

Naming Rights and Sponsorship Sub Committee
Meeting Minutes
October 19, 2018

Present: Angela Twitchell, Donna Brunette, Rob Hollenbach, Holly J. P. Kopp, Jonathon Hiltz, Karen Tilbor

Project Update: Donna provided the Committee with a project update. The project is on schedule and projected completion date is May of 2020. A group will be assembled to begin discussing furnishing of the new school. At the last Building Committee PDT recommended that the new baseball field not be used in the spring of 2019.

Angela asked about the timing and process related to the ropes course to be certain that the desired ropes course is in line with the structural integrity planned by PDT. Donna will follow up with Matt and PDT to be certain that the ropes course specs are compatible with the building design.

David Johnson, Jr presented a model of a mounted piece of soccer goal as a potential fundraiser. The Committee loved the idea and agreed that \$100 is an appropriate fee. David offered to do a similar model with the uprights from the football field. We now have fundraisers for baseball (bricks at \$100), soccer, and football. Once details for these fundraisers are determined, on-line ordering via the construction website will be available.

Fundraising Summary: The Account Balance is \$16,000 and confirmed Commitments are at \$35,000. The Committee discussed PR around announcing donors and Angela recommended that PR not occur until we have had an opportunity to talk to a few more large doors. Boosters' has also allocated \$15,000 towards concession equipment.

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:

- Dugout construction Spring 2019
- Commitment from builder and plans shared with Building Committee/ cost is expected to be about \$10,000
- Baseball – scoreboard Spring 2019 – working on various donors
- Baseball – outfield fence Spring 2019 – working on various donors

- Golf Fundraiser executed – approximately \$5k raised
- Buy a Brick for Baseball specifically – goal is \$15-25k, \$100 a brick

Forum Seats: The Committee discussed the need for an action plan for this fundraising effort. We need an individual to lead this effort.

The Committee discussed updating the thermometer fundraising signs to reflect the current fundraising status. The goal is to put the signs in each of the schools.

Amy is working on a general solicitation letter to property owners with value > \$1,000,000.

The kick off for a public campaign for raising funds is planned for fall of 2019.

Next Meeting: Friday November 30, 2018

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