

Naming Rights and Sponsorships (Fundraising) Sub Committee

December 9, 2016

Present: Rob Hollenbach, Angela Twitchell, Brad Smith, Holly J. P. Kopp, Steve Balboni, Tracy Rousseau, Donna Brunette, Karen Tilbor, Renee Bernard, Amy Saxton, Jane Scese

Rob called the meeting to order and asked Brad to update the committee. Brad outlined the items recommended by the Building Committee for fundraising. The total cost of items is \$201,780. Angela noted that the cost of indoor and outdoor concessions is not included (\$40,000 rough estimate) and the Hall of Honors (no cost estimations noted at this time). The use of bricks was discussed. Bricks R Us is a vendor used in Lisbon and Bath. Steve and Renee shared that the cost is approximately \$25 / brick and the usual fee for fundraising is \$100 or more. Karen mentioned that this might be a good option for alum. Holly asked at one point does PDT get involved in the use of building materials / Hall of Honors. Brad has already begun conversations with PDT about materials that might be used during the fundraising phase.

Brad updated the committee about funds management. Money received will be held by the District and will be tracked so that there is a record of money received and expended for the purpose intended. The District will also send a letter of acknowledgement for IRS purposes.

Angela asked about monies available for use of promoting a fundraising campaign. Brad will look into this question.

Steve raised the question about what happens if the turf field is not passed and how that impacts fundraising strategies. This item was tabled until the end of the meeting.

Angela reviewed messaging and strategies for approaching donors. Angela does not feel we are yet ready to approach donors. We need to define the pledge period, set priorities and work on details related to stakeholder groups and strategies. Amy will work on putting together a prototype for a donor packet. Angela also shared the approach to developing a donor list.

The committee discussed having a work session with those available for the purpose of discussing details related to the donor list and strategy.

Rob noted the baseball field and its components will likely be the first project to be fundraised for and implemented.

The Committee discussed the turf field again. The Committee agreed that if the turf field is not approved by the voters that the fundraising committee would not take on raising funds for the turf field. The Committee is focused on the list of fundraising items recommended by the Building Committee. Even if the fundraising committee were to raise fund for a turf field, the voters would need to approve the field because it impacts the Districts

Action items include: Provide an update to Boosters from our Committee, create sample Donor Packet, Rob will talk with Geoff (re: baseball fields, etc), Brad will work on setting up financial accounts, Angela will circulate donor strategy information to committee for feedback.

The Committee set a Work session for Friday January 6 at 8 am, District Office

Next Meeting: Friday January 20 at 8 am, District Office