

Naming Rights and Sponsorships (Fundraising) Sub Committee
August 16, 2016

Present: Donna Brunette, Angela Twitchell, Brad Smith, Karen Tilbor, Holly J. P. Kopp, Rob Hollenbach, Jane Scease

The Fundraising Committee reviewed August 3, 2016 public forum results. High Performance items were noted as a priority for local funding and the majority of academic items were noted as priorities for local funding. The only items not prioritized for local funding under the “academic/building” category were “flat screens with graphic interface and digital street sign.” As for additional athletic costs, data indicate support for local funding in the areas of additional gym space, field sprinkler systems, and additional parking at competition field. Rob noted that bleachers might be another good item to include in the local share.

The Building Committee would like to make a recommendation to the School Board on September 22, 2016 regarding which unfunded local costs to include in the building costs.

Rob noted that his conversations with others indicate that people are very concerned about the lack of a competition field for several years. Without communicating a firm plan, some in the public are assuming the worst. Communicating a plan about fields will be important in gaining public support.

Brad asked about how to handle recognizing public donations and incorporate those recognitions into the building materials. Angela noted that usually large donations are asked for before a general public campaign.

Angela suggested that in September the Fundraising Committee prioritize which projects to fundraise for. Rob suggested that the baseball field may be a priority due the timing of the project. In the meantime, we could begin developing a donor list, investigating costs of scoreboards, and getting feedback about the design of the baseball dugouts.

All Committee members will come to the September meeting with a potential donor list, Rob will research costs of scoreboards, Brad will ask Geoff Godo to gather feedback about baseball field and dugout design.

Holly noted that we need to determine who has oversight of the design and construction of the projects that will be privately fundraised for.

The meeting ended with conversation about the benefits of including the turf field, concession building, and bleachers in the local share.

Angela noted that Amy Saxton will be able to join the Fundraising Committee in the future.

Holly will check in with MTA Booster rep Renee Bernard to serve on our committee. Rob will check in with Buffy Breed about using the MTA Booster account for fundraising.

Next Meeting: September 29, 2016 at 8 am

