APPROVED

Menlo Park Academy Governing Board

Minutes

Development & Community Relations Committee Meeting

Date and Time
Thursday November 3, 2016 at 6:00 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, Melissa Vlasak, Teri Harrison

Committee Members Absent
J Keirn Swanson, Jen Sekorky, Lisa Sierk

Guests Present
Julie Ganim

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 Nov 3, 2016 at 6:07 PM.

II. Development & Community Relations

A. 2016-17 Annual Development Plan

- Amber shared "Menlo Park Academy 2016-2017 Development Efforts" summary
- Teri asked that she provide this at every board meeting
- Annual Appeal - Discussed using Board members or strong parent volunteers in contacting donors (or potential donors)
    - Create "champion role", define what it is and what we are asking them to do
        - Create a script for them to use, when they contact the potential donors
    - Need "board ask" for annual appeal
- Browns concession stand - Discussed volunteer needs for staffing home games and leveraging the Volunteer Coordinator
    - Jessa Herron is reaching out to those parents trained
    - Thank volunteers that participated at a Browns concession stand
    - Incent parents for dress down days for kids, double volunteer hours, etc.
    - Amber plans to tie this volunteer opportunity to the MPA Athletic Program: basketball teams, running club, volleyball team, etc. Part of signing up for athletics would be signing up to volunteer at Browns concession stand, as an option to pay for the athletic fees. (More to come.)
- Plan monthly community events (Jessa)

B. Capital Campaign RFP Responses

- Capital Campaign Meeting on Mon, Nov 7, 6pm.
- RFP responses are due on Mon, Nov 7. We are anticipating four responses.

C. Capital Campaign Update

- Two pledges were withdrawn, (both former board members).
    - Need to determine how to handle unfulfilled pledges.
- See handouts: two reports and task list
- Discuss a procedure / process for requests to staff, (i.e. requests to Amber)

D. Communications

- Need standards and expectations
- Revise communications plan
- Training would also be performed, once the communications plan is approved by the board; "Disney-fy"

E. EGOP Execution

- Reviewed four page report (Excel) including Current Enrollment Numbers, Testing, Tours, Open Houses, etc.

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 8:04 PM.

Respectfully Submitted,
Melissa Vlasak