

Naming Rights and Sponsorship Sub Committee
Meeting Minutes
November 30, 2018

Present: Dan Chutha, Donna Brunette, Rob Hollenbach, Amy Saxton, Holly J. P. Kopp, Jonathon Hiltz, Karen Tilbor, Pam Leduc, Renee Bernard, Jane Scease, John Hodge, Brandy Robertson

Project Update: Donna provided the Committee with a project update. In particular, Donna coordinated with Matt Cook about the ropes course and cost estimates so that Angela could move forward with grant writing for the project.

Dan noted that steel will continue to be worked on during the winter, although masonry work will be suspended during the winter months.

In terms of the baseball field, “substantial completion” is slated for June 2019. Rob is hoping that dugout construction can begin in early spring 2019.

Donna noted that she has had one inquiry about the purchase of bricks from the demolition of the building. At this time the only item planned for salvage and sale as a fundraiser is the lockers.

Fundraising Summary: The account balance is \$16,000. We have confirmed commitments in the amount of \$45,000. The Committee discussed methods of recognition and asked that the Building Committee provide guidance about how recognitions should be structured. Amy will continue to solicit other local banks. Amy also updated the Committee about the status of large donors.

The Boosters have allocated \$15,000 to high school project for concession equipment.

Angela and Amy are working on a letter campaign to property owners with values greater than \$1M. Karen noted that senior college affiliates might also be a good group to solicit.

Planned for mid-December is the launch of the brick sales for baseball and owning a piece of the MTA Sports History. Coordination is needed with Ryan Palmer to add links to the construction website. Mark Conrad will also be consulted with regards to accounting. The brick campaign will be managed by the vendor, but the MTA Sports History campaign will be managed just as the Forum Seat Campaign. Marketing for both campaigns needs to be addressed. Ideas discussed include school newsletters, remind, twitter, Facebook, email blasts, school websites, and the construction website.

Project Timing:

Baseball Scoreboard & Dugouts – Spring 2019

Concession Equipment – Fall 2019

Ropes Course – Spring 2019

Softball – new dugouts/updates spring 2021
 Hall of Honors/Competition Scoreboard – Spring 2021

Baseball Field:

Baseball – dugout construction Spring 2019

- Commitment from builder and plans shared with Building Committee
- Hammond to provide most Materials (Total cost expected \$10,000)

Baseball – scoreboard Spring 2019 – working on various donors

Baseball – outfield fence Spring 2019 – Mainline Fence offer

- Buy a Brick for Baseball specifically – goal is \$15-25k, \$100 a brick

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 – no update
Competition Scoreboard	47,200	125,000
Sprinkler System	42,480	0
Alternative turf material	TBD	0
Reserve	0	42,480
Total	\$201,780	\$222,100

Remaining – (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. Donors without restrictions – in process
2. Donors for specific projects – in process
3. Forum Seats – \$50,000 - \$100,000
4. Bricks for Baseball - \$5,000 - \$10,000

5. Baseball Golf Fundraiser - \$5,000
6. In-kind contributions for dugouts – No charge for labor
7. Sponsors for scoreboards - \$5,000, \$10,000, or \$25,000 each
8. Sale of Lockers - \$5,000 - \$25,000 one time
9. Signs for Competition Field - \$10,000 - \$22,000 annual
10. Signs for Baseball Field - \$2,500 - \$5,000 annual (\$500 per year) (2 identified so far)
11. Bricks for Hall of Honors - \$25,000 - \$60,000 one time

Next Meeting: Thursday Jan 10, 2019 at 8 am