



## Seaside School, Inc

# Minutes

## Development Meeting

January 2023

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### Date and Time

Tuesday January 10, 2023 at 8:00 AM

### Location

The link is Development Committee Meeting

Tuesday, January 10 · 8:00 – 9:00am

Google Meet joining info

Video call link: <https://meet.google.com/sfi-jnpy-jyo>

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### Committee Members Present

C. Lewis (remote), D. Lilienthal (remote), G. Latour (remote), L. Blue (remote), M. Kerrigan (remote), M. Uhlfelder (remote)

### Committee Members Absent

*None*

### Guests Present

Ashley Bertani (remote), Bobby Parker (remote), Dana Hahn (remote), J. Robbins (remote), K. Mixson (remote), S. O'Prey (remote)

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## I. Opening Items

### A. Record Attendance

### B.

### **Call the Meeting to Order**

M. Kerrigan called a meeting of the Development Committee of Seaside School, Inc to order on Tuesday Jan 10, 2023 at 8:03 AM.

### **C. Approve Minutes**

L. Blue made a motion to approve the minutes from December 2022 on 12-13-22.

D. Lilienthal seconded the motion.

The committee **VOTED** to approve the motion.

## **II. Development**

### **A. Technology Update**

Technology Issues are ongoing. Communication continues with Tecaba.

### **B. Building and Grounds Update**

Greg is meeting with sheetrock team on 01/11 to work on patching holes in the ceiling of the Culinary Lab.

Drew is getting a quote to redo the floor of building 2 over Spring Break.

Work is ongoing with the SNS doors.

### **C. Enrollment Update**

Current enrollment is +3 students (from Fall 2022). Six students above budget.

Future enrollment efforts include SNS school tours, SCHS information sessions, and a pivot to enrolling 11/12 grade students and working to have former SNS students return.

SCHS will ask for temporary building to support incremental student enrollment growth.

### **D. School Naming/Branding**

Teresa and Joy are waiting on a response from SCDC and SAS who are working on naming and branding for the School, and Foundation.

Michelle is undertaking a social media audit to bring language up to date.

### **E. Marketing Update**

Bobby Parker updated the team on website. Goal is have it drafted on by January 2023 launched by 2/13.

Print ads regarding "Lottery Enrollment" will be published this month.

The Amazing Shake had a very successful Instagram takeover.

Kim and Michelle are working on a goal to engage journalism high school students in the future.

**F. Marking it/PR/Race Updates**

Talking points will be prepared for staff and BOD members for race weekend.

Other Marketing/PR updates were addressed in the "Marketing Update" and "Fundraising Events" section of the agenda.

**III. Seaside School Foundation Update**

**A. Fundraising Update**

**B. Fundraising Events**

Race is 38 days away.

Currently there are 1888 registered runners. The goal is 3800 race registration.

\$ 285,000 of sponsorship monies

\$ 70,000 grant monies from SCDC

The run will promote the Town of Seaside as a presenting sponsor along side Vera Bradley.

Volunteer opportunities email will be going out to staff/school members along with a \$20 discount code.

Upcoming events are:

Sand and Starlight - April 21st at Bud and Alleys

Golf Outing - October 3rd at Sharks Tooth

**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 8:45 AM.

Respectfully Submitted,  
M. Kerrigan

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**Documents used during the meeting**

*None*