

DEEP MINUTES

April 13, 2011

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.*

2011' MEETING DATE

May 11, 2011

June 8, 2011

Purchase a DHS Auditorium Chair! Go to the DEEP website at www.supportdeep.org

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

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

Members Present: Glenn Boutchie, Mark Strout, Dr. Lisa Dana, Maryann Kowalski, Dan Bennett, Sue Thomson, Sharon McManus, Mary Wermers, Matt Schroeder, Maureen Gillis, Hannah Riley, Bill O'Brien, Betty Pickering, Gayla Bartlett, Tom Strickler, Keith Linares.

Minutes: Accepted as read.

Treasury: Treasurer, Glenn Boutchie presented his monthly report. The checking account balance is **\$22,719.94**, and the total assets of the organization stand at **\$113,563.46**. Motion made and seconded to approve Treasurer's Report. Passed unanimously.

Public Relations: Gayla Bartlett reported that she and Matt Schroeder made a presentation on DCAT (Danvers Cable Access Television) explaining all of the different programs that DEEP runs and endorses; as well as, all of the benefits of individual and

corporate membership. As well, Gayla reported that she had made a presentation to Kiwanis, the Board of Selectmen, and the School Committee explaining the Technology Drive Campaign for the newly renovated Danvers High School. She stated that the Board of Selectmen have given their approval for the DEEP thermometer to be placed at different locations on town property for the next two years; and, that she has also arranged for the DEEP banner to be placed in prime locations throughout the Family Festival festivities and other events. Gayla reported that she has photographs of the DECA students up on the DEEP website, and she is awaiting photographs of the Certificate of Merit recipients at last Monday night's school committee meeting. When asked of Gayla if her DCAT program would be run throughout the week, Dan Bennett stated that you can request the tapes from DCAT to be shown elsewhere and that the school committee meeting is shown at other times throughout the week. Gayla commented that she will look into having a small portion of the meeting put up on our DEEP website.

DEEP Grants: Glenn Boutchie reported that **\$16,395** was distributed to teachers in grants last Monday evening, and he THANKED everyone who participated on the grant committee, as well as those who assisted him at the meeting. Glenn mentioned that DEEP logo golf shirts would be distributed to the grant recipients next month. On the agenda for the next monthly meeting will be an item focusing on tax liability for DEEP grant recipients, who actually owns the property (software) received by a grant recipient, receipts for purchases made, and notification of full or partial funding.

Hall of Honor: Glenn Boutchie read a beautifully written THANK YOU note from Ron and Collette Hennessey, for all that was bestowed upon them by the DEEP Hall of Honor committee.

Press Release: Dr. Lisa Dana, Superintendent of Schools, announced that a Press Release was distributed yesterday to the local media. She stated that Deborah Gardner Walker wrote the release and Dr. Dana edited same. Dr. Dana also reiterated what Gayla Bartlett had stated about the Board of Selectmen approving the public display of the Technology Thermometer. Dr. Dana also stated that donations can be made on line and that people may purchase a "Virtual Seat" within the auditorium for only \$50. To purchase an auditorium seat with a name plaque affixed can cost you anywhere from \$150-\$1500. You can also have the naming rights for the Auditorium Lobby for \$15,000. Dr. Dana stated that a committee has been formed to assist the Central Officer personnel and Jeff Liberman with the Technology Campaign. The committee consists of Sharon McManus, Collette Hennessey, and Betty Pickering. We thank these volunteers for their anticipated service. Tom Strickler asked if a "personal appeal" was being planned for specific corporate donors. Dr. Lisa Dana stated that yes, she was planning on making a personal appeal and that everything would be spelled out in a marketing plan being drawn up for the near future. Maryann Kowalski stated that we should have a definite "go to" person to answer questions about donations. Dr. Dana stated that all information will be on the website. Dr. Dana stated that the Auditorium Campaign could bring in as much as \$200,000! A rather long discussion ensued focusing on suggestions as to maintaining a database of seat sold and seats still available.

Sharon McManus stated that we could have a Grant Opening for the auditorium in which we would invite all of the seat benefactors to possibly hear a band performance in their honor. Dr. Dana stated that one of the DHS business labs will be named after Danversbank.

New Business: Reality Check! Maryann Kowalski stated that this was the best group ever from DHS! Many compliments were given to Danversbank employees and volunteers for all of their efforts in educating the senior class on daily financial management plans. **Resignations:** Glenn Boutchie announced to the committee that both **Peter and Joan Kushnieruk** have resigned from DEEP due to Peter's recent retirement from American Airlines. Dan Bennett requested that a letter be written from DEEP thanking the Kushnieruks for all of their years of service, as both board members, officers, and committee chairs. Glenn Boutchie actually read to the committee the speech that was presented at the School Committee meeting on Monday night acknowledging the Kushnieruks receipt of the **Certificate of Honor** for all of their service. Tom Strickler requested that the committee look into possibly donating a "Kushnieruk Chair" in the auditorium as a way of saying thank you for their service. Maryann Kowalski commented that it would be setting a precedent and that further thought should be put into this proposal.

Elections: The following slate of officers was elected unanimously for the next two (2) years:

Matt Schroeder, President
Gayla Bartlett, Vice President
Glenn Boutchie, Treasurer
Mark Strout, Secretary

These elected positions will take effect this summer. Congratulations were given to all!

PLEASE consider becoming a DEEP individual member for only \$10/ \$25 for families. It is a great way to support a true civic/business/school collaborative effort to bring about excellence in our schools!

Next meeting is **May 11th!** 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