% I would guess - when their gift is likely to spark not gratitude like most gifts, but anger, hatred, and controversy - even if those sentiments are coming from a single trustee. And this is the second time that contributions to HSPVA have resulted in this kind of reaction, making a "third chance" quite unlikely. Every one of those factors contribute to a reduced price for naming rights.

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> -----Original Message-----

> From: Eastman, Anna M [<mailto:AEASTMAN@houstonisd.org>]  
> Sent: Monday, October 10, 2016 9:46 AM  
> To: Harvin C. Moore  
> Subject: Fwd: HSPVA Name Change

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> Sent from my iPhone

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> Begin forwarded message:

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> From: [REDACTED]  
> Date: October 9, 2016 at 10:58:38 PM CDT  
> To: "Eastman, Anna M" <AEASTMAN@houstonisd.org<<mailto:AEASTMAN@houstonisd.org>>>  
> Subject: HSPVA Name Change

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October 9, 2016

> Ms. Anna Eastman

> HISD Board of Trustees, District I

> Hattie Mae White Educational Support Center

> 4400 West 18th Street

> Houston, TX 77092-8501

> Dear Ms. Eastman,

> I am writing to you to share my concerns regarding the renaming of HSPVA. I am a longtime HISD parent and know the Trustee's decisions have longterm consequences.

> My first concern is the lack of transparency on this issue.

- > \* Who determined how much HSPVA's name would be sold for?
- > \* Was HSPVA's naming rights part of an auction process that other philanthropic organizations participated in?
- > \* Does the community want this? Were HSPVA students, parents & alumni asked to share their thoughts in a town hall or online survey?
- > \* What criteria is being utilized to determine if a person is "decent" enough to have their name on a school?

> My brief internet search leads me to believe you are selling HSPVA's naming rights way too cheap. Tillman Fertitta is donating \$20 million of the \$60 million needed for the new University of Houston athletic center. Gus Wortham donated \$20 million for the \$66 million needed to build the Wortham Center. The Hobby family donated \$15 million of the \$88 million needed for the Hobby Center. Avery Fischer Hall in New York is being renamed because David Geffen is donating \$100 million to the \$500 million renovation project. The Kinders are donating \$7.5 million of a \$90.2 million project ( \$80.2 M from the bond + 10M from HSPVA Friends) The Kinder's gift is

generous and a life saver for HSPVA however it is inadequate for the renaming of the school. The donation rate in the projects I listed ranged from 17% - 33%. The Kinders are coming in at 8%. The Board would be setting a bad precedent if they approve this. My son went to HSPVA so I am well aware of the school's needs and am very appreciative of the Kinder's gift. I think it would be more appropriate to put their name on the largest auditorium and reserve naming rights to people that cover a larger percentage of a building's cost.

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> Given the uproar this past year with the renaming of schools, what consideration has been given to the community's wishes? Do the young artists attending HSPVA want to be in a building named after a successful businessman? Will his name be a source of pride and inspiration or a subtle reminder that artists have less value in our society because they are not wealthy and follow the road less traveled? "Dignity before dollars," what happened to that concept?

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> When I moved to Houston in 2000, Ken Lay was the toast of the town and held up as the model of philanthropic giving. By 2001 his name was synonymous with fraud and unfettered greed. When you name a school after a living person what guarantees do you have that they will lead an unblemished life? Did HISD hire an investigator to vet the Kinders to ensure they are the upstanding citizens they appear to be? What provisions does HISD have for removing the Kinder name if they should become a "disgrace"?

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> Going forward, is HISD planning on selling off other school naming rights in an attempt to cover the bond shortfall? If so, what best practices are being put in place to ensure HISD is getting top dollar and the persons / organizations are appropriate for being a school's namesake? Will HISD stakeholders have any input?

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> School naming rights has the potential to provide some financial relief to HISD. However, one could argue that it is a path fraught with pitfalls and puts us on the proverbial "slippery slope." My hope is the Board will step back and realize this is a business decision that has far reaching implications that require further thought and discussion. Thank you for your time and consideration of this issue. I truly appreciate your commitment to the children of Houston.

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> Respectfully,

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