

**DEEP MINUTES**

**June 8, 2011**

**Danvers Educational Enrichment Partnership  
PO BOX 387, Danvers, MA 01923  
978-777-8925 X-2215, Mark B. Strout, Secretary  
[www.supportdeep.org](http://www.supportdeep.org)**

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

**2011-12' MEETING DATE**

***Purchase a DHS Auditorium Chair! Go to the DEEP website at [www.supportdeep.org](http://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, Connie Pawlak, Sue Thomson, Sharon McManus, Hannah Riley, Betty Pickering, Collette Hennessey, Gayla Bartlett, Tom Strickler, Rita Ward, Emily Burrill, Deborah Gardner Walker, Jeff Liberman, Maureen Gillis, Sherri D'Alessandro, and Zhenobia Johnson Hyre .

**Minutes:** Accepted as read.

**Treasury:** Treasurer, Glenn Boutchie presented his monthly report. The checking account balance is **\$18,852.01**, and the total assets of the organization stand at **\$128,285.58**. Motion made and seconded to approve Treasurer's Report. Passed unanimously.

**Technology Campaign:** Superintendent of Schools, Dr. Lisa Dana, gave an update as to the Technology Campaign for the new high school. Deborah Gardner

Walker, our grant consultant, was present and gave an update detailing how five (5) applications were submitted by June 30, 2011, which is what her contract stated. She stated that unfortunately the Heritage Salem 5 Foundation denied our application and that it has been resubmitted to the Salem 5 Charitable Foundation. As well, the Eastern bank has denied our application; therefore, Deborah stated that we should now be asking them for "sponsorship" level status with the technology campaign. As well, she felt that DEEP should ask the banks that we applied to for representatives at the monthly DEEP meeting. Also, Deborah feels that someone from DEEP should meet with the top executives of all area banks to speak to the technology campaign for the new DHS. Deborah stated that she recently spoke to Stan Usovitch from Verizon, and that someone should contact Stan to get DEEP an introduction to the marketing department for Verizon. Maureen Gillis from Danverbank stated that the East Boston Savings Bank and the Northeast Community Bank are now operating in the area and that they should be contacted as well for possible contributions to the technology campaign. Sharon Mcmanus stated that the "Save A Seat" campaign is well underway. She stated that Kathy Gadzera's business technology students are sending letters to contributors. She put out a huge THANK YOU to Keith Linares for getting a great price on the technology campaign brochures. Dr. Lisa Dana stated that signs are available for local businesses to display and that a Spring VIP pre-opening for Sava A Seat contributors is being planned as well. Sharon stated that DECA, at DHS, is planning a "Walk-Run" event to raise money and that Sharon feels that ALL DHS staff and students should participate to raise awareness within the community and necessary funds for the technology laboratories. President Glenn Boutchie stated that it should be posted on "Cool Runnings" because some people just run for the sake of running and they will raise money as well. Maureen Gillis stated that containers should be placed in all business establishments and that Danverbank will count the change for free. Matt Schroeder stated that the Technology Committee is working well, that "Financial Rooms" could have names of contributors on the doors of the renovated high school, and that DEEP needs to "reach out" and expand the "sphere of influence" and develop a "pitch book" which would include a 1 or 2 page slide of what DEEP is and how can people get involved. Jeff Liberman stated that there are two dozen engineering firms in Danvers and that someone needs to approach them. As well, he stated that Hy-Line Foods has its headquarters in Danvers and that someone needs to pitch them as well. He feels that the engineering firms could be asked to donate between \$2,000 and \$10,000 to establish corporate sponsorship levels. Matt Schroeder stated that DEEP needs to utilize "Linked In" and all other SOCIAL NETWORKING SITES. Incoming President Matt Schroeder stated that he would like to have an August meeting, perhaps at an area restaurant. A discussion then took place about possible "naming rights" on classroom doors if say an engineering firm donated a large sum of money like Danvesbank has already committed to, (\$45,000 over 3 years).

**Committees:** Incoming President Matt Schroeder stated that he wants to utilize people where they "are best"! He feels that we should leverage "personal strengths". In other words, "What we are "best at". To that end, he has asked outgoing President Glenn Boutchie to become the new Teacher Grant Committee Chair. Glenn has accepted. Any changes to the Teacher Grant Application protocol will be discussed

by the committee at a later time. Matt will E-mail people over the summer asking for their assistance on different projects/committees.

**Bylaws:** Mark Strout spoke to Dan Bennett's recommendation for bylaw changes. (Dan was away) Second reading for the proposed bylaw change passed unanimously. Mark Strout stated that perhaps Diane Langlais could be approached to see how much she would charge for a yearly audit of DEEP, or if she knows someone else that might take on the task at a reduced rate.

**Public Relations:** Gayla Bartlett reported that she and Dr. Dana had a photo opportunity at the Super Used Bookstore and that the "Touch A Truck" and the "Five Below" fundraiser were coming up at the Liberty Tree Mall. Buffalo Wild Wings GRAND OPENING taking place this coming Saturday, June 18th. ***DEEP is have a Buffalo Wild Wings evening on June 17th from 6:00-8:00 PM---ALL proceeds going to DEEP. \$20 gets dinner for 2, along with an appetizer, and 22 ounce drinks for \$1.***

**Use Book Superstore:** 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. **They have an entire list of all employees of the Danvers Public Schools. Show an ID and get \$15 worth of FREE books.** Runs out June 30th!

**Keys To Success Program:** Mark Strout stated Kelsey O'Brien, a DHS junior, won the car at the Key Off held over at Peabody High School. ***We GREATLY appreciate all that the Village Automotive Group (Danvers Hyundai) does for our student body.***

**DEEP Wine Tasting: October 13th at the Yacht Club. Save the date!!**

**Officers:**

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 **September 14th!** 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