



Seaside School, Inc

Minutes

Development Committee Meeting

Date and Time

Tuesday October 10, 2023 at 8:00 AM

Committee Members Present

D. Lilienthal (remote), G. Latour (remote), J. Ward (remote), L. Blue (remote), M. Kerrigan (remote), M. Uhlfelder (remote)

Committee Members Absent

A. Jordan, C. Lewis, T. Brooks, T. Miller

Guests Present

D. Ward (remote), Dana Hahn (remote), T. Horton (remote), T. Peterson (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 Oct 10, 2023 at 8:03 AM.

C. Approval of the September, 2023 Development Committee Meeting Minutes

J. Ward made a motion to approve the minutes from August Meeting.

L. Blue seconded the motion.

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

II. Development

A. Bids Being Reviewed by Management

Tricia gave an update on a window tinting project as a security measure at the middle school. The admin team walked the campus with a vendor that works with other school in the area and is working with the vendor on a proposal.

Jon Ward stressed the need for this to harden the campus against potential threat and to keep the students out of sight of passersby.

Drew Ward discussed the need for a quality security camera and PA system as a part of the high school expansion.

Several committee members agreed that enhancing the safety of the facilities should be a high priority in the three-year capital projects plan.

B. Bid Solicitation Process Discussion

III. Seaside School Foundation Update

A. Fundraising Update

Teresa Horton updated group on annual goals. This year \$2.5 million in major gift. \$150,000 in annual fund revenue goal this year. \$800,000 in net revenue from events.

Foundation Board committee - Capital Campaign Strategy Committee. Looking to collaborate between Development committee and Foundation. Specifically, Lloyd, Tucker and Andy Jordan.

Jennifer Hale and Carey Lewis - grant writing for IT services.

Didn't get Impact 100 grant.

Bobby working on Capital Campaign communication.

B. Fundraising Events

Race - \$100,000 in race sponsorship. Goal = \$350,000

Hoping for a sponsorship agreement with Publix for race.

Last year - \$70K from A&E - could be doubled request this year.

Building upon race donor VIP experience. Donor lunch + VIP area at Bud and Ally's

Awaiting approval from JW Couch Foundation - potentially filming beginning in

November. Final product completed for race weekend.

Golf Outing - \$150,000 in cash revenue + in kind

IV. Closing Items

A. New Business

Seaside pop up opportunity.

Weekend each month - gift wrapping

Tom and Michelle in discussion about it - potential for booster club.

Going to work with Andy/Booster Club, as well as Art Club

4 full days

Drew mentioned Andy

If we are in, we need to give our available dates to SCDC

B. Adjourn Meeting

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 9:00 AM.

Respectfully Submitted,

J. Ward

Documents used during the meeting

- 2023_09_12_development_committee_meeting_minutes.pdf
- Seaside School Marketing Updates.docx