

**Naming Rights and Sponsorship Sub Committee  
Meeting Minutes  
June 14, 2019**

**Present:** Bob Lucy, John Hodge, Rob Hollenbach, Holly J. P. Kopp, Angela Twitchell, Jane Scease, Pam Leduc, Jonathon Hiltz, Donna Brunette, Amy Saxton

**Project Update:** John provided a brief update about the project. The project is 40% complete and many aspects of the project are moving forward quickly. The baseball field continues to be a concern with puddling, soil mix, and general poor condition of the growth of the grass. John explained that the Building Committee is gathering information about all aspects to determine the best course of action. The field is scheduled to be accepted in the month of June, but the Building Committee will not be doing so until the condition of the field is acceptable. Fencing for the baseball field will not be ready for installation until the fall at the earliest. John Hodge will craft a communication notice about the status and plans for the field to be posted on the construction website.

**Fundraising Summary:** (Target \$500,000): The account balance is \$38,000 (actual monies received). Confirmed commitments total \$75,000 and the Boosters have allocated \$15,000 for concession equipment.

**Commitment and Requested Item**

<u>Company/Individual</u>	<u>Requested Item</u>	<u>Contribution</u>
Priority Group	Competition Scoreboard	\$25,000
Bath Savings	Competition Scoreboard	25,000
Bangor Savings	Baseball Scoreboard	10,000
Norway Savings	TBD	10,000
Homes and Harbors	Baseball Scoreboard	5,000
Baystate Financial	Baseball Scoreboard	5,000
Goodwin Volvo	Basketball Sign	10,000
Northeast Mechanical	TBD	5,000

**Baseball:**

- Baseball – dugout construction to be determined
- Commitment from builder and plans approved by Building Committee
- Hammond to provide most materials (Total cost expected \$10,000)
- Baseball – outfield fence Summer/Fall 2019 – Mainline Fence offer
- Buy a Brick for Baseball specifically – goal is 100 bricks, \$100 a brick, moving well: deadline extended until **August 1, 2019**

**Project Timing:**

- Baseball Scoreboard & Dugouts – Summer/Fall 2019
- Concession Equipment-Late winter 2020
- Ropes Course – Fall 2019 Structural pieces are in place, but ropes course install will not happen until the building is complete
- Softball – new dugouts/updates spring 2021
- Hall of Honors/Competition Scoreboard – Spring 2021

**Buy a piece of football or soccer history: Pam Leduc is willing to assist with the project as necessary**

- 100 football and soccer mementos available (\$100 each)
- Information is posted on site
- The Committee discussed ironing out the logistics of receiving money and making certain that David, Jr is aware when an order is made. Rob will connect with Mark and David to iron out the process. The Committee discussed having booster reps sell at games in the fall. Pam will connect will Booster reps to organize goal post sales. John noted that selling bricks at the U9-11 baseball tourney this summer in Bowdoinham would also be a great way to gain exposure.

**Forum Seats: need owner**

- Discuss ideas for greater promotion or leadership
- Would like each committee member to make a commitment to sell 2 seats

**Large Donor Update:** Mailing to be sent to property owners with value > \$1,000,000 in district by June. Angela reviewed the list of prospects. Rob updated the Committee about the status of his work with Coke.

**Communication Plan timetable for the Public Fundraising Campaign:** Targeting September.

Thursday the 26<sup>th</sup> of September is a proposed date. Donna will check the availability of that date and then committee members can confirm with donors. At the next meeting the committee can discuss an agenda for the kick-off event.

**Fundraising Projects List Structure**

**Existing Projects & Range of Costs connected to referendum**

	Referendum	Current Estimate
Baseball Dugouts	\$59,000	\$30,000
Baseball Scoreboard	\$35,400	\$20,000
Ropes Course	17,700	17,700 – not final
Competition Scoreboard	47,200	125,000
Sprinkler System	42,480	0
Alternative turf material	TBD	0

<b>Total</b>	<b>\$201,780</b>	<b>\$192,100</b>
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Remaining Requested Items – (Estimate \$125,000)

1. Concession equipment - \$0 - \$30,000 (can use capital fund of Boosters)
2. Baseball Fencing - \$5,000 - \$7,000
3. Baseball Bleachers - \$0 - \$5,000
4. Hall of Honors - \$0 – \$25,000
5. Softball Dugouts – \$10,000 - \$30,000 (goal is reduced materials and construction)
6. Softball Bleachers - \$0 - \$10,000
7. Softball field contributions - \$5,000 - \$7,000
8. Other items – as identified and agreed upon

Primary Fundraising Sources (goals included)

1. Forum Seats – \$25,000 - \$75,000
2. Bricks for Baseball - \$10,000
3. Mementos soccer and football - \$20,000
4. Sponsors for scoreboards - \$5,000, \$10,000, 18,000 or \$25,000 each
5. Sale of Lockers - \$5,000 - \$25,000 one time
6. Signs for Competition Field - \$10,000 - \$25,000 annual
7. Signs for Baseball Field - \$2,500 - \$5,000 annual (\$500 per year) (2 identified so far)
8. Bricks for Hall of Honors \$25,000 - \$40,000 one time

**Next Meeting:** July 25, 2019 at 8 am