

F.W. Parker Charter Essential School

Minutes

September DevComm Meeting

Date and Time

Wednesday September 26, 2018 at 7:30 AM

Location

49 Antietam Street, Devens, MA 01434

Committee Members Present

D. Osofsky, J. Bartsch, J. Saxe, K. Tedstone, M. McKenna, M. VanderWilden, S. Reinhorn, T. Sumner, Z. Basma

Committee Members Absent

None

I. Opening Items

A. Record Attendance and Guests

B. Call the Meeting to Order

K. Tedstone called a meeting of the Development Committee of F.W. Parker Charter Essential School to order on Wednesday Sep 26, 2018 at 7:36 AM.

May 2018 Development Committee meeting minutes were unanimously approved.

J. Saxe made a motion to approve the minutes from Development Committee Meeting on 05-01-18.

S. Reinhorn seconded the motion.

The committee **VOTED** unanimously to approve the motion.

II. Development

A. Review of Norms

Katrina handed out norms from prior year. All agreed.

B. Annual Fund 2018-19

Katrina presented information on new Development materials for school. Todd and Katrina working with new photographer and graphic designer for updated materials to be mailed November 1st.

Video will be rereleased in December with updates from this October including student material to be added to Common Principles Event video.

Status of Annual Fund will impact push made at Common Principles Event. Annual fund goal for FY19 is \$150,000. No capital campaign.

Mary-Wren discussed idea of "pledge" or Parker week for a push week. Possibly week after Thanksgiving around alumni event and Art Sale.

Discussed cultivation around grandparents and extended families. Discuss involving current students

C. Art Sale/Alumni Gathering

Art Sale - Donations coming in. A lot of excitement already. Possibly having advisories do a group project to sell. Adding a raffle aspect to event. Sheila Kelly, Terry Weisinger, and Ashley Wood heading up event. Planned for Nov 30th, last Friday in November. Art Sale

Alumni Event - feedback was taken via survey. 60% liked idea and venue. Feedback varied widely. Asked for help with alumni event for 25th.

D. Common Principles Event- April 6, 2019

Discussed presenters Katie Shankle, Liz Geller, and Stephen Rines. Looking for a couple more to add to variety of ages and experience. Discussed plans for event. Discussed having a dinner using Parker Café for dinner during event. Keep reception prior with apps. Discussed how to do the ask during the event. Try to keep same Emcees

E. Looking forward

Jennifer talked about longer range ideas. Next part of 3rd decade is energy efficiency based projects for school - heat, windows, greenhouse. Multiyear phase from 2021-2023. Trying to raise about \$2.7million over 3 years. Goal is to go public at 25th event in April of 2020. Start working this year with potential larger donors and board this year for multi-year pledges. Discussed messaging because people like to give from the heart toward program.

III. Other Business

A.

Committee Updates

Katrina discussed timeline. Work with grant writer around Teacher Center grant and recent grants for microscopes. Katrina talked with Bemis, and they are planning a visit with them to view the gym floor. Todd mentioned the community connections night to look at senior projects is Wednesday October 3rd as a cultivation event.

IV. Closing Items

A. Adjourn Meeting

D. Osofsky made a motion to adjourn the meeting.

K. Tedstone seconded the motion.

The committee **VOTED** unanimously to approve the motion.

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 8:44 AM.

Respectfully Submitted,

K. Tedstone