

MACS Development Committee

Minutes of November 8, 2017

This meeting was 5:30- 6:30 PM in MACS Multi-Purpose room, convened at 5:30 and adjourned at 6:31

Minutes are annotated to the Agenda (50 Minutes scheduled topics, 10 Minutes flex)

Attendees: Amy Bottomley, Jamie Hoff, Tom Dougherty , Lisa Petralia, (partial Tom Malone)

I. We reviewed Committee Goals for 2017-18: (20 minutes)

A. from SWOT (Strengths Weaknesses Opportunities Threats) and Retreat

a. increase board size and development committee roster

good progress, 2 new members and continued focus here this year the development committee is active after a prior hiatus

b. add + renew revenue sources (gaming and tax credits)

*1. Amy will re-new our gaming revenue application and 2 required background checks for our 2018 application to Boston Billiards
2. Trustee John D has issued a fundraising challenge to MACS that he will match up to \$375 donated toward Type to Learn, a curriculum program we need to prepare students for keyboarding.*

c. foundations/ resources for applications

Not having yet filled the new admin support position, we do not yet have staff time to prepare foundation applications, we will keep a temporary hold on this effort

d. Community Partnerships (BAE contacts?)

we have contacted BAE about possible use of their auditorium for school events, but we have not heard back. Still in process. It was clarified that these partnerships are not related to those who might come to school as advisors to student ventures. Those partnerships are handled through the curriculum coordinator.

B. Progress

a. Board composition

See work plan on topic IV below

b. gaming revenue sharing re-application

Amy will complete this based on last year's application

c. report on possible back-up application to River Card Room

Tom M, Lisa, and Jamie attended at this Nashua venue a meeting required for eligibility to apply for 2018 revenue sharing with them. Based on information from that meeting, we will continue to hold Boston Billiards as our preferred partner for now, and River Card Room as our alternate.

C. Next Steps Work Plan

Set direction (outside funding v. our own fundraiser?)

1. We will pursue further information on budget needs for marketing materials, possible road sign, property traffic issues, and yet unknown revenue from 2 extras days revenue from Boston Billiards

2. We will proceed with Board Development and Skills Map

Allocate resources (what's best with small resources)

Hold off on Foundation applications until staff time opens up

Signage

Tom D is expecting further estimate info and options from Barlo Signs about an option to have interior lighting vs the LED design we have quoted at present

Remove roadblocks

1. Attorney Prunier available to assist with application for city variance to facilitate sign location and installation on our property

2. Board will create a skills map to identify blocked areas of board capacity and suggest recruitment directions

3. Amy will consider temporary staffing supports to free up some administrative time while she conducts the future hiring process for the recently approved admin assistant

II. Marketing materials and signage (status update Tom D) (10 minutes)

A. please refer to earlier email from Tom D. with signage design ideas and status report

B. Progress on marketing materials and brochure

1. Board reaction to draft materials and designs prepared by Tom D. was very positive.

2. Next steps will be to estimate quantities desired for different components of the marketing set, and to obtain production estimates for these quantities

C. Next steps on variance, budget

We will finalize a cost estimate for lighted vs LED signage before we proceed with a variance application. Our attorney will need specific information in order to apply on our behalf.

III. Tax Credits and potential revenue sources (5 minutes)

A. Report from Amy about the process used at Boys and Girls Club

We are first required to apply to the State for authorization to receive tax credits from businesses. After that, we must ourselves contact/visit/apply to businesses to give us funds in exchange for the tax credits. Amy reported that the Boys and Girls Club found this a labor intensive process, and that they were not able to raise the amount of funds for which they had been approved. Amy will meet with the Development Director at the Club to gather more detailed information and advice.

B. EFNH (citizenship focus?)

Amy reported that we are on the wait-list for the EFNH (Entrepreneurs Foundation of NH) pitch camp. If we get off the wait list, we would qualify for coaching about our “pitch” in our marketing efforts. Also we could compete for an EFNH grant to add innovative value on top of our existing efforts. We will try to be in front of the sign up process next year by being on of the first 15 organizations to sign up for pitch camp.

IV. Board Membership Human Capital Pipeline + Skill Set Map (5 Minutes)

A. Develop board resource map and candidates in these areas:

Strategic Planning

Academic Excellence

Development

Facilities

Regulations and Assessments

HR

Governance

Goals and Accountability

CEO support

Nominations and Composition

1. We agreed that one additional area of competence would be added: Political connection in NH, including familiarity with the Dept. of Education.

2. Jamie agreed to prepare a Skills Set Map for board members to indicate their competencies in the areas above. Results of the map will be used to identify where we should be recruiting new trustees in the future.

V. Improving useful meetings (5 Minutes)

A. Quality and content of topics and materials

1. It was noted that receipt of materials at least 3 days in advance allows for better meeting preparations by committee members

2. It was also noted that unfamiliar acronyms should be spelled out in agenda items

B. Alignment of CEO and agenda

Amy agreed that presents development committee priorities and plans aligned with her goals and work as school director

VI. Looking Ahead (5 Minutes)

A. Board self-evaluation next year

In new business, the committee discussed a future plan to conduct a board self-evaluation. It was noted that there are few readily available evaluation templates to use for boards of our size and mission, but that some starter materials might be available from Board on Track to which Tom M has access. Tom M will look into resources we could use for a self-evaluation next year.