

Naming Rights and Sponsorships (Fundraising) Sub Committee
April 7, 2017

Present: Rob Hollenbach, Angela Twitchell, Brad Smith, Holly J. P. Kopp, Steve Balboni, Tracy Rousseau, Karen Tilbor, Renee Bernard, Pam Leduc

Rob opened the meeting by asking Brad to update the Committee with regards to any new information pertaining to the high school project. Brad described that the newly acquired property located near MAMS has an issue of a sewer line that needs resolution. Brad and PDT are working to create a solution to this issue so that there are no delays in developing the fields on that land. The other focus is early site work on the current athletic fields.

Rob updated the Committee regarding a recent meeting with PDT that he and Angela attended with Brad. Certain items may be considered in demolition bids (i.e. bricks). Fundraising projects such as this need a project owner since there is concern about the time involved in managing these various projects and how these projects might be a diversion from the primary fundraising goal. For example, ceiling tiles with designs have been mentioned as important items to save and digitally reproduce. This is another project in need of a project owner and many options exist. Options discussed were that the project could be led by the Student Advisory Sub Committee or be a senior capstone project. The ceiling tiles could be reproduced for a mural, post cards, calendars, posters, note cards. Using lockers as items for sale is another fundraising concept. The lockers may be in larger sections and Rob noted that more investigation is needed before moving forward on this concept. Overall the Committee agreed that many fundraising concepts are emerging that may be a diversion from the primary goal of donor solicitation. Finding individual and/or groups to take ownership of these various fundraising ideas will be key.

Rob noted that PDT will set aside space for a Hall of Honors that would be a place for placing bricks. The discussion of bricks led to questions around the difference between sponsorship, recognition, naming and advertising. The Committee agreed to review School Board Policy FF: Naming of School Facilities for discussion at the next meeting.

Rob reviewed existing projects and range of costs (\$201, 000 approved by voters; * denotes items not included in original list of fundraising items).

1. Baseball Dugouts – \$0 - \$80,000 (goal is donated materials and construction)
2. Baseball Scoreboard - \$50,000
3. Baseball Bleachers – \$50,000 *
4. Softball Dugouts – \$0 - \$80,000 (goal is donated materials and construction)
5. Softball Bleachers - \$50,000 *
6. Competition Scoreboard – \$75,000 - \$175,000
7. Concession Equipment - \$0 - \$30,000 (Can Booster Capital Funds be used?)
8. Ropes Course - \$15,000
9. Turf – non crumb rubber - \$0 - \$100,000?

10. Baseball Fence *

11. Hall of Honors *

Angela feels that we could begin initial donor outreach in the near future to gauge the interest of individuals in making a large donation. By May 2017 the Committee plans to be ready for initial donor outreach.

The following is proposed for the structure of the fundraising projects list and potential project leaders:

Targeting leads/chairs for each major activity

- Large Donor – Angela/Amy
- Baseball Field - ? owner – Jerry Merrill liaison
- Hall of Honors – Rob
- Brick Fundraiser – Tracy/ Renee
- Signs (Baseball, Competitive, Construction) - ?
- Kick- off event – Steve, Pam

In terms of a kick-off event, next spring is likely a good time. In the meantime, other events like an alumni soccer game in the summer/fall are great ways to increase awareness, excitement and participation in the project.

The Committee discussed FAQs to send to the Communication Committee. Rob will draft these questions and send them to Brad.

Next Meeting: May 5, 8-9:30 am, District Office