

*Exclusive: This email below was obtained by a resident in an open records request. It is from Menomonee Falls Schools Superintendent Corey Golla to his top aides. It was written in August. Golla is upset that the MF gym has not yet repainted to remove reference to the "Indians" name and makes it clear that the decision to change the nickname has already been made and that the school board has decided already.*

**From:** Golla, Corey

**Sent:** Wednesday, August 14, 2019 10:52 AM

**To:** Heimark, Brian <HeimBr@sdmfschools.org>; Vitale, Robert <VitaRob@sdmfschools.org>; Fechter, Richard <FechRic@sdmfschools.org> Cc: Brightman, Keith <brigkei@sdmfschools.org>; Swanson Kieser, Amy <SwanAmy@sdmfschools.org>

**Subject:** Logo

Colleagues,

I am not sure how viable it is to still get the gym painted to remove the reference to our mascot. Rick shared that he is meeting with a contractor and I realize fall sports are beginning soon. I can't pretend I am not disappointed. The gym was painted to its current state in one summer based on the unilateral decision of one leader at the site level acting in direct conflict with the district.

I will likely be giving my second public interview in the next few days since the emergence of a resolution on the use of native American mascots today. This resolution is coming through the Wisconsin State School Board Association. They will be voting on a resolution to forward legislation to ban the mascot this fall. I doubt the law will pass but it brings this issue into the public eye and reflects poorly on us. In the Journal Sentinel yesterday I indicated that in our rebranding efforts we committed to minimizing the public reference of our mascot on uniforms and in our facilities. We have our school board's support to do that and they are under the impression that it had been painted this summer. It was not an easy lift to get them to this point.

Today Channel 58 intends to interview me. It would be a reasonable request of them to ask to get B-roll video from our school. If I were them I would shoot the interview from the gym to fully project our hypocrisy.

We now find ourselves in a position where anything we do will appear to be done in response to public pressure rather than in the spirit of working toward removing a reference that many find offensive. Inconveniencing teams will only exacerbate the ill will.

This matters. We cannot on one hand teach students that it is harmful to hold stereotypes of people based on their race, religion, or culture and on the other be represented by a mascot that, even though the intention was respectful, promotes a stereotype that Native Americans fall under a common set of characteristics (honorable, stoic, fierce warrior, etc). We are promoting stereotypes and it is harmful. I have shared with the board that I am fine moving

slowly and carefully but I need to move on this issue. I need support.

I am sorry for the email on a sensitive topic where I am clearly frustrated but pulling the team together at this time of the year with all that is on your plate is not practical.

Corey Golla  
Superintendent of Schools  
School District of Menomonee Falls  
262 255 8367



**From:** Fechter, Richard

**Sent:** Wednesday, August 14, 2019 12:50 PM

**To:** Golla, Corey <[GollCor@sdmfschools.org](mailto:GollCor@sdmfschools.org)>; Heimark, Brian <[HeimBri@sdmfschools.org](mailto:HeimBri@sdmfschools.org)>; Vitale, Robert <[VitaRob@sdmfschools.org](mailto:VitaRob@sdmfschools.org)>

**Cc:** Brightman, Keith <[brigkei@sdmfschools.org](mailto:brigkei@sdmfschools.org)>; Swanson Kieser, Amy <[SwanAmy@sdmfschools.org](mailto:SwanAmy@sdmfschools.org)>; Carlton, Chris <[CarlChr@sdmfschools.org](mailto:CarlChr@sdmfschools.org)>

**Subject:** RE: Logo

The painting contractor will be working on this from 12-5pm while the gym is empty tomorrow.

*Richard Fechter, M.S.*

Director of Facilities

School District of Menomonee Falls

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## RE: Logo



Golla, Corey <GollCor@sdmfschools.org>

To: Brightman, Keith; Fechter, Richard; Heimark, Brian; Vitale, Robert

Cc: Swanson Kieser, Amy; Carlton, Chris

Reply

Reply All

Forward



Wed 8/14/2019 1:50 PM

Thanks for the response. Despite my tirade I am a patient guy. The gym paint was the most egregious. For the rest you can phase the change over time. Our mascot has not yet changed so I expect it will be visible yet in some areas.

Thanks for the attention to the gym. A friend of mine recently lost her father. He was a proud active member of the Oneida Nation. Her son is a starter on the BEHS basketball team (also their QB) and their daughter is a volleyball player. I'll be proud to have them in our visitor section this year. Know this quick work will make a difference for this family.

Corey Golla  
Superintendent of Schools  
School District of Menomonee Falls  
262 255 8367



From: Brightman, Keith

Sent: Wednesday, August 14, 2019 12:58 PM

To: Fechter, Richard <FechRic@sdmfschools.org>; Golla, Corey <GollCor@sdmfschools.org>; Heimark, Brian <HeimBri@sdmfschools.org>; Vitale, Robert <VitaRob@sdmfschools.org>

Cc: Swanson Kieser, Amy <SwanAmy@sdmfschools.org>; Carlton, Chris <CarlChr@sdmfschools.org>

Subject: RE: Logo

Thanks Rick,

The painter will be painting over both the West and North wall logo area in the maroon wall color. It would be best to have the gym closed tomorrow afternoon. Brian, can you ensure that it is closed?

We also identified a few other areas to address:

- Staff and coach recognition/picture boards in hall outside of AD office – can we overlay the 'indians' text with a sticker or similar that says 'High School'? Can our door wrap contractor produce something for this?
- Pads at each end of main gym – paint over lettering or replace pads
- There is one location with 'indians' painted on the main gym wood floor. We will follow up with flooring contractor to refinish that section.
- Uniforms in pictures, we'll need to identify what uniforms need to be replaced.

Keith Brightman, SFO

Director of Finance & Operations  
School District of Menomonee Falls  
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