



# MCCPS Board of Trustees

## Dev/Com

Published on October 18, 2022 at 12:52 PM EDT

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### Date and Time

Tuesday November 1, 2022 at 8:00 AM EDT

### Location

MCCPS  
17 Lime Street  
Marblehead, Ma 01945

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Please note that the in-person meeting will not be suspended or terminated if technological problems interrupt the remote connection.

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### Agenda

	Purpose	Presenter	Time
<b>I. Opening Items</b>			<b>8:00 AM</b>
<b>A. Record Attendance</b>			1 m
Jess			
Beth			
Peter			
Ellen			
Alex			
Jill			
Sara			
<b>B. Call the Meeting to Order</b>			
<b>C. Approve Minutes</b>	Approve Minutes		5 m
<b>II. Development &amp; Communications</b>			<b>8:06 AM</b>
Goals and Objectives			
The goals of the Development and Communications Committee are to:			
1. foster awareness of the greatness of MCCPS to the community			
-start working on a "one sheet" to describe Charter (Jill and Sara?)			

- |   | Purpose | Presenter | Time |
|---|---------|-----------|------|
| -see if there is a parent who would do some filming-interview some present students, parents, and alumni? |         |           |      |
| -post on website to find out more about MCCPS   |         |           |      |
| -newspaper article  |         |           |      |
| 2. create events that support to engage the MCCPS community at large                                      |         |           |      |
| -update about November event? Pick date and venue? Cost?  |         |           |      |
| -advertise  |         |           |      |
| 3. looking for ways to grow our fundraising abilities and to brainstorm a plan for a capital campaign     |         |           |      |
| -create a foldout portfolio about the capital campaign-incorporating drawings from architect              |         |           |      |

<b>A. Recruitment</b>	Discuss	Jessica Gelb	10 m
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Send out Flyer (to go home) before this meeting date. How did that work?  
Any new members?  
New leads?  
Stick with the 8-9am timeframe?

**III. Parent Night Out 8:16 AM**

Update from Jill  
Warwick and Beacon  
Landing

Update from Alex  
Bitbar

Childcare coverage  
Prices/Date  
Advertise

<b>A. Entrepreneur Fair</b>	Discuss	Jessica Gelb	30 m
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Update on Fair  
Need to create a cohort of people helping  
Enrichment? Connie and Alex?  
Website  
When to reach out to secure food trucks and DJ?  
Measure how many booths  
Open to larger community - not just MCCPS  
\$20 fee to participate  
Games on the blacktop (if it is nice out so we don't have to rent the field)

**IV. Capital Campaign**

Update on architect and expansion in to the warehouse  
Goals for a capital campaign manager  
Ways to start reaching out to the community and begin a capital campaign

**V. Closing Items 8:46 AM**

	<b>Purpose</b>	<b>Presenter</b>	<b>Time</b>
<b>A. Adjourn Meeting</b>	Vote	Jessica Gelb	5 m
Next meeting on December 13, 2022? Does this work for everyone?			

# Coversheet

## Record Attendance

**Section:** I. Opening Items  
**Item:** A. Record Attendance  
**Purpose:** FYI  
**Submitted by:**  
**Related Material:** Dev Committee\_AS Notes.docx

**DEV COMMITTEE**

**Team: Jill Weinreib, Alex Stark, Jess Gelb, Ellen Lodgen, Beth, Peter Cohen**

**9/12 Mtg Notes / 10/18 Mtg Notes**

- **Long term goal:** To grow more standing members and events, and sub groups & **capital marketing campaign**
- **Short term goal:** Support PTO and bring in new members
- **Projects - Onesheet on "What is Charter?"**

**CALENDAR**

- **Nov/Dec [ADULT EVENT] -**
  - Goal: Community building + PR for committees (vs fundraising)
  - **OPTIONS**
    - i. **Comedy Show @ The Cabot - \$34.50 per person (starting)**
      - SAT NOV 5 8PM (Doors open at 7PM)
      - <https://thecabot.org/event/juston-mckinney>
    - ii. **Comedy Show @ Prince Pizzeria "Giggles" - \$30 per person (starting)**
      - Fri or Sat Nov 4 /5 at 830PM
      - Fri or Sat Nov 11 or 12 830PM
      - Fri or Sat Nov 18 or 19 830PM
      - <https://www.princerestaurant.com/event/friday-april-15-2022-paul-gilligan-headlines-at-giggles/>
    - iii. **BOWLING -**
      - [Metro Bowl](#) (Peabody) - \$34 per hour (Fri - Sun 12PM to closing)
      - [Sunnyside Bowl](#) (Danvers) - \$15.95 per lane per half hour (up to 6 ppl)
    - iv. **HAPPY HOUR**
      - **Landing / Beacon**
    - v. **SAME NIGHT, can do "PARENT NIGHT OUT"** with Charter Babysitting with movie (or different night)

**Next Steps**

- **Charter Family Night hosted by Dev Committee: Nov 10 (Thurs!) / Nov 17/18?**
  - **Alex** to find out pricing / reserve a space for Bit Bar (can a percentage go back to Charter?), **by Nov 1 (or earlier via email!)**
  - **Jill** Landing + Beacon + movie (Marblehead) - food and drinks, **by Nov 1 (or earlier via email!)**
    - *Childcare provided if at Landing / Bit Bar*

- **May 7 [ FAMILY EVENT + TOWN-WIDE ]** - Tentative Date for MCCPS Entrepreneur Fair
  - Goal: 1. Fundraising! 2. community building
  - Food trucks provided, big games
  - TBD on location (would be open up to community)
  - Pay for tent / booth
  - Enrichment: Jan-May class
    - i. Fridays
- **JUNE [ FAMILY EVENT ]** - Baseball night
  - Goal: Community building (vs fundraising)

### Other Ideas

- Rollerskating (could be family friendly)

### NEXT STEPS

- Confirm what we'd like to do
- Confirm COSTS we need/want to hit [Goal for this one: networking / spreading word about committee]
- Send out our YEAR LONG calendar (of all 3 events)
  - As a follow up from the Sept 19 email, continue to introduce ourselves, share out our calendar and the events we have planned
  - Email to have specific attn on the Nov event, and Request people to REGISTER for the event with us (via a google form that I can manage) so we can track emails and numbers - **MID OCT for early NOV**
  - Then email reminder for last day to register and email to registered folks with reminder + meet up plan etc
- NOTE: I'm happy to put together these comms :) once we agree on event and year calendar!

# Coversheet

## Approve Minutes

**Section:** I. Opening Items  
**Item:** C. Approve Minutes  
**Purpose:** Approve Minutes  
**Submitted by:**  
**Related Material:** 2022\_10\_18\_dev\_com\_minutes.pdf  
2022\_09\_13\_dev\_com\_meeting\_minutes-5.pdf

DRAFT



## MCCPS Board of Trustees

# Minutes

Dev/Com

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### Date and Time

Tuesday October 18, 2022 at 8:00 AM

### Location

MCCPS  
17 Lime Street  
Marblehead, Ma 01945

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Please note that the in-person meeting will not be suspended or terminated if technological problems interrupt the remote connection.

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### Committee Members Present

Alexandra Stark (remote), Connie DeBoever, Jessica Gelb, Jill Weinreb, Peter Cohen, Sara Pouladian

### Committee Members Absent

Beth Taranto, Ellen Lodgen

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## I. Opening Items

### A. Record Attendance

### B. Call the Meeting to Order

Jessica Gelb called a meeting of the Development & Communications Committee of MCCPS Board of Trustees to order on Tuesday Oct 18, 2022 at 9:05 AM.

### C. Approve Minutes

Couldn't approve minutes because not everyone was present. Will approve minutes next meeting.



## II. Development & Communications

### A. Recruitment

Ways to create a "one pager" for families to learn more about Charter.  
Reach out to someone who can create a video about Charter-interviewing students, caregivers, alumni...  
Send home flyer about meeting and recruitment in addition to an email

## III. Parent Night Out

### A. Entrepreneur Fair

Jill-going to call Beacon/Warwick and the Landing  
Alex-going to call Bit Bar

Date? November 10 or November 17th  
Time? 7-9pm (is that too late?).  
Can Warwick do pizzas for the kids and then it can be from 6-8pm?

Entrepreneur Fair  
need to form a committee  
Someone run an enrichment. Connie-focus on finance/Alex-being an entrepreneur? Have kids start crafting  
Vision: entrepreneur fair inside, food trucks outside, games in the back lot. Family day. Need to measure for how many booths. Invite the community at large.  
Great way to get people in the door to learn more about Charter.

## 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 10:00 AM.

Respectfully Submitted,  
Jessica Gelb

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## Documents used during the meeting

- 2022\_09\_13\_dev\_com\_meeting\_minutes-2.pdf
- Dev Committee\_AS Notes for Tues Oct 11.pdf

DRAFT



## MCCPS Board of Trustees

### Minutes

#### Dev/Com Meeting

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**Date and Time**

Tuesday September 13, 2022 at 8:00 AM

**Location**

MCCPS  
17 Lime Street  
Marblehead, MA. 01945

**Join Zoom Meeting**

[https://us06web.zoom.us/j/98355446062?](https://us06web.zoom.us/j/98355446062?pwd=bVg2VzE4bEZUVXJqY0R4UIJnVmZ1dz09)  
[pwd=bVg2VzE4bEZUVXJqY0R4UIJnVmZ1dz09](https://us06web.zoom.us/j/98355446062?pwd=bVg2VzE4bEZUVXJqY0R4UIJnVmZ1dz09)

Meeting ID: 983 5544 6062

Passcode: MCCPSbot

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**Committee Members Present**

Beth Taranto, Ellen Lodgen, Jessica Gelb, Peter Cohen

**Committee Members Absent**

Connie DeBoever, Jeff Barry

**Guests Present**

Jill.weinreb@boostpromo.com (remote), alhstark@gmail.com

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**I. Opening Items****A. Record Attendance****B. Call the Meeting to Order**

Jessica Gelb called a meeting of the Development & Communications Committee of MCCPS Board of Trustees to order on Tuesday Sep 13, 2022 at 8:05 AM.

**C.**

### **Approve Minutes from Past Meetings**

Starting fresh-new minutes, new school year!

## **II. Primary Agenda Items**

### **A. Review DEVCOMM Strategy**

3 Main Goals:

Recruit new members (Peter see if any faculty members will join)

Spread Awareness of MCCPS

Fundraising for MCCPS/Community Awareness/Organizing Events

Approach for Major Fundraising

### **B. Discussion Items**

Next time-map out dates in the calendar-our events and PTO

Alex-research parent evening out! Metro Bowl or Giggles/Prince Pizza (winter)

-cost/dates available

-sometime in the winter

-tie in "babysitting" -Kids come to MCCPS for pizza and a movie with friends

Jess-blurb about Entrepreneur fair/Development Committee/Dates-send out to the community

Entrepreneur Fair-Hamilton on September 24th

MCCPS-May 7th

Next Dev/Com meeting-Oct 11th

Baseball Game-Navigator Night-in June

Communication-How to continue to spread the word about MCCPS?

## **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 9:00 AM.

Respectfully Submitted,  
Jessica Gelb