

Naming Rights and Sponsorship Committee
Meeting Minutes
September 29, 2017

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

Rob opened the meeting and asked Brad to give an update about the project. Brad noted the drone footage of the field project that is currently underway adjacent to MAMS. The District will go to the planning board shortly and the design phase of the project is nearly complete. Bids should go out by March. Ground breaking for the new building will be late June 2018, while some road work on Eagle's Way will begin by April/ May 2018.

The Committee discussed the number of people who are not aware of what is happening with the project. Holly noted the Communication Committee will follow up with the following communication opportunities: District Wide email blast, article in paper, Donna's newsletters, updated FAQs (especially from the Athletic Committee), posting of materials/posters/FAQs at athletic events.

Rob explained the timing of projects and the funding sequence necessary:

- 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

Of the above items, Donna asked about the timing of the softball field and the impact of new construction on that field. The Committee will consider the timing of baseball/softball field modifications to ensure fairness to both sets of athletes. The softball field and the practice field across from Wicked Joe's will be the last fields to be addressed because of the timing of construction.

Angela and Amy reviewed the donor materials and initial outreach plan. Materials have been refined to show specific giving opportunities (ie. scoreboard) and a list of potential business donors has been drafted. A list of potential individual donors will also need to be drafted.

By this fall, Rob and Angela reviewed plans for an unrestricted donor launch. Initially Rob and Angela are thinking we should have conversations with folks we know. A larger public appeal will potentially be

scheduled for next spring. Jon noted having a “thermometer” to show progress toward our fundraising goal will be helpful. First, we need to better define our final fundraising goal.

Brad also noted the importance of recognizing donors who might be interested in giving to non-athletic causes. Sponsors for seats in the forum, contributions for art areas, and selling of bricks for an entryway are potential giving opportunities. Angela noted the importance of educating our community that their money is going toward the success of the entire MTA project.

Karen noted Brunswick’s insert in the Times Record and thought MTA may want to consider this strategy as a way of providing an update to community members. Cost is \$400 which is covered by an area business. Tracy also noted the success of the Morse Alumni.

Rob noted the hope for kicking off a spring event (\$5,000 target) with the purpose of “saying goodbye” to the current competition field. Donna noted that people are also interested in wanting to tour the current high school before it is gone.

Rob noted that selling signs for the construction fence is also in the works.

Tracy noted reaching out about salvage of the lockers and utilizing the white ceiling tiles with art for a fundraiser. Tracy will continue to follow up on these items.

Next Meeting: Nov 3, 2017, 8 am at District Office

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 – no update

Softball field - Rob

Brick Fundraiser – Renee, Tracey

Signs (Baseball, Competitive, Construction) - ?

Kick-off event – Pam good work

Lockers - ?/Rob – no update

Fundraising Items – amount in public filing - **\$201,000**

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 chrome 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

We may need to raise more than \$201,000 to meet current needs