

September 20, 2017 Development committee meeting.

Present: Tom Dougherty, Jamison Hoff, Dr John Dagianis, Amy Bottomley and Tom Malone

Reminder of items reportable at the upcoming meeting **5:30PM on Wednesday October 11, 2017:**

(Note: As reported at the Sept, meeting, Jamie will be traveling on Oct 11, and has asked Tom D. to lead that meeting in her absence.)

1. Committee Membership: We requested our chairman **Tom M.** clarify the status of committee member Jared, and if he is resigning the board that Tom appoint a new member to replace him. (Perhaps Lisa Petralia?)
2. Corporate Partners: **Amy** will shares names in the current (and past) parent body who have connections at BAE where we can pursue auditorium access for school events, and names of engineers to work with our students.
3. Marketing Materials: **Tom D.** will scan existing marketing brochure samples previously collected by MACS and will email them to committee members so we can continue progress developing our own materials. **Amy** will prepare an initial list of Points of Pride (such as the up-trend in enrollment).
4. Signage: Apparently a 17' x 17' sign was previously approved for out location (for both buildings). **Tom D.** will check with his contacts in Nashua government to ask if we will need a variance for a future sign at street level or one affixed to our building. He will also inquire about the process of acquiring School Zone signs on the road leading to and from our site.
Jamie will investigate alternate banner signage, and the cost of back-painted glass that could be mounted on the building. An estimated \$50K for lighted street signage puts an immediate new sign out of budget range for now.
5. Gaming Commission Revenue: **Tom M.** (and potentially other Trustees) will attend the Boston Billiards event to represent MACS at their non-profit event on Oct 5th, with a view to learn how we remain a beneficiary of theirs in the coming year. **Jamie** will call Manchester Bingo to inquire if we can pick up from them the 3 days remaining eligibility we have for the current year. After discussion at the meeting, other gaming locations were determined to be too far distant to send an authorized signatory on site on a daily basis.
6. Community Advisory Board: It was decided to push off this idea for now, and to wait until our organization is a bit more mature in order to do it well.

Jamie's progress report for MACS Board Meeting Oct 11,2017

Gaming Revenue: Since our previous meeting:

Jamie contacted -

- 1 Keene Casino, I was referred to 2 new Poker Rooms in Salem, Cheers and Chasers
- 2 Chasers Poker: sent email w/ request for contact info re charity list
- 3 Cheers Casino: **submitted application** to get on their list (OK + cc to Amy, Tom)
- 4 The River Casino: they are full for 2017, we will be invited to their annual presentation for next year on October 21st. (I will still be in Germany, so we'll need to send someone else, details TBA)
- 5 Granite State Poker Alliance: left message with "Dan" their charity coordinator, WCB

Signage:

- 1 Overhead Banner for Main Street Nashua: this must be 4' x 40' and would cost about \$1000
It can be made by Stadium Graphics in Nashua (Chuck Hodgdon), and he can help with simple design file if needed
we can design it to be changeable with new signs (\$50) over a date box or other changeable field on the banner
we can use our own artwork, and he can help some with basic design
lead time is about a week from order to delivery
he will deliver to Nashua Parks and Rec if we are approved for Main St. display
we can also install the banner on our building if we have a 40' wall (fence?)
- 2 Alpha Graphics: (Steve Sacks)
he suggests perhaps using sandwich boards downtown rather than overhead (more cost effective)
he also suggests half-sail signs at street level in front of our building (i.e. car dealer style), and he will send estimated costs for these

Steve offered an on-site visit to generate ideas for us
he can produce a shorter banner than Stadium Graphics, about 20' feet long (not suitable for Main St.)

3 Barlo Signs (Hudson)

They are a good resource for future winky-blinky when we can afford that, but

They offer a **rental sign** program we could consider for temporary or future brief specific signage needs, leaderboard

style

It's one of those B+W 5 line tracks on a 5' x 9' rectangle, lights at night, all weather, and double faced
rates \$175 for 2 weeks, 250 for 1 month, and 595 for 3 months + delivery

4 Banner Signs for our building: (in addition to Alpha Graphics or Stadium Graphics)

Staples max size is 3 x 8 for about \$100 (free shipping)

VistaPrint (online vendor) can do 4' x 8' for about \$100 (incl shipping)

(note: these will appear very small from the street, and must be simple in design)