



## Menlo Park Academy Governing Board

### Minutes

#### Development & Community Relations Committee Meeting

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**Date and Time**

Thursday April 6, 2017 at 6:00 PM

**Location**

Menlo Park Academy

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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**

Jen Sekorky, Kelley Drumm, Melissa Vlasak

**Committee Members Absent**

J Keirn Swanson, Lisa Sierk, Teri Harrison

**Guests Present**

Jennifer Ingraham, Julie Ganim, Latha Srinivasan

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**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 Apr 6, 2017 at 6:12 PM.

### **C. Approve Minutes - Mar 13**

We could not approve the minutes, since we didn't have quorum.

## **II. Development & Community Relations**

### **A. Development Plan Update**

- No update on ParentSquare Annual Fund fundraising "meter"
- Apr 22 - Kelley Drumm is leading the Glow in the Dark fundraiser. She provided an update on the online registration (in process) and shared a flyer.
- May 18 - Jennifer Sekorky provided an update on the Walk-A-Thon: packets will be sent on Apr 7.
- Please bring plans for next years development to the May meeting.
- Julie Ganim will send an update on the Annual Fund.
- Jennifer Sekorky and Jessica Tonsing have volunteered to assist with follow-up calls for donations to the Annual Fund.

### **B. Enrollment Growth Plan**

- Jennifer Ingram provided an update on the Enrollment Growth Plan:
  - We've reached 99% of our goal for the SY 16-17: 408 students
  - We are at 93% of our goal for the SY 17-18: 438 students

### **C. Marketing Update**

- We need to determine how money was spent and what we should change.
- Julie Ganim is still working on a Marketing/Advertising budget to actuals update.

### **D. Web Site Platform Recommendation**

- Kelley Drumm presented a "WebSite Overview" proposal.
  - The committee needed additional information: budget dollars and two more comparables.

### **E. Marketing - Rebranding**

- Kelley Drumm presented a very detailed Marketing Rebranding presentation.
- Information will be shared at the April 10th Special Board meeting.

### **F. Capital Campaign Update**

- See attached March Capital Campaign report.
- May 19th Neighborhood Party only had two families attend.

- Committee members shared that people's home seemed "to personal" and may be a factor for low attendance at the last two parties.

#### **G. Communications Plan**

- Julie Ganim - For the business-side communications, there are Administrative meetings and they are working on a communications plan.

#### **H. Community Development**

- Suggested April 24 date for the next Community meeting.
- Julie Ganim is in contact with Patrick, the Executive Director of Refugee Response.

#### **I. Volunteer Update**

- See hours report attached.
- Part-time lunch room aid suggested

### **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 8:09 PM.

Respectfully Submitted,  
Melissa Vlasak