

DEEP MINUTES

May 12, 2010

Danvers Educational Enrichment Partnership
PO BOX 387, Danvers, MA 01923
978-777-8925 X-2215, Mark B. Strout, Secretary

Mission Statement: To enrich Danvers Public Schools' educational process through a unique partnership comprised of schools, community volunteers and businesses.

2010' MEETING DATES

June 9, 2010

MEETING LOCATION: Danversbank Community Room, 7:30 AM. All are welcome to join us! (Located at 16-28 High Street)

Contact Person---Mr. Mark B. Strout, Secretary, 978-777-8925 X-2215

STUDENT OF THE MONTH PROGRAM

MR. PETER KUSHNIERUK, CHAIR OF THE GRANT COMMITTEE

MR. DANIEL BENNETT, PAST PRESIDENT

MS. MICHELLE ROSELLI, VILLAGE AUTOMOTIVE GROUP--
"KEYS TO SUCCESS PROGRAM"

MR. MANNY PAULA, KELLY'S ROAST BEEF C.F.O.

DEEP CAR DONATION PROGRAM IT'S BACK IN ACTION!

978-774-6526: The program is run by Danvers resident, Bob Raiche! PLEASE mention DEEP when donating a car.

Members Present: Connie Pawlak, Gayla Bartlett, Albert Macomber (Kellys Roast Beef), Mary Wermers, Maryann Kowalski, Matt Schroeder, Matt Bourassa, Glenn Boutchie, Dan Bennett, Keith Linares, Mark Strout, Dr. Lisa Dana, Liz Matthews, Rita Ward, Julieclare Lapham, Hillary Brierley, and Dan Bennett.

Minutes: Accepted as read.

Treasury: Treasurer, Glenn Boutchie presented his monthly report, which was passed unanimously. The checking account balance is \$21,442.53, and the total assets of the organization stand at \$108,097.53

DEEP Webpage: Gayla Bartlett, Glenn Boutchie, Dan Bennett, and the rest of the Webpage committee reported out that they have successfully completed the mission that they were charged with. The total cost of the DEEP website is \$2,849.00. Motion

passed unanimously to go ahead with the project. **Details are:** Website will be approximately 8-12 pages. Pages include: *Home, About Us, News/Blog, Contribute/Join Now, Events, Donate, Grant Committee, Hall of Honor, (Past Winners), DEEP Wine Tasting*. Payment portal using a link to Pay Pal (included in price). Basic, organic SEO (included in price). Customer to provide producer with page content including text, pictures, and any other materials they wish to include in the site. Customer to provide producer with meta information for basic, organic SEO. This information will include keywords and locations prevalent to search engines. Customer will set up a Pay Pal account in which the producer will create a payment portal to link account for donations.

Sponsorship Levels: Sponsorship levels were unanimously passed as a 1st reading and will be voted on again in June. They are as follows:

\$10 Individual

\$25 Family

Gold Sponsorship \$1,000

- *Logo on main page of website
- * 4 tickets to the annual DEEP Wine Tasting
- *Logo on all marketing pieces for and at the DEEP Wine Tasting
- * May display a company brochure or donate an item for the goodie bags at the DEEP Wine Tasting.
- * May send fliers to students in the Danvers school system.

Silver Sponsorship \$500

- *Name on main page of website
- *2 Tickets to the annual DEEP Wine Tasting.
- *Name on all marketing pieces for and at DEEP Wine Tasting
- *May put out a company brochure at DEEP Wine Tasting
- *May send fliers to students in the Danvers school system.

Bronze Sponsorship \$250

- Name on main page of website
- *May put out company brochures at DEEP Wine Tasting
- *May send fliers to students in the Danvers school system.

DECA STUDENTS: Dan Bennett made a motion, which passed unanimously, to send a congratulatory letter to all of the DECA students who participated in the National DECA competition in Louisville, Kentucky. There was a lengthy discussion as to the importance and success of the DECA program at Danvers High School over the past four years, and the expertise with which Meghan Symmes Beaulieu coordinates same.

Keys To Success Program: Long time board member Maryann Kowalski congratulated all of the kiddos who received **Keys to Success** cards over the school

year, and she wished them **GOOD LUCK** in their quest to win the car on June 4th at Boston Volvo Village. We all know that the Village Automotive Group's program, run by Michelle Roselli, has been a wonderful "Student of the Month" program at DHS. We thank our DEEP Corporate Sponsor, Village Automotive Group!

IRA Toyota Promotion: Dr. Lisa Dana gave a summary account of the new IRA Toyota program. We should acknowledge that IRA Toyota has partnered with DEEP, and the Danvers Public Schools in the past, and we thank them for their efforts.

DEEP Consultant--Deborah Gardner Walker: Deborah spent the remainder of the meeting going over her 4 page report detailing foundation and grant opportunities, for DEEP to familiarize itself with. It was determined that in the universe of potential funders, DEEP's best prospects are those that have given to DEEP or the Danvers Public Schools before.

1. Danversbank Charitable Foundation
2. Medtronic Foundation
3. The Peter & Elizabeth C. Tower Foundation
4. Eastern Bank Foundation
5. AT&T Foundation
6. IBM Corporate Citizenship & Corporate Affairs: Eastern New England
7. Nellie Mae Education Foundation
8. Verizon Foundation

Deborah stated that some of the charitable foundations have very specific RFP requirements. She stated that DEEP's number one prospect is Danversbank, realizing that they already fund and support Reality Check. Deborah said that we need to have a bold initiative. Something like a \$100,000 goal to supply TECHNOLOGY to the new Danvers high School in 2012. She also recommended that we apply for multi-year contributions. Dan Bennett stated that the Danversbank Foundation has to give out money since they went "public". However, he stated that the paperwork in applying for same can be a daunting task. Gayla Bartlett stated that she had recently spoken to a director at Eastern Bank, and stated that he would "move along" any application for funding for DEEP with her name attached. Dan Bennett asked whether we should have a database as to WHO has already given money to show potential funders that we are viable. Dr. Lisa Dana requested that a subcommittee be formed, and stay behind to discuss suggestions and ideas for grant proposals. Dr. Lisa Dana stated that she would like to have a "kick off" to coincide with the ground breaking at the Cabot Road complex this September. The possibility of asking a major corporation for "naming rights" to the language lab at DHS in lieu of funding was discussed as well.

***PLEASE consider becoming a DEEP member for only \$10.
It is a great way to support a true civic/business/school
collaborative effort to bring about excellence in our
schools!***

Next meeting is **June 9th!** We meet at the Danversbank Community Room at 16-28 High Street at **7:30 AM**. Meetings guaranteed to last no longer than 1 hour.

Respectfully submitted,

Mark Strout, Secretary