APPROVED

Hill View Montessori

Minutes

Development Committee Monthly Meeting

Date and Time
Tuesday September 8, 2026 at 6:30 PM

Committee Members Present
A. Fergus (remote), H. Herklotz (remote), J. Gibbons (remote), J. Greene (remote), J. Landry (remote), M. Borden (remote), S. Stecher (remote)

Committee Members Absent
H. Pearson, T. Polanco

I. Opening Items

A. Record Attendance

B. Call the Meeting to Order

J. Landry called a meeting of the Development Committee of Hill View Montessori to order on Tuesday Sep 8, 2026 at 6:32 PM.

C. Approve Minutes

J. Landry made a motion to approve the minutes from Development Committee Monthly Meeting on 08-11-26.
S. Stecher seconded the motion.
The committee **VOTED** to approve the motion.

II. Development

A. Fundraising Travel Folow-Up

- Jeff followed up on the recent fundraising travel presentation. He explained that after speaking with Jenny, there was some clarification around why the presentation did not include as much information as expected. She had been under the impression that HVM had already received the formal presentation, and there was also some confusion regarding the difference between HVM and the Foundation.
- Jeff shared that HVM is not geared up to pursue something in December, as originally discussed, because the turnaround would be too quick.
- Jenny was going to look into different proposals and opportunities for later in the year.
- Jeff asked whether anyone had reservations about continuing to explore the opportunity.
- The group agreed to wait to hear more from Jenny and review additional options as they become available.
- Jeff noted that ultimately Ginger should determine whether HVM wants to engage in an opportunity based on the group’s recommendation.

B. Upcoming Development Opportunities

- Jeff discussed the Wildflower Block Party on September 19th, explaining that Montessori schools in Haverhill participate and HVM has been invited to have a booth.
- Jeff and Hannah plan to attend. A request was also sent to the Family Ambassadors to see if anyone would like to volunteer.
- Hannah said she would follow up with Ginger to see whether anyone had signed up to volunteer.
- Jeff also mentioned another Haverhill community event taking place the morning of September 19th. He explained that it could be a good opportunity to meet more people and organizations in Haverhill and said he would look into the details.
- Hannah asked about tables and tents for the Wildflower event and what would be needed if Jeff was unable to attend.
- Jeff said he would bring whatever tables/materials were needed to the school the day before the event.
- The group discussed the Chamber of Commerce Coffee Connect on September 22nd, which will be held at HVM.
- Jeff asked Scott whether he was planning to attend, and Scott confirmed that he should be able to.
- Hannah explained that it is more of a drop in networking event rather than an event with a formal agenda.

- Jeff suggested reaching out to an HVM family that owns a local coffee shop to see about purchasing pastries or coffee from them for the event, rather than asking them to donate.
- Hannah said she would make a note and reach out to the family.
- The group discussed the Art Walk on September 26th.
- Jeff plans to attend, and additional volunteers discussed their availability.
- Michelle said she should be able to attend.
- Hannah noted that the Wildflower event is also expected to be well attended because participating schools invite their families.
- The group discussed both events as valuable opportunities to connect with prospective families and the larger Haverhill community.
- Hannah put the October 27th MCPSA event on everyone's radar. She explained that HVM will host the Massachusetts Charter Public School Association for an event showcasing the school.
- Jeff asked who would be attending.
- Hannah explained that a larger group from MCPSA is expected and that the current plan includes arrival, a tour of the school, collaboration, a working lunch, and a wrap up. She noted that the formal meeting portion is expected to run approximately 9:30am–12:30pm.
- Crescent Farm on September 25th was also discussed.

C. Development Strategy Next Steps

Annual Fund

- Hannah reviewed the Annual Fund timeline. An informational email introducing the fund will go out tomorrow at 9am.
- Scott said the flyer looked great and was clear and to the point.
- Jeff asked about preventing the email from going to spam. Hannah will monitor this through Constant Contact, and Jeff will check with Board members to confirm they received it.
- Hannah demonstrated the donation platform. Donors will automatically receive a tax receipt and thank you email, and Hannah plans to personally follow up on all donations.
- Andy asked whether the suggested donation amounts could be changed. The group discussed the options and agreed on $5, $20, $50, $100, $250, and Other.
- Hannah shared that the Annual Fund will soft launch on social media next week, followed by newsletters beginning the week of September 21st. October will be Every Gift Matters month, with Hannah and Ginger coordinating communications.
- Andy asked about corporate matching. Hannah will explore the platform's corporate matching feature. Jeff also mentioned looking into opportunities with 3M, including employee matching and volunteer programs.
- Jeff asked what Hannah needs from the group. Hannah said the biggest need is to promote the Annual Fund. Jeff will add it to the upcoming Board meeting agenda.

- Jeff suggested having materials available at Wildflower and the Art Walk. Hannah noted the existing informational flyers may be sufficient for Wildflower.

Rock & Roll Bingo

- Jeff discussed coordinating the timing of the Annual Fund and Rock & Roll Bingo so the two fundraising efforts do not compete. Sponsorship work can begin behind the scenes while heavier event promotion waits until later.
- Andy asked for confirmation of the event date, which is March 20th.
- Jeff asked how the group can help the Foundation expand sponsorships without duplicating existing outreach.
- Andy and Scott discussed sponsorship strategy. Andy noted that the name “Rock & Roll Bingo” does not fully explain the event and suggested improving the marketing to better show what attendees and sponsors can expect.
- The group discussed using promotional materials from the event company and photos/videos from previous years.
- Scott asked about coordinating with Jenny on existing sponsors. Jenny explained that the Rock & Roll Bingo Committee will meet to coordinate sponsorships and avoid duplicate outreach.
- Scott also asked about moving information from Givebutter into DonorPerfect. Jeff said ticket information should be straightforward, but in kind and other donations will need a better tracking process.
- Jeff brought up the Community Legacy Service Award and said more discussion is needed around nominations and eligibility. He will discuss it further with Ginger.
- Hannah shared that she is submitting a Cogswell Grant letter of interest for $60,000 for a makerspace.
- Jeff mentioned the upcoming YMCA Teacher of the Year Award. HVM plans to nominate someone, and the event is also an opportunity to strengthen connections within the Haverhill community.

III. Closing Items

A. Agenda for Next Meeting

- Annual Fund progress and corporate matching opportunities.
- Upcoming development events.
- Rock & Roll Bingo planning, sponsorships, and Community Legacy Service Award.
- Cogswell Grant and YMCA Teacher of the Year updates.
- Andy checked in with Hannah about her transition into her new role. Hannah shared that the transition is going well and that she is working to balance development and teacher supervision responsibilities.

B.

Adjourn Meeting

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 7:28 PM.

Respectfully Submitted,
J. Gibbons