

APPROVED



Seaside School, Inc

Minutes

Development Meeting

January 2023

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>

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)

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. Marketing/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

Documents used during the meeting

None