

APPROVED



MCCPS Board of Trustees

Minutes

Development & Communications Monthly Meeting - March (delayed)

Date and Time

Monday April 4, 2022 at 6:30 PM

Location

Zoom Meeting

Committee Members Present

Connie DeBoever (remote), Ellen Lodgen (remote), Ian Hunt (remote), Jessica Gelb (remote), Peter Cohen (remote)

Committee Members Absent

Amy Leveroni, Beth Taranto, Jeff Barry

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

Ian Hunt called a meeting of the Development & Communications Committee of MCCPS Board of Trustees to order on Monday Apr 4, 2022 at 6:30 PM.

C. Approve Minutes from Past Meetings

Ian Hunt made a motion to approve the minutes from Development & Communications Monthly Meeting on 01-24-22.

Ellen Lodgen seconded the motion.

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

D. Approve Minutes from Past Meetings

Ian Hunt made a motion to approve the minutes from Development & Communications Monthly Meeting on 09-27-21.

Ellen Lodgen seconded the motion.

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

E. Approve Minutes from Past Meetings

Ian Hunt made a motion to approve the minutes from Development Committee Monthly Meeting on 02-27-20.

Ellen Lodgen seconded the motion.

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

F. Approve Minutes from Past Meetings

Ellen Lodgen made a motion to approve the minutes from Monthly Development Committee Meeting on 09-18-20.

Ian Hunt seconded the motion.

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

G. Approve Minutes from Past Meetings

Ellen Lodgen made a motion to approve the minutes from Development & Communications Committee Monthly Meeting on 11-20-20.

Ian Hunt seconded the motion.

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

H. Approve Minutes from Past Meetings

Ian Hunt made a motion to approve the minutes from Development & Communications Committee Monthly Meeting on 01-15-21.

Ellen Lodgen seconded the motion.

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

I. Approve Minutes from Past Meetings

Ian Hunt made a motion to approve the minutes from Development & Communications Committee Monthly Meeting on 02-26-21.

Ellen Lodgen seconded the motion.

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

J.

Approve Minutes from Past Meetings

Ian Hunt made a motion to approve the minutes from Development & Communications Committee Monthly Meeting on 04-26-21.

Ellen Lodgen seconded the motion.

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

K. Approve Minutes from Past Meetings

Ellen Lodgen made a motion to approve the minutes from Development & Communications Committee Monthly Meeting on 05-21-21.

Ian Hunt seconded the motion.

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

II. Primary Agenda Items

A. Review DEVCOMM Strategy

Briefly aligned on DEVCOMS strategic goals:

- Target **major** fund raising events around 1-2 key priorities
 - Mural (Q2)
 - Roof Repair and Kitchen Refurbishment
- Rebuild the core:
 - Reaffirm community & alumni networks.
 - Establish event playbooks.
 - Launch MCCP Fund-a-Need.
 - Establish our brand.

B. Discussion Items

Committee Recruitment

- Committee discussed the need to recruit parents and community members to help plan and organize events to support community engagement and funding. Currently many events of being driven by only a handful of parents / PTO members. Committee acknowledged this was a major challenge for many school committees post covid. Nevertheless, key expectations of participating in the MCCPS community is to contribute time (either volunteering or offering enrichment) or financial donations. Following tactics were therefore agreed:
 - HoS to encourage volunteering in next newsletter - this would be a general note.
 - HoS to follow-up with targeted emails for specific committees. DEVCOM would be prioritized as a key area of need with volunteering as a key expectation highlighted

- DEVCOM team to follow-up with targeted outreach to (a) former parents (b) alumni (c) parents with key skill-sets. Use of MCCPS Facebook and other tactics also to be explored.
- Goal - to have key people identified by next DEVCOMS meeting - May 2.
- Chair Role - Ian and Peter to reach out to Tim Wadlow to explore potential opportunity.

Fund Raising Update

- Mural - front of building is now full funded. Prep work and painting to commence in May. Committee suggested school make a time lapse video - to commemorate the event and also provide community engagement opportunity. Action - Peter to connect with Matt Taranto. Some limited funds may be required to support prep and associated cosmetic changes (e.g. tower).
- Back of school mural to be paused until 2023.
- Kitchen Renovation - kitchen renovation funding is underway. Committee agreed to focus immediate focus on completing fund raising - see later section.

Future Fund Raising Activities

Committee discussed build out of prioritized tactics to support immediate and long term fund raising needs (e.g. capital plan for roof and internal space build out). Tactics would also be highlighted in HoS communications - as key areas of need for volunteering.

- PTO - short term support
 - Penny Wars
 - Fun Run / Walk
 - PTO BBQ
- Other - short term
 - Kitchen renovation fund raising (e.g MCCPS Bake-off) - could also advance parent networking and community development.
- Other - long term
 - Gala - spring 2023
 - Trivia Night - winter 2022 / 2023
 - Entrepreneur Fair - summer 2023

III. Closing Items

A. Adjourn Meeting

Ellen Lodgen made a motion to Adjourn meeting.
Connie DeBoever seconded the motion.

The committee **VOTED** 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 7:30 PM.

Respectfully Submitted,
Ian Hunt