APPROVED

Menlo Park Academy Governing Board

Minutes

Development & Community Relations Committee Meeting

Date and Time
Monday November 27, 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
Jeff Kirschman, Melissa Vlasak, Ron Ziegler, Teri Harrison (remote)

Committee Members Absent
None

Non Voting Members Present
Stacy Stuhldreher

Guests Present
Jamie Kinnett, Keith McCann, Kristel Smith, Michelle Sayer

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 Nov 27, 2017 at 6:12 PM.

C. Approve Minutes - Nov 10, 2017

Ron Ziegler made a motion to approve minutes from the Development & Community Relations Committee Meeting on 11-10-17 Development & Community Relations Committee Meeting on 11-10-17.
Jeff Kirschman seconded the motion.
The committee **VOTED** unanimously to approve the motion.

II. Development & Community Relations

A. Key Result Areas: SY 2017-2018

Melissa will update the KRA's on BOT and track them with agenda items, going forward.

B. Enrollment Growth Plan (EGP) Update

We reviewed and discussed the updates on the Enrollment Growth Plan, including number of students, prospects, activities, web site traffic, Facebook tracking, prospect emails, advertisements and budget update.

C. Development Plan Update

We reviewed and discussed the development update of all the major fundraising events, 2 draft event forms, the Giving Tuesday plan and the proposed Peer-To-Peer Fundraising for the 7th and 8th grade students. Additional information was requested on the Peer-To-Peer Fundraising. Jamie will send the info to the DCRC members to review by 12/13.

D. Capital Campaign Update

Jamie provided an update on recruiting volunteer leads to assist with the Capital Campaign. The next meeting is scheduled for Dec 18.

An update on the pledges and balance was provided.

Kristel also shared initial information she has found with grants. She plans to work with Stacy regarding teacher/curriculum involvement on the potential grants.

E. Menlo Volunteer Program (MVP) Update

Jamie shared that over 700 volunteer hours have been logged in ParentSquare. Several volunteers noted that they have not yet logged their volunteer hours.

F. Communications Plan Implementation Update

Stacy and Jamie shared the draft communication implementation plan. We discussed several ideas.

Stacy welcomed additional feedback from everyone.

G. Community Relations Update

Melissa shared 2 upcoming community events with the Fenwick Block Club:

- Dec 2, 9:30am - decorating the Fenwick neighborhood
- Dec 13, 6pm - Fenwick Holiday party

III. Closing Items

A. Adjourn Meeting

Ron Ziegler made a motion to adjourn the meeting.
Jeff Kirschman seconded the motion.
The committee **VOTED** unanimously to approve the motion.
There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 8:22 PM.

Respectfully Submitted,
Melissa Vlasak