APPROVED

Menlo Park Academy Governing Board

Minutes

Development & Community Relations Committee Meeting

Date and Time
Thursday April 6, 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
Jen Sekorky, Kelley Drumm, Melissa Vlasak

Committee Members Absent
J Keirn Swanson, Lisa Sierk, Teri Harrison

Guests Present
Jennifer Ingraham, Julie Ganim, Latha Srinivasan

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