APPROVED

Menlo Park Academy Governing Board

Minutes

Development & Community Relations Committee Meeting

Date and Time
Thursday October 6, 2016 at 6:30 PM

Location
MPA, 14440 Triskett Road, Cleveland

OUR MISSION: Menlo Park Academy is a public school that develops the potential of gifted learners through an exemplary program of rewarding experiences that nurtures the whole child.

Committee Members Present
Amber Oxley, Jen Sekorky, Melissa Vlasak, Teri Harrison

Committee Members Absent
J Keirn Swanson, Lisa Sierk

Guests Present
Beverley Veccia, Jeff Jaroscak

I. Opening Items

A. Record Attendance and Guests

B. Call the Meeting to Order

Teri Harrison called a meeting of the Development Committee of Menlo Park Academy Governing Board to order on Thursday Oct 6, 2016 at 6:30 PM.

II. Development & Community Relations

A. 2016-17 Annual Development Plan

- Reviewed Development plan for the year, approved by the board
    - "17_Development_AnnualDevelopmentPlan_Approved.docx"
- Amber to follow-up with board then staff, regarding donations
    - Perhaps incent staff for certain $ amount (acknowledgement)
- Melissa suggested to communicate calendar of fundraiser to parents
- Amber sent Annual Fund letter in mail, Tuesday, Oct 4
    - Scheduled to go thru December
    - No parent volunteer lead for annual fund
    - Jen is Development lead; need leads for each fundraising event
- Discussed grants and possible volunteer to assist with that
- Jeff suggested searching Ohio Grant Makers
- Teri suggested to Amber to keep monthly progress of fundraising/donations; present at DCRC, then present to board
- Discussed incentives for working Browns Concession games, (dress down days for kids, double volunteer hours for certain games, etc.)
- Amber to send event planning form to Teri
- Winter Concert - Talk with Jen Sekorky about ideas of tracking families attending or numbers of people
    - Co-chairing with Kristen Moran
- Teri suggested comparing estimates to actuals for each event, then tracking event estimates to actuals year-to-year
- Try to find a lead for Walk-A-Thon; Jen S may be lead
- Teri suggested that she could run it, find someone to shadow her, create the structure, and have someone run it in future years. Melisa suggested selecting a date and communicating it, sooner than later.

B. Needs Review

- Reviewed "MPA_Development_Capital_Campaign_Reqs" Excel doc
- Discussed grant writing needs and Capital Campaign needs
- Melissa suggested that they are 2 different resources and agreed with Amber that CC needs is a full time job

C. Capital Campaign Update

- Need update to board this month
- Need to note dates and mark items on hold
- Discussed invitations for ground breaking, date

- Discussed the Capital Campaign Committee and whether or not to keep it, leadership, etc.

D. Communications

- Melissa gave a high-level review of "Menlo Park Academy Communications Plan Draft - Google Docs - Sep 30 2016.pdf"
- Discussion ensued
- Melissa will send a copy of this to the DCRC members + Jen Sekorky, to provide feedback by Oct 21

E. EGOP Execution

F. Annual Appeal

Already covered above

III. Closing Items

A. Adjourn Meeting

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 8:00 PM.

Respectfully Submitted,
Teri Harrison