

Naming Rights and Sponsorships (Fundraising) Sub Committee
July 20, 2016

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

The Committee reviewed the status of “unfunded project costs suggestions.” For example, additional gym space is recommended by the Building Committee to be a local share cost.

Donna noted that the fundraising priorities that the Naming Rights Committee sets will be shaped by how other committees and community members prioritize unfunded project costs.

The Naming Rights Committee suggested the following parameters be used for determining costs assigned to private fundraising efforts: Fundraising for design elements not essential for the first day of opening the new school are suitable for private fundraising. Using local dollars to fund “unfunded project costs” associated with design elements within the building envelope will ensure the project remains on the state’s timeline for bonding and therefore the timeline needed for the project’s referendum, and will avoid any delay during the construction phase due to lack of funds.

Each million dollars of additional cost passed to the local tax payer results in an annual additional cost to households of \$5.00-7.00. This is preliminary information and not for public distribution until numbers are fully vetted.

Holly noted the importance of getting the Mt. Athletic Boosters involved. Geoff Godo has reached out to Buffy Breed and Renee Benard. Donna will follow up.

Angela Twitchell and Rob Hollenbach have been chosen as Co-Chairs of the Naming Rights Committee. Angela and Rob will take the lead in presenting to the Building Committee on July 27th.

Rob updated the Committee regarding his conversation with Geoff Godo. Rob noted his ideas about the track design (separating the track and the field) and ways to accommodate the hundreds of track students over the years in which the school is under construction. Geoff relayed the all-purpose field would house field hockey. The baseball field would be used only for baseball. The Athletic /PE Committee will review these concepts. Brad has also discussed the concept of separating the track and the field with PDT.

Next Meeting: Attendance at the July 27 Building Committee meeting and next regular Naming Rights Committee meeting is August 16 at 8 am, District Office.