

MACS Development Committee
MINUTES for January 11, 2018 5:30-6:30 PM on campus

Members present: Jamie Hoff, chair, Tom Dougherty, Lisa Petralia, Amy Bottomless, Principal
later arrival: Tom Malone, Amanda Schneck

I. Review Committee **Goals** for 2017-18: (5 Minutes; **Jamie**)

Goal 1: increase board size and development committee roster

Progress: board composition skills map updated, Nauzar Vimadalal elected to community seat, Amanda Schneck and Barbara Halevi elected from parent body

Goal 2: add and renew revenue sources (gaming and tax credits)

Progress: Jean D'Arc application submitted, life-safety grant approved, Lisa, Amy and Jamie registered for tax credits workshop

Amy reported that the security grant she applied for had been approved for \$20K of the \$25K needed for lighting and cameras which are a top priority. Four agencies have been on site-visits to do walk-through assessments: Homeland Security, City of Nashua, Police, and Fire.

Goal 3: approach foundations/ resources for applications

Progress: on hold during staffing hiatus

Goal 4: Community Partnerships

Progress: marketing materials in cost estimation phase, signage variance application underway; traffic issues addressed with Nashua PD and City
We enjoyed a very complimentary article on the front page of the Nashua Telegraph

II. Reports on **Action Items** from prior meeting: (35 Minutes)

A. Board skills map and new nominations (5 Minutes: **Jamie**)

Jamie reported that the board skills map was complete, and had been used successfully to direct the recent nominations process, so both the completed map and the nominating process will be turned over to the Nominating Committee for the future.

B. Tax credits workshop in Jan 2018 (5 Minutes: **Lisa**)

Lisa reported that she, Jamie, and Amy were registered to attend a workshop on "Funding and Financing Strategies for Facility

Projects" coming up on Jan. 26th, put on by the NH Center for Non-Profits. Lisa and Jamie are also registered for workshops in January on Tax Credits put on by CDFA.

C. Marketing materials cost estimates (5 Minutes: Tom D)

Tom reported that the first \$500 has been spent on the marketing materials as approved by the board. An initial fund of \$1200 was created, so there are still funds to create materials that will be needed for the second enrollment Open House in February.

Tom showed samples of the wonderful, eye-catching, colorful, school-friendly folders!

Amanda and Tom will meet before the next meeting to talk about a trifold intro brochure with the topic: "What IS a MicroSociety?"

D. Signage cost estimates with Barlo Signs (5 Minutes: Tom D)

This phase is on hold with Barlo while we complete the city variance process.

E. Variance for sign installation, progress report (5 Minutes: Tom D)

Tom reported that the necessary variance application paperwork has been submitted on our behalf by Attorney Prunier, and that it is possible that we will get a time on the January hearing docket.

F. Board self-evaluation (5 Minutes: Tom M)

Tom reported that "Board on Track" would be available to help us with a board self-evaluation. Their fee would be reduced to \$1,000 per quarter for the first year, and would include the opportunity to join other boards at a retreat. It was decided to pass this idea to the Finance Committee to see if such funds were available in this year's budget.

G. Traffic issues, school zone road signage (5 Minutes: Amy)

Amy reported that there had been no real noticeable difference in the presence of Police cruisers on the road in front of the campus during dismissal hours. Jamie volunteered to call the Deputy Chief to inquire about additional patrols. Amy said she would

contact the new Alderman for our Ward, Ernest Jette, to ask for help with School Zone signs on Rt. 111 out front.

III. Next Steps Work Plan (10 Minutes: Jamie)

Nominations: Jamie will pass the Board Skills Map to the Nominating Committee

Jamie will also pass the self-evaluation information to the Governance Committee

Tax Credits: Lisa, Amy, and Jamie will pursue workshop self-education about the future funding and financing options for MACS projects

Marketing: Tom will pursue production of second phase materials

Amanda and Tom will meet to discuss a new trifold intro brochure

Signage: Tom, Attorney Prunier, and others as needed will pursue variance, and if approved in January, the follow-up before our Feb meeting

Traffic: Jamie will call Deputy Chief for further patrols and ideas

Amy will contact new Alderman for help with School Zone signs

Board Self-Evaluation: Jamie will pass the information on this to the Governance Committee

IV. Looking Ahead (10 Minutes: All)

Amy will be marketing our enrollment period and upcoming March lottery, Tom Malone will help locate the earlier street-side signs we had that said "enrolling now".

We will seek to get on the "Community Bulletin Board Notices" on CCTV in the surrounding areas re our mandatory open houses for lottery eligibility.

Amanda will look at increasing our Facebook posts to increase visibility

As a group, we will think about targeting area businesses for specific support such as use of the BAE auditorium, engineers for our robotics teams, and other assets.

Amy will look specifically for security cameras with remote access for monitoring our site.

We will remind the Finance Committee that the school does not yet have a Marketing Budget, and request that consideration be given to including an appropriate line in next year's budget. We need to raise awareness and raise friends before we can raise funds.