

**Naming Rights and Sponsorship Sub Committee
Meeting Minutes
November 7, 2019**

Present: Shawn Chabot, Rob Hollenbach, Amy Saxton, Angela Twitchell, Pam Leduc, Jonathon Hiltz, Renee Bernard, Holly J. P. Kopp, Brandy Robertson, Donna Brunette

Project Update: Shawn provided a brief update regarding the project. The building is coming together quickly with paint and flooring. The decommissioning of the old high school is scheduled for July 4, 2020.

Fundraising Summary: (Target \$500,000): The account balance is \$72,000 (actual monies received). Confirmed *commitments* total \$65,000 and the Boosters have allocated \$15,000 for concession equipment.

Commitment and Requested Item - \$115,000

<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
Camden National Bank	Softball	10,000
Five County Credit Union	Hall of Honors	5,000
Baystate Financial	Baseball Scoreboard	5,000
Northeast Mechanical	TBD- Baseball	5,000
Androscoggin Animal Hospital	Hall of Honors	5,000
Goodwin Volvo	Basketball Sign	10,000

Baseball: The Baseball scoreboard has been ordered. Installation will be coordinated by the District's facility department. Installation could be done as early as fall 2019. Shawn noted that the architect is recommending that "substantial completion" of the field be declared this fall thereby requiring the District to take ownership of the field. Consequently, the one-year warrantee of the field will begin at the time the District takes ownership of the field. Finally, the architect continues to recommend that the field not be used until the spring of 2021.

Basketball Auxiliary Scoreboard: Currently the Naming Rights and Fundraising Committee has no plans to fundraise for a scoreboard for the auxiliary gym. Holly has suggested that it is imperative that the Building Committee develop a protocol for accepting and prioritizing new items for fundraising.

The only other potential item that could be added to the fundraising list is additional bleacher seating for the competition field. The conversation led to a suggestion that Kathy from CHA, Geoff Godo, and John Hodge meet with this committee to clarify details coming from the PE/Athletic Committee.

Further discussed throughout the meeting was the importance of communicating to the community that the Naming Rights and Sponsorship Committee received their scope of work and fundraising items based on items that would not be covered by State funding and agreed upon by the voters at the time of the 2017 referendum.

Concession Equipment: Planning for concession equipment is underway and being coordinated by Booster leadership.

Hall of Honors: The design phase for the Hall of Honors is beginning and it has been suggested that the Hall of Honors be incorporated into the entrance of the field. Rob presented the concept to the Building Committee. The Hall of Honors is designed to recognize both academic and athletic achievements. Two sponsors have given \$5K for the Hall of Honors and Rob would like to have four sponsors at the \$2500 level.

Public Campaign: Proposed ways of giving are Forum Seats at \$500, Logo Bricks \$250, Football/Soccer/Hall of Honor Bricks \$100, and Wall of Appreciation \$25. The Committee would like to kick off this campaign in Jan 2020.

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
Total	\$201,780	\$192,100

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: December 12, 2019 at 9 am, District Office