

DEEP MINUTES

May 11, 2011

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

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

2011' MEETING DATE

June 8, 2011

***Purchase a DHS Auditorium
Chair! Go to the DEEP website
at www.supportdeep.org
They are going fast!!***

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, Matt Schroeder, Dr. Lisa Dana, Maryann Kowalski, Dan Bennett, Connie Pawlak, Sue Thomson, Liz Matthews, Sharon McManus, Matt Schroeder, Hannah Riley, Julie Clare Lapham, Betty Pickering, Collette Hennessey, Gayla Bartlett, Tom Strickler, Nicole Backstrom, and Rita Ward.

Minutes: Accepted as read.

Treasury: Treasurer, Glenn Boutchie presented his monthly report. The checking account balance is **\$18,630.26**, and the total assets of the organization stand at **\$112,117.02**. Motion made and seconded to approve Treasurer's Report. Passed unanimously. Maryann Kowalski asked as to whether we charge a fee for outside agencies to use our credit card equipment. President Glenn Boutchie stated that we typically charge outside agencies but not school PAC's.

Technology Campaign: Superintendent of Schools, Dr. Lisa Dana, gave an update as to the Technology Campaign for the new high school. Dr. Dana introduced the members of the Technology Subcommittee: Collette Hennessey, Betty Pickering, Sharon McManus and Kathy Gadzera. Dr. Dana informed the members that the committee has been working with Keith Linares, (Sing-A-Rama), to get the very best wholesale prices on printing and other necessities to move the technology campaign forward. Dr. Dana also stated that Gayla Bartlett has put a link onto the DEEP website (www.supportdeep.org) so that people may now purchase an auditorium chair in their own name, or to honor a family member or dear friend. Dr. Dana also distributed a wonderful brochure to inform people about the technology campaign. Dr. Dana also stated that she will supply neighborhood businesses with posters to be displayed to advertise the technology campaign. Maryann Kowalski asked as to whether DEEP should purchase a chair to kick off the technology campaign. Matt Schroeder felt that the purpose of DEEP in moving the technology campaign forward should be to support the "entire effort". Mark Strout commented that the "rate of return" on DEEP's initial investment of \$5,000 was paid back handsomely with a \$45,000 grant from Danversbank and that we should consider "continued funding" of our grant writer to secure further grants. Tom Strickler voiced the same concerns as both Matt Schroeder and Mark Strout. Dr. Dana brought up the question of postage. Mark Strout thanked both Glenn Boutchie and Dan Bennett for investigating this matter, and that it was determined that the organization would be better off purchasing postage for the 1,000 piece mailing in lieu of securing a postage meter. Mark Strout stated that the President has a \$500 discretionary spending privilege and that he could approve this expenditure individually. Maryann Kowalski asked as to whether the DEEP website could be placed onto the DEEP monthly minutes and was told that it would be done immediately. Dr. Dana thanked the committee for taking her out of order on the agenda, for their continued support, and that she needed to be at another important meeting by 8:30 AM.

Public Relations: Gayla Bartlett reported that she feels as if people still don't know enough about DEEP. She reported that the Technology Campaign fundraising "thermometer" will be placed at different locations throughout the summer and school year to bring about attention to the organization. As well, she stated that she has arranged for the DEEP banner to be hung high in specific locations throughout the next year. She then introduced Julie Clare Lapham from Brian Balance who is a corporate partner to give us some fundraising ideas and "branding recognition" (tote bags). Her presentation was very informative and appreciated by all. All ideas will be discussed fully at future meetings.

Grant Application Revisions: This item was placed on the agenda but tabled until next month so that members can speak with Joan Kushnieruk, previous grant committee co-chair, as to what ideas were discussed for revisions. Maryann Kowalski said that she would contact Joan and get back to the committee.

Use Book Superstore: *Matt Libby*, fundraising coordinator, for Used Book Superstore, (**GOT BOOKS**), introduced himself and voiced how delighted he was for GOT BOOKS to have become a DEEP corporate member. Matt stated that he had a meeting with Mark Strout, Dr. Lisa Dana's representative for the Used Book Superstore campaign, and that GOT BOOKS would be offering \$15 worth of books to every Danvers Public Schools employee during the month of June at their Endicott Street, Used Book Superstore location. More information will be provided by Mark Strout as the time draws nearer to the campaign event. It was noted that the Used Book Superstore on Endicott Street is a great resource, and that most paperback books are only \$1, and most hard cover books are only \$2. We look forward to our collaboration with GOT BOOKS and will stay tuned for elementary PAC fundraising opportunities with same. A press release will appear in the local newspaper in the near future.

Keys To Success Program: Mark Strout stated that the Keys To Success program has been a wonderful addition to Danvers High School over the past 4 years. *Michelle Roselli*, representing *Village Automotive Group*, (Danvers Hyundai), has worked tirelessly to assure that all students worthy of being recognized are. Students receive Keys To Success gift cards if they show improvement in the areas of academics, attendance, social growth, etc. This year alone, 222 gift cards were issued to worthy students. As a celebratory and culminating event for the year, 25 Danvers High School students will join 25 Peabody High School students at 1:00 on May 19th at the Peabody High School field house for a "Key Off". Each of the 50 students will get a chance to see if his/her car key starts the "Key Off" car. Good Luck to all! **We GREATLY appreciate all that the Village Automotive Group (Danvers Hyundai) does for our student body.**

Buffalo Wild Wings & Five Below: Hannah Riley who represents the Simon Malls informed us of two (2) store openings next month. **Buffalo Wild Wings** and **Five Below** will be opening in June at the Liberty Tree Mall. DEEP voted to support the opening of Buffalo Wild Wings by agreeing to taking 100 tickets for the June 17th (Friday evening) training event. President Glenn Boutchie was going to take possession of 100 tickets to be sold at \$20 each. **Each ticket** allows **TWO** (2) people to get an **appetizer** and an **entree**. Twenty two (22) ounce drinks are only \$1! What a GREAT night out! DEEP will receive a portion of the sales to put toward its endowment fund. We thank Hannah Riley and the Simon Malls for all of their efforts on behalf of the Danvers public Schools students and staff. Also, on June 18th, Five Below will open. Ten percent (10%) of all sales on June 18th will be donated to DEEP. **PLEASE** consider shopping at Five Below on that date.

DEEP BYLAWS: Mark Strout distributed a copy of the revised DEEP Bylaws to the members. Dan Bennett made a motion that under Article IX, **Sections 3 & 4 be changed to 4 & 5**. He then made a motion that a "new" Section 3 states: **"The fund shall be audited yearly prior to federal tax filings"**. Motion was seconded for a first reading and will be read again for a permanent vote at the next meeting. The "procedure" for same (audit/review) shall be determined by the board.

Officers: Just as an FYI, the DEEP officers for the 2011-2012 academic year are:

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

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! Purchase your auditorium chair on the DEEP website: www.supportdeep.org

Next meeting is **June 8th!** 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
