

**From:** [Eastman, Anna M](#)  
**To:** [Dianne Johnson](#)  
**Subject:** Fwd: HSPVA Name Change  
**Date:** Monday, October 10, 2016 9:36:19 AM

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Sent from my iPhone

Begin forwarded message:

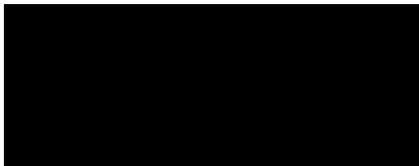
**From:** "Lunceford, Mike" <[MLUNCEFO@houstonisd.org](mailto:MLUNCEFO@houstonisd.org)>  
**Date:** October 10, 2016 at 9:31:18 AM CDT  
**To:** "Eastman, Anna M" <[AEASTMAN@houstonisd.org](mailto:AEASTMAN@houstonisd.org)>  
**Subject:** Fwd: HSPVA Name Change

Do you also receive an email from 

Sent from my iPhone

Begin forwarded message:

**From:**   
**Date:** October 10, 2016 at 12:12:41 AM EDT  
**To:** "Lunceford, Mike" <[MLUNCEFO@houstonisd.org](mailto:MLUNCEFO@houstonisd.org)>  
**Subject:** HSPVA Name Change



October 9, 2016

Mr. Michael L. Lunceford  
HISD Board of Trustees, District V  
Hattie Mae White Educational Support Center  
4400 West 18th Street  
Houston, TX 77092-8501

Dear Mr. Lunceford,

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.

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?

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"?

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?

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.

**From:** [Alene Haehl Coggin](#)  
**To:** ["Dianne Johnson"](#)  
**Cc:** [Allen Robert Scott](#); ["Kim Sterling"](#); ["Claudia Morlan"](#); ["Susan Elmore"](#); [""Bob Boblitt"](#); ["Nataly Torres"](#)  
**Subject:** RE: HSPVA Social media update - 10/10/2016  
**Date:** Monday, October 10, 2016 10:46:55 AM

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I will talk to the parent volunteers in each art area about writing emails to trustees.

In the meantime, we need to figure out the answer to the question about what will happen if the Kinder name is "disgraced," as Ann puts it. I expect to get more questions about that this week.

Susan – does the foundation have a precedent for stipulations like that?

-Alene

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**From:** Dianne Johnson [REDACTED]  
**Sent:** Monday, October 10, 2016 10:29 AM  
**To:** Alene Haehl Coggin  
**Cc:** Allen, Robert Scott; Kim Sterling; Claudia Morlan; Susan Elmore; 'Bob Boblitt'; Nataly Torres  
**Subject:** Re: HSPVA Social media update - 10/10/2016

Do we have a favorable email campaign going to board members? I'm remembering when we first talked, we thought we didn't want to be too aggressive. With this and at least one other alumni commenting on FB, I think we can assume some negative emails are getting to board members.

This is an intelligent, well researched email which will strengthen negative board positions. I believe we need to make sure they are receiving some that are favorable and as thoughtful as this one. So, if you can manage and get 5-6-10 parents who will send personally written emails it would be great. Then, fine to let loose with however many you can get that are generic because quantity does count too.

Sent from my iPhone

On Oct 10, 2016, at 10:14 AM, Alene Haehl Coggin [REDACTED] > wrote:

Thank you for sharing. [REDACTED] is a parent of a 2015 Theatre Department graduate. Gave to Friends while her son was in school here, but I don't know her well.

-Alene

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**From:** Dianne Johnson [REDACTED]  
**Sent:** Monday, October 10, 2016 9:50 AM  
**To:** Allen, Robert Scott  
**Cc:** Kim Sterling; Claudia Morlan; Susan Elmore; Alene Haehl Coggin [REDACTED] 'Bob Boblitt'  
[REDACTED] Nataly Torres  
**Subject:** Re: HSPVA Social media update - 10/10/2016

Does anyone know [REDACTED]?

Acceptance by the school community is a new argument.

[REDACTED]

[REDACTED]