APPROVED

Menlo Park Academy Governing Board

Minutes

Development & Community Relations Committee Meeting

Date and Time
Thursday December 1, 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, J Keirn Swanson, Jen Sekorky, Melissa Vlasak, Teri Harrison

Committee Members Absent
Beverley Veccia, Kelly Nelson, Lisa Sierk

Committee Members who left before the meeting adjourned
Jen Sekorky

Guests Present
Galen Schuerlein, Kimberly Mahoney-Manubay

I. Opening Items

A. **Record Attendance and Guests**

B.

Call the Meeting to Order

Melissa Vlasak called a meeting of the Development Committee of Menlo Park Academy Governing Board to order on Thursday Dec 1, 2016 at 6:09 PM.

C. Minutes - 6/8/16

Teri Harrison made a motion to approve minutes from the Development & Community Relations Committee Meeting on 06-08-16 Development & Community Relations Committee Meeting on 06-08-16.
J Keirn Swanson seconded the motion.
The committee **VOTED** unanimously to approve the motion.

D. Minutes - 7/26/16

This was not an official meeting, since the meeting was scheduled without 24 hours notice and two voting participants were remote. We will determine how to remove the July 26th meeting from BOT.

II. Development & Community Relations

A. 2016-17 Annual Development Plan

Reviewed the Annual Development Plan (provided by Amber Oxley). We also discussed the upcoming Winter Concert, specifically the "fund a need" portion.

B. Annual Appeal

Giving Tuesday, Nov 29, raised over $9,000. We are at approximately 23% of our Annual Appeal goal.

The Annual Appeal will extend through June 30, 2017.

C. EGOP Execution

Jen Sekorky left.
6:47pm - EGP Metrics were reviewed.

Open enrollment will begin on Dec 5. 60 current students have not yet re-enrolled for the 2017-2018 school year. Reminders were discussed.

D. Capital Campaign Update

7:16pm - Lisa Paul Sierk emailed the Capital Campaign Report this afternoon and Amber distributed it. Discussion ensued regarding next steps for the Capital Campaign.

E. Capital Campaign RFP Responses

A Capital Campaign Discussion (conference call) is scheduled for Friday, December 2, at 2:00pm.

F. Communications

7:34pm - The November draft of the Communications Plan (see uploaded version) was reviewed and discussed.

- Kim M-M will suggest some changes to the "Key Messages" section.
- J K-S suggested to add Cleveland State University and Amber O suggested to add Ashland to the "external" target audiences.

Melissa will work on Training and Evaluation sections next. The goal is to review the next version at the January 5 DCRC meeting.

G. New Business

Three new items were discussed:

1. Marketing - MPA materials/handouts are needed for:
    - distributing at invention conventions, science fairs and chess competitions.
    - distributing for potential new students/families
    - It was also suggested to give matching t-shirts to MPA students participating in events such as any competitions or extra curricular events.
2. Rebranding
3. Training and Expectations for committee members
    - Agenda and attachments will be uploaded at least 5 days prior to the meeting, asking the committee members to review and process the information before the meeting, and bring any questions or items for discussion at the meeting.

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 7:45 PM.

Respectfully Submitted,
Melissa Vlasak