Committee to Board Report

To: President
From: Marketing & Development Committee
Committee Chair: Scott Aiges
Date: Nov. 15, 2007
Date of last meeting: Oct. 8, 207

Members present: Scott Aiges, Karen Dwyer
Staff: Sean Wilson, Pam Stewart

Summary of Meeting:

1. Discussion of Refrigerator Art fundraising event
    a. Discussion of event history
    b. Event to be a collaboration of Administration, FTCO and Board
    c. Laura Vagianos has agreed to chair
2. Review of school's marketing materials
    a. Press Kit
        i. Complete
        ii. Adaptable
        iii. Professional
    b. Web site
        i. Design the Planet providing pro bono consulting and cut-rate services through LANO grant
            1. improve functionality
            2. boost search engine hits
            3. Will develop MySpace page
        ii. New IT person on staff: David Powell
3. Review of list of funding needs
    a. Academic
        i. Teacher workshops
        ii. Support staff for extracurricular activities
        iii. Sports Program
    b. Facility
        i. Vehicle
        ii. Bathroom repairs
        iii. Exterior doors
        iv. Windows
    c. Future (endowment)
    d. Other needs:
        i. Music
        ii. PE
        iii. Nursing
        iv. After-school
        v. Education-services coordinator

4. Funding prospects
    a. Discussion of individuals to approach
    b. Pam to forward prospects list from board retreat
5. Events
    a. Tours
        i. Consuls: Trinidad-Tobago, France, Spain
        ii. Clark Murdock
            1. Cocktail reception mid-December
    b. Lectures
        i. Discussion of topics
    c. ISL Fest
        i. Net income: $20,000 (up $5,000 over last year)
    d. Refrigerator Art
    e. Dec. 1 Holiday Market
    f. Discussion of other event ideas
6. New Business
    a. Capital campaign
        i. Need goals
        ii. High School situation needs to be resolved
    b. Grants
        i. Pam to forward updated list/workshop
    c. NBA All-Stars
        i. Possibility of basketball players to work on Caretaker's Cottage
            1. RSD permission to work on building
            2. Demolition
            3. Design/Architecture work
        ii. Consult with facilities committee, architects