



## Menlo Park Academy Governing Board

### Minutes

#### Development & Community Relations Committee Meeting

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**Date and Time**

Thursday October 6, 2016 at 6:30 PM

**Location**

MPA, 14440 Triskett Road, Cleveland

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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.

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**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

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**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