

Naming Rights and Sponsorship Committee
Meeting Minutes
March 16, 2018

Present: Rob Hollenbach, Angela Twitchell, Brad Smith, Donna Brunette, Jon Hiltz, Tracy Rousseau, Amy Saxton, Renee Bernard, Holly J. P. Kopp

Rob opened the meeting and asked Brad to update the Committee about the overall status of the project. The Clerk of the Works has been hired to oversee the construction of the high school. The State has pre-approved five contractors for the bid process. In Maine the project goes to the lowest bidder. Crooker has removed some hazardous concrete blocks on the new baseball field while the ground has been frozen. Seeding of the field will happen in the spring. Rob added that concrete for the dugouts for the baseball field have been estimated at \$18K. The plan is for the pads for the baseball dugouts to be poured this spring while the ground is still hard.

The MTA project will go to the State Board of Education for Design and Funding Approval in April. Concerns about the exterior brick on the building is being researched. A second engineering firm is coming in to do additional soil testing to determine settling of the building given the current proposed building materials.

Trees between the baseball field and the parking lot will begin to be removed in late May.

Rob updated the Committee that the newest thought for bathrooms at the new baseball field is that we could access bathrooms from the annex building or the adult education building. This is not included in the scope of fundraising at this time.

The Athletic Sub-Committee is working on equipment lists for physical education. At this time there is no additional request for fundraising needs for equipment.

Amy updated the Committee about the status of targets that teams have been soliciting. One idea for fundraising is to solicit alumni and engage prior graduating classes in a competition for raising funds. Karen Tilbor has an interest in assisting with alumni relations. Ella Anderson at MTA could also assist. Amy Saxton will also ask Beth Diamond to help head up alumni relations.

Rob updated the program proposal for the forum seats. Rob has made initial posts via fb to raise awareness. The goal is to finish the forum seat campaign in 2018 and then launch the brick campaign in 2019. Brad will coordinate with Mark about receiving checks and forms for the forum seats. It will be necessary to record who is buying the seats and what the plaques should say. Brad will also confirm that the District sends an acknowledgment of the gift /receipt for taxes. Rob will get us the information and Dan Chuhta can coordinate distribution to schools in the District and the flyer can also be posted on the MTA Construction website, remind, twitter and fb.

The Committee discussed a spring kick off event to raise money and awareness. Ideas include hosting a field day for elementary students to celebrate the last days of use of the current competition field.

Concessions, tours of the school, and bonfires were noted. Timing needs to be sensitive to graduation, sports events, tree removal and removal of the lights on the field. Donna will do some outreach to others to gauge interest in helping with a kick off event / ground breaking ceremony. Brad will discuss the ground breaking / kick-off event with the Building Committee.

Tracy reported that the decorated ceiling tiles have been photographed and Tracy will have postcards made up for sale. Tracy also suggested a comedic event for fundraising.

Next Meeting: May 4, 8 am at District Office

Project Timing

- Baseball – dugout construction Summer 2018
- Baseball – scoreboard Fall 2018/Spring 2019
- Baseball – outfield fence Fall 2018/Spring 2019
- Softball – new dugouts Summer/Fall 2018
- Concession Equipment – Fall 2019
- Ropes Course – Spring 2019
- Turf fill – 2019
- Hall of Honors/Competition Scoreboard – Spring 2021

Fundraising Projects List Structure

Targeting leads/chairs for each major activity

- Large Donor – Angela/Amy
- Baseball Field - Jon Hiltz owner – Gerry Merrill liaison
- Hall of Honors – Rob
- Softball field - Rob
- Brick Fundraiser – Renee, Tracey
- Signs (Baseball, Competitive, Construction) - ?
- Kick- off event – ?
- Lockers - ?/Rob – no update
- Forum seats - Rob

Fundraising Items – amount in public filing - \$201,000 - our goal is \$500,000

Existing Projects & Range of Costs

Committed to in referendum

1. Baseball Dugouts – \$0 - \$59,000 (goal is donated materials and construction)
2. Baseball Scoreboard - \$42,000
3. Competition Scoreboard – \$47,200 - \$125,000
4. Turf – non crumb rubber - \$0 - \$50,000? – not in public filing but committed
5. Sprinkler system - \$42,480 – a part of filing but no longer needed
6. Ropes course - \$17,700 - \$30,000

Remaining

7. Concession equipment - \$0 - \$30,000 (can use capital fund of Boosters)
8. Softball Dugouts – \$0 - \$59,000 (goal is donated materials and construction)
9. Softball Bleachers - \$0 - \$50,000
10. Baseball Bleachers - \$0 - \$50,000
11. Baseball Fencing - \$5,000 - \$25,000
12. Hall of Honors - \$0 - \$20,000
13. Softball fencing - \$0 - \$25,000
14. Baseball indoor batting cage - \$10,000

Primary Fundraising Sources (see attached sheet)

1. Donors without restrictions
2. Donors for specific projects
3. In-kind contributions for dugouts
4. Sponsors for scoreboards - \$10,000 - \$100,000
5. Sponsors for Bleachers or press box?
6. Sale of Lockers - \$5,000 - \$25,000 one time
7. Signs for Competition Field - \$10,000 - \$22,000 annual
8. Signs for Construction Project - \$2,000 - \$4,000 one time
9. Signs for Baseball Field - \$2,500 - \$5,000 annual
10. Bricks for Hall of Honors - \$25,000 - \$60,000 one time
11. Forum Seats sponsorship
12. Unrestricted donor levels