

the Reporter



www.mtnbrook.org

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MAYOR'S MESSAGE

On April 27, our lives and those living in neighboring cities changed dramatically due to the devastation wreaked by a series of tornadoes that passed through Alabama. Fortunately, most of our Mountain Brook residents were spared from the devastating aftermath of the storms. Other cities such as Tuscaloosa, Fultondale, Pratt City, Concord and Pleasant Grove, did not fare as well.

In an effort to provide assistance to the City of Pleasant Grove, one of the hardest hit cities, our city government, our school system, local faith-based organizations, our Chamber of Commerce and other groups have committed to a long-term assistance plan to help tornado-battered Pleasant Grove. We are currently working with Pleasant Grove Mayor Jerry Brasseale to determine their most significant needs. We will have a report available in the near future of the results of these efforts.

I am proud to be a part of such a caring and giving community. Our residents have once again stepped up to the plate to help relieve the suffering of others. Plans are currently under way in Mountain Brook to take in donations over the summer toward relief efforts. Our Chamber is looking for ways to make those donations tax deductible. For updated information, check the Chamber's website at www.welcometomountainbrook.com

I will keep you posted on our progress.

Lawrence T. Oden

ON-LINE TAX REPORTING AND PAYMENT SYSTEM

The City of Mountain Brook is in the process of partnering with the State of Alabama to allow Mountain Brook taxpayers to report and pay their City taxes through the State tax payment system. This service will be a timesaver by allowing taxpayers to avoid filing paper returns or visiting multiple websites to report and pay their taxes. Taxes paid through the State's on-line system will be transmitted electronically by the State to the City. To use the tax filing system you will use your Mountain Brook tax number (Customer ID) which may be found on tax returns or licenses issued by the City. You may also call the Revenue Department to verify your account number at (205) 802-2400 option 4. This service is expected to be available by late 2011.

BUDGET REPORT

The City's economy continues to improve overall but the recovery is marred by a continuing downward trend in real estate taxes. Some of the major revenue highlights for the eight month period ended May 2011 include:

- Sales tax increased \$293,000 (6%). With the exception of March 2011, the City has experienced consistent sales tax growth for seventeen months.
- Building permits are up \$61,000 (14%) compared to last year's collections indicating that building activity continues to improve.
- Ad valorem tax collections are down \$490,000 (3%) from last year and still 1% below the amount originally budgeted for the year.
- Utility taxes and business license collections are greater than those for the same period one year ago.

While economic conditions appear to be improving, the outlook for 2012 and beyond is tenuous.

The 2012 budget process has already begun with the first review by the City Manager of the various departmental budgets back in mid-July. The Finance Committee is scheduled to review the second draft of the budget on August 9. The City Council will review the budget and Finance Committee recommendations on August 30. The public hearing to consider the 2012 budget is tentatively scheduled for September 26.

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Mountain Brook, Alabama

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Jack Carl

City Manager
Sam S. Gaston
802-3800

Mayor's Office
802-3802

For advertising or Chamber of Commerce information, call 871-3779.

WHAT'S IN THIS ISSUE

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RECENT CITY COUNCIL ACTIONS

The Council has adopted the following ordinances since March, 2011:

- Ordinance 1842 – Amend Section 50-46(b) (6) of the City Code relating to the speed limit of East Briarcliff Road, Guilford Road, Pinehaven Drive, Sandhurst Road, Sherwood Road, Southwood Road (25 mph)
- Ordinance 1843 – Provide for a stop sign on Canoe Brook Lane at its intersection with Knollwood Lane
- Ordinance 1844 – Provide for a stop sign on Delmar Terrace at its intersection with Crestview Drive
- Ordinance 1845 – Provide for a stop sign on Hillcock Drive at its intersection with Old Leeds Lane
- Ordinance 1846 – Provide for a stop sign on Old Leeds Ridge at its intersection with Old Leeds Lane
- Ordinance 1847 - Provide for a stop sign on Old Leeds Terrace at its intersection with Old Leeds Court
- Ordinance 1848 - Provide for a stop sign on Royal Oak Drive at its intersection with Canoe Brook Circle
- Ordinance 1849 - Provide for a stop sign on Sandhurst Road at its intersection with Marlboro Drive
- Ordinance 1850 - Provide for a stop sign on Weatherton Circle at its intersection with Weatherton Drive
- Ordinance 1851 - Rezone certain property located along Brook Manor Drive from Residence D District to Planned Unit Development District
- Ordinance 1852 - Permanently zone a partial lot located at 2604 Cherokee Road that was recently annexed to the City-Residence A District
- Ordinance 1853 - Permanently zone a lot located at 2600 Cherokee Road that was recently annexed to the City-Residence A District
- Ordinance 1854 - Amend Chapter 129 of the Mountain Brook City Code by adding new "Recreational-2" Zoning District

The City has authorized or approved the following projects since March, 2011:

- Approved an underground easement with Alabama Power Company at the municipal complex site
- Authorized the execution of an agreement in the amount of \$5,000.00 with House Consultants to assist the City

in its challenge of the results of the 2010 Census

- Accepted bid in amount of \$150,399.00 from Ingram Equipment Company for a knuckle boom/trash truck for the Public Works department
- Authorized the execution of the ESS Consumer Report User's Agreement for pre-employment screening services
- Authorized execution of change orders No.5 in the amount of \$94,684.00 and No.8 in the amount of \$57,649.00 with respect to the Taylor-Miree Construction contract
- Authorized the conditional use (namely the second floor office use above retail) application submitted by Dr. Donald Kahn, owner of the property located at 2003 Cahaba Road (formerly the Briarcliff Shop)
- Authorized the Fire Chief to contract plumbing, flooring, and asbestos abatement to repair the collapsed drain pipe at Fire Station No. 2 and authorized the City Manager to execute such contracts determined necessary to said repairs with the collective consideration for all such contracts not to exceed \$15,000.00
- Authorized the payment of \$139,861.75 to Williams-Blackstock Architects for change-orders resulting from the re-design and re-bidding of the municipal complex project
- Authorized the execution of a service agreement with DST Health Solutions, LLC with respect to ambulance service billing and collection services
- Authorized the payment by the City of the Birmingham occupational tax on behalf of the Park Board employees (due to the relocation of their office in the City of Birmingham)
- Accepted bid in amount of \$415,949.81 From Tuscaloosa Fire Equipment, Inc. for the purchase of a fire pumper
- Authorized the execution of the "First Amendment to Permanent Drainage Easement Agreement and First Amendment to Construction Contract" between the City and Evson, Inc. regarding the ongoing Watkins Branch Flood Hazard Mitigation Project with respect to the 2-month extension until June 30,2011 for completion of said construction

Continued on page 4

FIRST QUARTER CRIME STATISTICS

	1st Quarter 2011	2nd Quarter 2011
ROBBERY	2	3
BURGLARY/RESIDENCE	13	20
BURGLARY/BUSINESS	1	0
THEFT	85	80
AUTO THEFT	2	1
ASSAULTS (OTHER)	2	0
IDENTITY THEFT	5	4
CRIMINAL MISCHIEF	10	11
DRUGS	9	9
FAMILY VIOLENCE	5	7
ACCIDENTS	243	274
A WITH INJURIES	13	28
A WITH FATALITIES	3	0
CALLS FOR SERVICE	5,951	6,490
HOUSE WATCHES	1,126	1,536
PROPERTY STOLEN	\$274,501	\$1,300,730
PROPERTY RECOVERED	\$12,152	\$23,366

WANT TO HELP US GET THESE NUMBERS LOWER?

1. Lock your vehicle
2. Take your keys
3. Don't leave valuables in plain view in your vehicle
4. Keep lawn and sports equipment around your home secured when not in use.
5. Keep doors locked and use your security system when you're not at home.

See it! Hear it! Report it! Let us know when you see suspicious activity in your neighborhood.



RESIDENTS URGED TO USE ONLY LICENSED CONTRACTORS



For your protection, the City urges residents and businesses to verify that all service providers are licensed in Mountain Brook and that construction and renovation projects are permitted by the City. All persons working in the City are required to obtain a license from the City including contractors (and any subcontractors they hire), maintenance companies who service machinery or appliances, and lawn care crews.

Any renovation, building, or home improvement project costing more than \$500 or that requires an inspection requires a City building permit. Failure to use licensed companies/individuals or failure to obtain required permits can lead to a job being shut down and result in fines and penalties.

Additionally, permits are required to be pulled prior to a contractor starting a job. Contractors should note that the permits must be updated within 30 days of completion of a job so that change orders affecting the job cost may be properly accounted for. Failure to update your permits may result in penalties which cannot be recovered from the homeowner.

Please check with the Revenue Department to verify the license and/or permit status of your contractors and service providers by calling 802-2400, option 4. Our offices are open Monday through Friday from 7am to 5pm.

MOUNTAIN BROOK ZIP CODE UPDATE

In the last eighteen months or so, many residents began to notice that the city name of their address on incoming mail was changed from Mountain Brook to another city the most common being Vestavia Hills. Not only was this change a concern for our residents, it also concerned the City. It appears that the change occurred as a result of the U. S. Postal Service updating their zip code system and associating the locality and zip code of the post office from which mail is delivered. For example, most of the complaints we received appear to be from those Mountain Brook residents served by the Cahaba Height (Vestavia Hills) post office. The most common locality observed by our residents remains Birmingham.

We contacted the U. S. Postal Service to understand why the change occurred and what could be done to correct the locality name for our residents. As a part of the process, we provided the U. S. Postal Service a listing of all Mountain Brook addresses and zip codes. After many months and multiple submissions and corrections, the U. S. Postal Service sent us a notice in March 2011 that their database has been updated to reflect Mountain Brook as a preferred last line on city addresses. You should begin observing Mountain Brook on incoming mail soon if not already.

The postal database is used by many U. S. companies for addressing purposes so hopefully you will also see Mountain Brook populate city address fields when you provide your zip code. This has been a complex project and it will likely be some time before it is resolved completely as Mountain Brook has seven zip codes none of which are exclusive to us. This change should also allow residents who purchase items online to select Mountain Brook as the city name which will ensure that your tax dollars are paid appropriately.

If you notice that your mail is still not corrected, you may contact Melissa Honeycutt at the City 802-3808 to report the incorrect information. We also advise that you contact the company who sent the mailing to you as they may not have updated their database to match the newest postal database.

TREES AND WATER

It is common practice to install irrigation systems at our homes, or diligently drag a hose and sprinkler around our yards to keep the grass quenched when it gets hot and dry. It is much less common, however, for us to put the same effort towards watering our trees. Some may think that lawn watering is sufficient for the trees as well, but in reality, roots of turf grasses intercept most of the water applied by a sprinkler system. This is why we recommend that competing vegetation being kept to a minimum, at least within the dripline. To get the deep watering a tree needs, and to encourage as deep a root system as the soil/site conditions will allow, relatively high volumes should be applied at low rates. For newly planted or recently established trees, the most common rule of thumb calls for around 10 gallons per inch of trunk diameter. Other studies have shown that mature trees can process, through transpiration, hundreds of gallons a day.

Unless the soil is particularly sandy, proper watering is difficult without losing most to runoff. On sites that have very low infiltration and percolation rates (high clay content and/or compaction), remedial action may be required to enhance depth of watering as well as root growth potential. This includes various methods of creating shallow trenches or channels filled with uncompacted soil, drilling a series of cores to allow for deeper watering, or deep-tilling a wide area around a newly planted tree. The bottom line: Roots will not grow where water and oxygen is not present. Your site and trees will determine the most appropriate method, but here are some to research and consider:

1. **Water bags** – fill with garden hose to provide 5-30 gallons at a slow drip
2. **Soaker hoses** – placed in concentric circles around base; up to 50gal/hr per 50' of hose
3. **Drip irrigation** – flexible tubing with series of emitters; 40-90 gal/hr per 100' of tube
4. **Shower wand** – low pressure nozzle; saturate to point of runoff...wait...repeat
5. **Soil needle** – applies water directly to root zone; rate/volume depends on soil conditions
6. **Bucket** – drill several ¼" holes in three or more 5 gal buckets and place near base of tree

It is best to begin your watering schedule before the onset of harsh summer conditions, as it is much easier to prevent drought stress than to recover from it. A tree performs a multitude of internal functions to adapt to water shortages before any visible signs of drought stress are present. Some effects are temporary, while others carry over into following seasons. Persistent drought stress also predisposes trees to pest and disease problems. Finally, consider the fact that sod and shrubs can be replaced and established in relatively short order, while it takes decades to produce a mature tree.

Don Cafaro – City Arborist

REMINDER

City Hall has moved to 3928 Montclair Road, Mountain Brook, AL 35213 (Two buildings east of Crestline Post Office) 802-2400

Fire Station No.1 has moved to No. 8 Office Park Circle, Suite 200, Mountain Brook, AL 35223 (Highway 280 and Office Park Circle) 802-3838

Police Department has moved to No. 8 Office Park Circle, Suite 100, Mountain Brook, AL 35223 (Highway 280 and Office Park Circle) 802-2414



SCHEDULE OF MEETINGS

City Council	2nd & 4th Mon. (Call 802-3800 for time of Pre-Meeting and location.)	7:00 p.m.	City Hall
Board of Education	2nd Mon.	3:30 p.m.	Call Board of Ed Office
Library Board	3rd Tues.	4:45 p.m.	Library
Park & Recreation Board	2nd Tues.	5:00 p.m.	City Hall
Board of Zoning Adjustment	2nd Mon.	5:00 p.m.	City Hall
Planning Commission	1st Mon.	5:30 p.m.	City Hall
Design Review Committee	3rd Wed.	8:00 a.m.	City Hall
Tree Commission	3rd Tues. (odd months)	5:15 p.m.	City Hall
Chamber of Commerce	3rd Thurs.	7:30 a.m.	Board of Education Office (32 Vine Street)

BOARD VACANCIES/REAPPOINTMENTS

BOARD VACANCIES

The City of Mountain Brook has the following board/committee vacancies to fill immediately:

Village Design Review – Supernumerary position (3-year appointment)

Tree Commission – (3-year appointment)

Jefferson-Blount-St. Clair Mental Health-Mental Retardation Authority (6-year appointment)

APPOINTMENTS

The City of Mountain Brook has recently made the following appointments:

Tommy Luckie – Mountain Brook Board of Education

Jack Darnell – Birmingham-Jefferson County Transit Authority (MAX)

NEW BUSINESSES

Airfare, Inc.

211 Cahaba Road, 871-6650

Dixie Fry, LLC

140 Main Street, 249-2291

GD Therapy, LLC

4940 Spring Rock Road, 213-5040

Hogan Law Office, P.C.

3720 River Bend Lane, 970-6568

Hospitality Vetures, LLC

1 Office Park Circle, Suite 101, 879-1241

Leisure, LLC dba A Tiny Kingdom

101 Richmar Drive, 807-7878

Little Caesar's Pizza

3150 Overton Road, 587-1811

Moore Company Realty, Inc.

2 Office Park Circle, 876-2717

Moore Property Management

2 Office Park Circle, 871-2088

Municipal Savings.Com LLC

28 West Montcrest Drive, 423-400-0068

Reliance Rehab Consulting, LLC

4643 Battery Lane, 803-2116

Sharecropper, LLC dba Ollie Irene Restaurant

2713 Culver Road, 249-8722

Wok Express Restaurant

3150 Overton Road, Suite 5, 970-8588

- Authorized the acceptance of the proposal submitted by Insituform Technologies, Inc. in the amount of \$34,250.00 for the relining of a storm drain pipe on Appomattox Lane
- Authorized the Public Works Superintendent to proceed with the repairs to the Caterpillar Model 963C track loader estimated to be \$48,999.83
- Authorized the execution of a loan agreement between the City and Mountain Brook Sports Park Foundation refinancing its debt to the City
- Accepted bid in amount of \$746,919.75 From APAC Mid-South, Inc. for the street resurfacing and also authorized the execution of a contract, and sales tax agency agreement for said project
- Authorized the City Manager to engage Waste Management of Central Alabama to collect storm debris caused from the April 27, 2011 tornadoes
- Authorized the application by the City Manager for an Alabama Department of Economic and Community Affairs Recreational Trails Program Grant for the purpose of widening the Jemison Park Trail
- Authorized the payment to the City of Birmingham of an amount not to exceed \$5,000 for the purpose of their engaging The Counselors of Real Estate (CRE) to provide strategic direction in their determination of the best use for the Trinity Medical Center campus site
- Authorized the City Manager to rent a wood chipper from Rast Construction, Inc. to grind wood debris and remove same from the Public Works site for consideration in the amount of \$425/hour
- Authorized the City Manager to execute a contract with the Jefferson County Commission and other such documents, all subject to review and approval by the City Attorney, that may be determined necessary with respect to their county-wide storm debris collection and disposal
- Ratified the execution of the storm debris removal contract between the City and Jefferson County Commission
- Ratified the execution of the wood chipper rental agreement between the City and Rast Construction
- Accepted bid in amount of \$18,000 From Sports Transportation, LLC for the purchase of a utility vehicle for use by the Fire Department
- Accepted bid in amount of \$26,743.62/mower from Jerry Pate Turf & Irrigation for the purchase of two mowers for the Parks Department
- Authorized the acceptance of a sidewalk easement along Montevallo Road from Shades Valley Presbyterian Church
- Approved conditional use application for a full-service, dine-in restaurant to be located at 2911-2913 Cahaba Road, Mountain Brook Village
- Authorized Marcus Cable of Alabama, L.L.C., a Delaware limited liability company and successor to Marcus Cable of Alabama, L.P. (dba\ Charter Communications) to continue operating said cable system under the same terms and conditions as specified in Ordinance No. 1302 until December 15, 2011
- Ratified the execution of the Memorandum of Understanding (MOU) between the Jefferson County Commission and the City of Mountain Brook, Alabama with respect to storm debris removal contract
- Accepted bid in amount of \$35,800.00 From Con-Site Services, Inc. for storm debris chipping and disposal services
- Accepted a change order submitted by AT&T Southeast with respect to their utility relocation in conjunction with the Watkins Creek Bridge widening project
- Approved the conditional [service] use application for a nail salon to be located at 3150 Overton Road (Local Business District) and 2) approved the related off-site parking plan/agreement



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Welcome to the Villages of Mountain Brook

MOUNTAIN BROOK CHAMBER OF COMMERCE

Providing an environment to help our members prosper and succeed through a proactive partnership with the business community, city government, and the community at large

Mountain Brook Chamber of Commerce 2011 Board of Directors

- President: *Steven Hydinger*
- Executive Vice President: *Amy Jackson*
- Vice President Governmental Affairs: *Paul DeMarco*
- Vice President, Community Affairs: *Lee Perry*
- Vice President, Membership Development: *Elisabeth Lyman*
- Vice President, Business Development: *Bob Schuler*
- Vice President, Marketing Communications: *Howard Torch*
- Co-Vice President of Retail: *Dyron Powell*
- Co-Vice President of Retail: *Jean Clayton*
- Secretary: *Martha Gorham*
- Treasurer: *John Wilson*

- Derick Belden*: Director at Large
- John Montgomery*: Director at Large
- Terry Chapman*: Director at Large
- Christiana Roussel*: Director at Large
- Tricia Drew*: Director at Large
- Frank Davies*: Director at Large
- Alice Womack*: Director at Large

- General Counsel: *David Faulkner*
- Past President: *John Rucker*
- 2nd Past President: *Frank Caley*
- Sustaining Member: *Sam Gaston*
- City Council Liason: *Amy Carter*
- Executive Director: *Suzan Smith-Doidge*
- Project Manager: *Hannon Sharley Davidson*



Letter from the President

As the President of The Mountain Brook Chamber of Commerce, I am happy to report that the Chamber is kicking off a BUY LOCAL CAMPAIGN this fall. You will be seeing more about this in the near future.

The "Buy Local Campaign" is an effort to build awareness of the importance to support locally owned businesses. Our goal is to change buying habits and unite as a community by combining our greatest resources: local customers and local small businesses.

Did you know that for every \$100 that you spend at a locally owned store, \$68 stays in our town through payroll, taxes and other expenditures? When we spend \$100 elsewhere, our community does not see any benefit.

Realizing it is not possible to spend all dollars locally, I do want to urge you to look locally first before you commit elsewhere.

The purpose of the Mountain Brook Chamber of Commerce is to promote our businesses, our community, and our quality of life. The Buy Local campaign is just one example. If you are not a member, now is a great time to become involved. Visit our website today: <http://www.welcometomountainbrook.com/>

People come from all over to shop in our Villages due to safety, selection, unique shops and restaurants and the wonderful atmosphere. Maybe it is time for you to re-acquaint yourself with all the new, and old, shops and owners in Mountain Brook? We think you will be pleasantly surprised.

Sincerely,

Steven C. Hydinger, President
Mountain Brook Chamber of Commerce



Grand Jete in English Village Ribbon Cutting

Left to right: Susan Hamm, Christi Myers, Whitney Owenby, Laura Armistead, David Armistead, Lee Perry, Christiana Roussel, Amy Jackson



A Tiny Kingdom Ribbon Cutting

Left to right: Suzan Doidge, Christiana Roussel, Steven Hydinger, Stephanie Bruno, Brannon Bruno, Elisabeth Lyman, Rep. Paul DeMarco, Gigi Redmon

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or visit: www.facebook.com/shopmntbrook

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- iStore Self Storage
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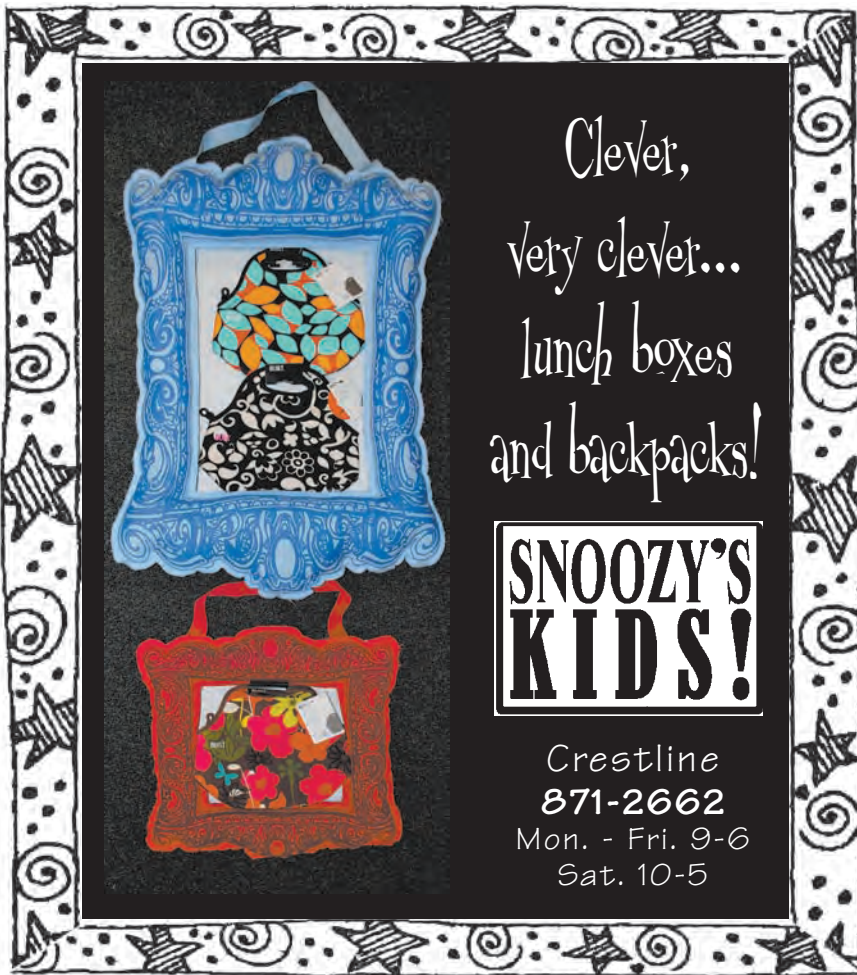
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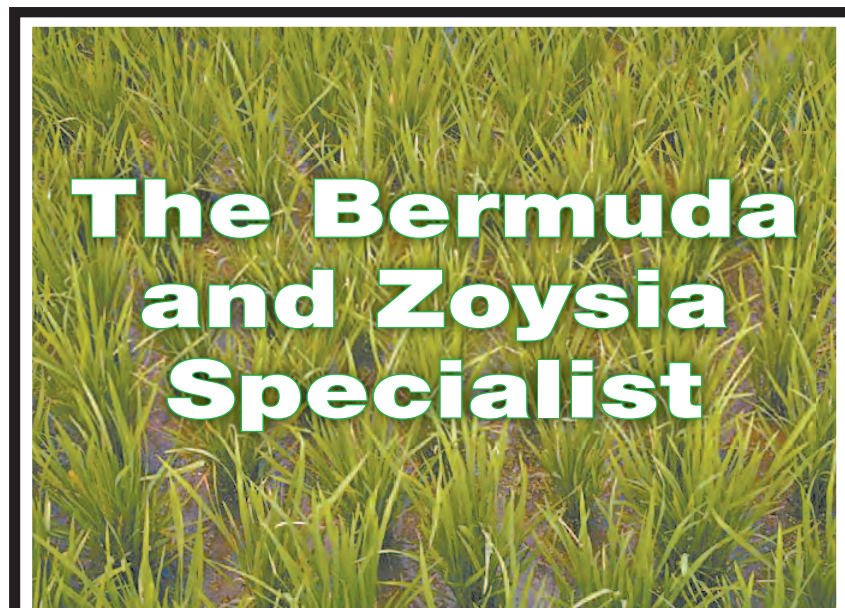
By doing business locally, you not only get real personal service & value, you also help strengthen our local community & economy. Support the following great businesses in person & at ShopMountainBrook.com

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E-School Experiment Deemed Successful

After a series of severe weather events during the 2010-2011 school year, Mountain Brook Schools, like other school systems in Alabama, had a dilemma. During the course of the year, weather had forced the school system to close school early and start late on a few occasions. Late starts and early dismissals usually do not have to be made up. But when an entire day is missed, the school system is required by law to make up those days.

"We had two days we had to make up," said Superintendent Dicky Barlow. "Given our school calendar, we appeared to have no choice but to add those days to the end of the school year, which would have required bringing students back for two days after Memorial Day. Once we got into the second semester, we began to think about piloting a program for making up these days via something we called e-School."

According to Barlow, the school system sought permission from the Alabama Department of Education to pilot e-School in the Mountain Brook school district. Once that was secured, key school leaders had a short period of time to plan and then implement e-School. Two Saturdays in the spring were designated as the official make-up days, but students would not be required to attend school. Rather, on those days they would gain access to e-School lessons, prepared by their teachers, and then have 10 days to complete the work for each e-School "day." Principals at each school met with their faculties and outlined the program. "I did this with some trepidation," said Crestline Elementary principal Laurie King. "I know how busy teachers are and I knew they were going to have to prepare their e-School lessons in a very short period of time. I was impressed, however, by how positive they were. They understood the concept and embraced it."

Sammye Davis, who teaches kindergarten at Brookwood Forest Elementary, looked forward to the challenge. "I was immediately drawn to learning more about this opportunity and exploring how to make it work for my students," said Davis. "Of course, a plethora of questions also popped into my head. 'What will this look like? How much preparation will this require?'"

"I thought it sounded like a very innovative way to make up time given the fact so many of our

"Using e-School days is a way of making up missed days and missed instruction time that is fun for the students."

— Julie Tuck, Mountain Brook Elementary

students have access to high speed Internet," said Fred Major, who teaches in the math department at Mountain Brook High School.

Jennifer Mueller, a first-grade teacher at Crestline Elementary, was "excited and intrigued." "It was an opportunity for the teachers to collaborate on a technology-based learning project for all the students in their respective grade," Mueller added. "It was an opportunity for parents to work with their children on specific standard-based lessons which would give them insight to their children's various levels of thinking and knowledge."

This concept turned out to be more than just a novel way of making up missed school days. Donna Williamson, Director of Technologies for the school system, pointed to other potential benefits. "We have been involved in much discussion about education for the 21st century learner. We all know that educational needs are shifting and we knew this was an opportunity to examine a different approach to instruction. Not one that would replace more traditional instruction, but which could become one of many ways that we deliver instruction to students." In fact, the school system's technology coordinators at each school played an important role in helping teachers plan and implement their e-School lessons.

The experience also led to thinking about how it might be improved. "I think the process needs some tweaking," commented Wendy Gray, Mountain Brook High School math teacher. "We need to work inter-departmentally so the whole experience for the student is productive and practical."

The e-School days were completed toward the end of the school year and, with little time remaining, the school system conducted an online survey of teachers, parents, and students. "We had a good level of participation by teachers and parents," said Dale Wisely, Director of Student Services, "but, un-

fortunately, because of the timing and the fact that we couldn't conduct the survey at school, we have too little participation by students to have meaningful data." Wisely said that students who did respond were divided on their opinions about e-School. Many students, and some parents and teachers, felt that too much work was assigned, particularly coming so close to the end of the academic year.

In spite of that, the opinions expressed by parents and by teachers on the survey were positive and supportive. "The overwhelming majority of both parents and teachers agreed that e-School days are a worthwhile approach to learning for days when classes are not physically held in our schools," said Superintendent Barlow. "Feedback was highly positive on the ease with which students were able to access the lessons technologically. Both parents and teachers felt that the lessons were of high educational value."

"The e-School approach forced many of us out of our comfort zone and required that we take a new approach to student learning. I kept in the forefront of my mind that this was a great opportunity for us to challenge our 21st century learners. As with anything else, the more you experience new things, the easier it will come with time."

— Tiffany Marron, Brookwood Forest

"Looking back, I see how instrumental e-School experiences were for my students' learning," said Katie McLure, one of whose e-School lessons focused on Tennessee Williams. "These lessons allowed for a unique learning environment that stretched the students even further, causing them to work a different set of skills than what they typically do."

What about the future of e-School? "We learned from this pilot that e-School is indeed a



An e-School Sampler

“My fourth grader was asked to plan a trip to a place she wanted to visit, New Orleans. She had to plan a vacation budget, research attractions she wanted to see, find a hotel, map out the drive, and rent a car. It was a very good lesson, incorporating math, writing, reading, and other skills.”

– Crawford Bumgarner, parent

“The students investigated two websites about Pascal and Pascal’s triangle and discoveries within the triangle. Then, they took a short Moodle quiz that assessed their basic understanding of the triangle and its possibilities. The students also watched a short online video that described a binomial expansion using Pascal’s triangle. I allowed the students to submit the homework through picture mail...”

– Wendy Gray, math teacher, MBHS

“We created lessons that integrated the content areas: Math, Science, Social Studies, and Language Arts. The first e-School lesson explored the geographic, economic, and environmental impact a population of 7 billion is having on Earth. The lesson focused on a National Geographic online cover story about the new geologic epoch called the Anthropocene, or Age of Man. Students were asked to read and analyze data and reflect and write on what they learned.”

– Missy Cunningham,
6th grade teacher,
Mountain Brook Elementary

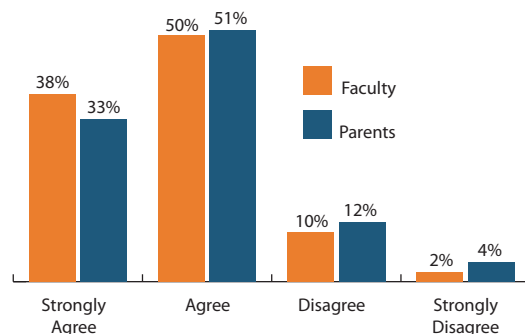
“One of second grade’s topics is biological life cycles. The students had activities on the life cycle of the frog. Some watched a PowerPoint or movie on the frog’s life cycle. Others used an interactive game on the Internet. There were also some optional activities involved, making a Venn diagram of the differences between frogs and toads. Teachers in Spanish, PE, art, and music also developed a lesson on frogs.”

– Julie Tuck,
2nd grade teacher,
Mountain Brook Elementary

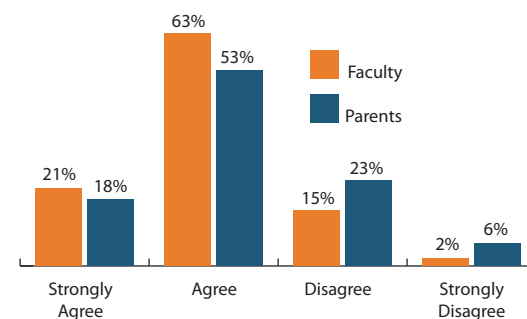
“My elementary school child had very appropriate assignments that related to their study of Vulcan and Sloss Furnace. He did a lot of reading on the Internet about the history of these local landmarks and enjoyed sharing his new knowledge with us. He also had math assignments that incorporated the information he learned in the social studies unit...”

– Nicky Barnes, parent

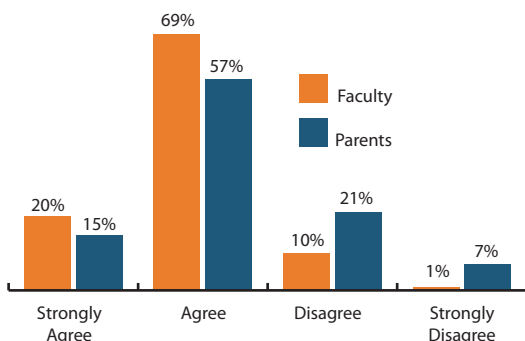
“E-School Days are a worthwhile approach to learning for days when classes are not physically held in our schools.”



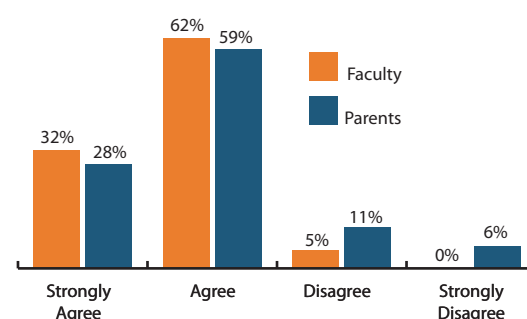
“E-school Lessons Were Reasonably Enjoyable And Engaging.”



“E-school Lessons Were Challenging But Not Overwhelming.”



“E-school Lessons Were Technologically Easy To Access.”



meaningful and practical way to provide instruction when students are not physically present,” commented Barlow. “In our survey, 84% of parents and 88% of our faculty agreed that this is a worthwhile approach to providing instruction under certain conditions. We learned some important ways to improve the process for any future use and we are hopeful that without as much time constraint, we can correct some of the problems. But, we are grateful to our teachers and staff for the work they did to make it a success and we are grateful to faculty and parents for their positive comments.”

GOLF TOURNAMENT

MBSC Raises \$60,000 for MBHS/MBJH Athletic Programs

Mountain Brook Sports Corporation (MBSC), a charitable organization formed to help fund the boys and girls athletic programs at Mountain Brook High School (MBHS) and Mountain Brook Junior High School (MBJH), is pleased to announce that it raised \$60,000 at its Thirteenth Annual Golf Tournament at Highland Park Golf Course in May. Over 140 golfers participated in this Golf Tournament, including coaches, administrators, former players, parents and several avid golfers. Congratulations are extended to Mike Morrison, Thomas Twitty, Hunter Twitty and Tom Twitty for winning the Golf Tournament. MBSC wishes to thank all of its corporate sponsors for the Golf Tournament.

The proceeds of the Golf Tournament will be used by MBSC to purchase equipment, build facilities and otherwise support the boys and girls athletic programs at MBHS and MBJH. Recently, MBSC purchased equipment for the volleyball, football, basketball, wrestling, track, baseball, soccer, golf and tennis programs at MBHS and MBJH. Since it was formed, MBSC has spent approximately \$3,000,000 on facilities and equipment at MBHS and MBJH.

In addition to the annual fundraisers, MBSC accepts charitable contributions from the public. Also, MBSC has started an Endowment Fund to provide long-term financial stability to the athletic programs, similar in purpose to the Mountain Brook City Schools Foundation. We are hoping to raise a six-figure Endowment Fund, so the interest can be used to help fund the athletic programs. MBSC allows the donor to designate the boys or girls sport that will benefit from the contribution. If you would like further information about Mountain Brook Sports Corporation, please contact Mike Morrison at 870-3257 or Doug Centeno at 278-8000.



Gary London Reflects on Board Tenure

By William Thorton, Birmingham News Staff writer. Reprinted by permission of the Birmingham News



Mountain Brook Board of Education President Gary London called his 15 years on the board a “fantastic” time.

“I got a lot more out of it than I ever put in,” London said. “To be able to serve the local community and feel like I was making a real difference in the lives of these kids was a very rewarding experience.”

London rotated off the board June 1, after serving three terms. He said he had originally intended to serve only two terms, but stayed on for a third to help with the transition when Charles Mason retired as superintendent.

“We had several new board members and we were going to have to select a new superintendent, and I was asked to stay on to provide some institutional memory,” he said. “When I was named to the board I never expected to stay on as long as I did.”

Once Mason retired, the board selected

Dicky Barlow, now completing his second year as superintendent. London said the selection of Barlow was the most important decision the board made during his time.

“He (Mason) was such an excellent, highly respected superintendent, that the board felt a great responsibility to make the right choice for a successor,” London said. “I felt very strongly at the time that we made the right choice and everything since then has confirmed we did.”

The biggest challenge has been navigating through education budget proration. School systems in Alabama have had three straight years of budget proration alone, not to mention other instances during London’s tenure. He said Mountain Brook is more equipped to handle some budget stress because of the level of local support the system enjoys, as well as the ability of staff and faculty to deal with tighter bud-

gets. However, continued years of shrinking budgets will take their toll statewide, he said.

“You can’t keep cutting and cutting because you’re going to run out of fat,” London said. “At some point, you’re going to start cutting muscle. The fact is that school systems are operating with considerably less than they were just a few years ago, and they are paying the price.”

London said he will miss the relationships he made with board members, staff members, administrators and others.

“I consider all of the other board members I’ve served with close, personal friends, as well as Dr. Mason and Dicky,” he said. “Their friendships are what has been so rewarding.”

Tommy Luckie Joins School Board

By William Thorton, Birmingham News Staff writer. Reprinted by permission of the Birmingham News



Thomas George “Tommy” Luckie is the newest member of Mountain Brook’s board of education.

The City Council named Luckie in May 2011 to replace Gary London, whose term expired June 1. London had served as board president and has been a board member for 15 years.

Luckie, 57, has been president and CEO of Luckie & Co., a marketing and communications firm, for the past 10 years.

“There has been a long legacy of board members in Mountain Brook who have been devoted to maintaining a high quality in our schools,” Luckie said. “I’m honored and humbled that I have been selected. If I can make even a small contribution, I’ll be satisfied.”

Luckie is a graduate of Mountain Brook High School and Auburn University, with a degree in business marketing. He also earned a master’s degree in business from Samford University.

He has served as president of the Mountain Brook Schools Foundation and serves on several boards, including the Bell Center, the Club, Mountain Brook Sports Corp. and the Rotary Club of Birmingham.

He and his wife, Cathy, have two children in the system. Their daughter Ginny graduated this past May. Jack is an 11th grader and Caroline a 9th grader.

Luckie said his and his family’s experiences growing up in Mountain Brook give him perspective on the school system’s importance to the city.

“One of the great prides of this community is its schools,” Luckie said. “I’m delighted to be a part of this, that some would think I’m worthy of this. If you talk to people who have served on the board, they have nothing but pride in having served and warm memories.”

Because of three years of state education budget proration, Luckie said, funding will be paramount.

“Anything that relates to financial stewardship will be,” he said. “Obviously, the board has been doing a good job. But from my time on the schools foundation, I know the importance of funding.”

Career Tech Course Offerings

Mountain Brook High School offers six career tech courses in the areas of business administration and finance: Business Technology I and II, Accounting, Business Law, Management Principles, and Business Finance. Mountain Brook Junior High offers Career Explorations as a semester elective for eighth and ninth grade students. No student will be denied admission to these courses or discriminated against based on race, sex, color, religion, national origin, disability, or limited English proficiency. Persons seeking further information about career technical offerings and specific pre-requisites should contact Dr. Missy Brooks, Director of Instruction, 32 Vine Street, Mountain Brook, AL 35213 (205) 871-4608 (wildman-brooksm@mtnbrook.k12.al.us). Inquiries regarding discrimination policies should also be directed to Dr. Brooks.

NOTICE OF NONDISCRIMINATION

It is the policy of the Mountain Brook Schools that no person within the district shall be excluded from participation in, denied the benefits of, or subject to discrimination on the basis of race, sex, color, religion, national origin, disability or age in any program, activity, or employment practice. The following persons have been designated to handle inquiries regarding the nondiscrimination policies:

Dr. Dale Wisely, *Director of Student Services (Title VI)*

Mrs. Sylvia Harper, *Personnel Director (Title IX)*

Dr. Missy Brooks, *Director of Instruction (Title II)*

Mrs. Shannon Mundy, *Special Education Director (Section 504)*

Contact Information: 32 Vine Street, Mountain Brook, AL 35213
205-871-4608



Mountain Brook City Schools Foundation



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Pictured are participants in a two day workshop held this summer on 21st century learning. Administrators and teachers are working together to build capacity to understand the needs of 21st century students. They also explored practical strategies for teaching these skills to our students.

2011-2012 Funding Approved for Mountain Brook Schools

The Program and Needs Committee of the Mountain Brook City Schools Foundation met in April to consider a request for funding from the Mountain Brook Schools. The total amount of the request was \$472,000. All of the items on the list were discussed by the committee and given careful consideration. Since the foundation is restricted each year in the amount that can be disbursed in order to protect the endowment's principal, the committee was limited to a total of \$362,192 to allocate to the schools. Because of the limitation on the funding, the committee had to make tough choices. The decisions were based on need, greatest impact on the most students, and potential for the enhancement of learning.

The following allocation was recommended to and approved by the Board of Directors:

2011-2012 Funding Approved

Library Enhancement

Books, Magazines,
 Software & Supplies \$ 12,000

Professional Learning:

Two Math Coaches \$120,000
 Summer Professional Learning \$ 80,000

Technology

Year 2 Pilot of Promethean Interactive
 White Boards in K-1 \$ 20,000
 Laptop Replacements \$130,192

TOTAL: \$362,192

Congratulations to Phillip Holley

– Margaret Spencer Ragland Award Winner

In addition to making decisions regarding funding to the schools, the Program and Needs Committee also makes a recommendation for the winner of the Margaret Spencer Ragland Award each year. This award goes to a staff member in recognition of meritorious or superior contributions above and beyond the call of duty to benefit the life of the students. The school system has a process in place for determining annual service awards. That process determines a nominee whose name is submitted to the Program and Needs Committee for approval. The award has become one of the most prestigious awards given in the school system. This year's winner is Phillip Holley who is a science teacher at Mountain Brook Junior High. Mr. Holley has a long record of outstanding performance and is a National Board Certified Teacher, recipient of the Presidential Award for Excellence in Mathematics and Science Teaching and a finalist for NASA's Educator Astronaut Program.

You Can Make a Difference

The impact of ongoing pro-ration and the reduction in property tax revenue associated with lower real estate values have put financial pressure on the schools.

Each Mountain Brook resident has the opportunity to help the situation by contributing to the Mountain Brook City Schools Foundation.

Your investment in our schools will **MAKE A DIFFERENCE!**

Please contribute TODAY.

Three easy ways to help:

1. Fill out and mail the enclosed pledge card.
2. Download a pledge card:
www.mtnbrookschooolsfoundation.com
3. Call us: (205) 414-0042