APPROVED

Menlo Park Academy Governing Board

Minutes

Development & Community Relations Committee Meeting

Date and Time
Monday March 13, 2017 at 6:00 PM

Location
Menlo Park Academy

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
J Keirn Swanson, Jen Sekorky, Kelley Drumm, Melissa Vlasak, Teri Harrison

Committee Members Absent
Lisa Sierk

Guests Present
Jennifer Ingraham, Julie Ganim (remote), Julie Hudson, Kelley Drumm, Ricki Urban

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 Monday Mar 13, 2017 at 6:07 PM.

C. Approve Minutes - January 5

Melissa Vlasak made a motion to approve minutes from the Development & Community Relations Committee Meeting on 01-05-17 Development & Community Relations Committee Meeting on 01-05-17.
Teri Harrison seconded the motion.
The committee **VOTED** unanimously to approve the motion.

D. Approve Minutes - July 19

Melissa Vlasak made a motion to approve minutes from the Development & Community Relations Committee Meeting on 07-19-16 Development & Community Relations Committee Meeting on 07-19-16.
Teri Harrison seconded the motion.
The committee **VOTED** unanimously to approve the motion.

E. Approve Minutes - Aug 22

Melissa Vlasak made a motion to approve minutes from the Development & Community Relations Committee Meeting on 08-22-16 Development & Community Relations Committee Meeting on 08-22-16.
Teri Harrison seconded the motion.
The committee **VOTED** unanimously to approve the motion.

F. Approve Minutes - Feb 2

Melissa Vlasak made a motion to approve minutes from the Development & Community Relations Committee Meeting on 02-02-17 Development & Community Relations Committee Meeting on 02-02-17.
Teri Harrison seconded the motion.
The committee **VOTED** unanimously to approve the motion.

G. Approve Minutes - Oct 6

Melissa Vlasak made a motion to approve minutes from the Development & Community Relations Committee Meeting on 10-06-16 Development & Community Relations Committee Meeting on 10-06-16.
Teri Harrison seconded the motion.
The committee **VOTED** unanimously to approve the motion.

H. Approve Minutes - Nov 3

Melissa Vlasak made a motion to approve minutes from the Development & Community Relations Committee Meeting on 11-03-16 Development & Community Relations Committee Meeting on 11-03-16.
Teri Harrison seconded the motion.
The committee **VOTED** unanimously to approve the motion.

II. Development & Community Relations

A. Marketing Update

- Marketing/advertising budget to actual was not reported. An estimated $38,000 may have been spent. Melissa Miava should have budget to actual number.
- Branding update - Kelley Drumm shared a power point presentation and shared the ideas of the marketing sub-committee. Julie Hudson added to the presentation. Discussion ensued.
- 7:08pm - the web site platform recommendation was reviewed.
    - It was determined that more information is needed. Dave Sekorky will receive the feedback and revise.

B. Enrollment Growth Plan

- 7:54pm - Jenn Ingraham reported that we are at 95% of our goal for the year.

C. Development Plan Update

- Much discussion surrounded the Development category.
- Kelley Drumm and Julie Hudson volunteered to research grants. They will also brainstorm ideas about corporation asks.
- Jen Sekorky reported that the Walk-A-Thon is scheduled for May 18.
- Annual Fund - suggestions included promoting who gave, showing the kids and how it benefits them (making it more personal), a class contest - the 1st class to 100% participation wins ?
- Julie will ask Jessa for a list of Development volunteers.
- Discussion about the spring event ensued.

Melissa Vlasak made a motion to hire a Development Consultant (1099) to perform Operational Development activities.
Teri Harrison seconded the motion.
The committee **VOTED** unanimously to approve the motion.
Melissa Vlasak made a motion to approve the recommendation to have a Glow in the Dark party as the Spring Event.
Teri Harrison seconded the motion.
The committee **VOTED** to approve the motion.

D. Capital Campaign Update

- Not discussed - ran out of time.

E. Communications Plan

- Not discussed - ran out of time.

F. Community Development

- Not discussed - ran out of time.

III. Other Business

A. New Member Recommendation

- Kelley Drumm will be recommended at the March 16 board meeting to become a member of the DCRC.

IV. 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 9:03 PM.

Respectfully Submitted,
Melissa Vlasak