

DEEP MINUTES
March 13, 2013
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.

2013' MEETING DATES

April 10th

May 8th

June 12th

Rewriting or Taking A New Mortgage?

With mortgage rates lower than they have been in years, we are reminding everyone that George Koutsos, V.P. of Reliant Mortgage in Peabody, is offering great rates on new mortgages and rewrites! DEEP receives \$500 toward the Technology fund, the Teacher Grant fund, or the General Endowment fund for every approved mortgage by a DEEP member or Danvers resident.

george@georgekoutsos.com

MEETING LOCATION: People's United Bank 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

VILLAGE AUTOMOTIVE GROUP-- "KEYS TO SUCCESS PROGRAM"

Members Present: Matthew Schroeder, Glenn Boutchie, Gayla Bartlett, Maureen Gillis, Mary Wermers, Silvana Oritz, Lauren Dalis, Kevin Dillon, Peg Sallade, Betty Pickering, Jeff Liberman, Liz Matthews, and Mark Strout.

Minutes: Motion was made to accept the previous month's meeting minutes and passed unanimously. *(The Executive Committee is reminded to print a copy of your minutes and bring them with you for formal acceptance at the next monthly meeting).*

Treasury: Glenn Boutchie presented the committee with his comprehensive March treasurer's report. The checking account balance stands at **\$11,188.60** and the total assets of the corporation stand at **\$263,441.23**. It may be necessary to transfer some funds back to the checking account on the first of April to cover the writing of the Teacher Grant checks to be presented at the April school committee meeting.

DEEP Teacher Grant Program: Mark Strout announced that 68 grants have been submitted for review by the teacher grant committee, and that multiple teacher names appear on some grant applications. The I.T. department reminded the committee that anyone who has applied for a technology grant would receive a gift certificate instead of cash, so that the I.T. department may purchase the software/hardware items at "cost" and with no sales tax.

DECA: Mark Strout stated that the DHS DECA students, (98 in number), are competing at the **Copley Marriott** in Boston this coming weekend and that the awards ceremony would be open to the public at 11:00 AM on Saturday, March 16th. The ceremony is 2 hours in length, and Strout invited any and all Executive Committee members to be present. DEEP has sponsored the group with a check to assist them in their travel to Anaheim, CA for the NATIONAL competition. Good Luck DECA!

Hall of Honor: Dr. Lisa Dana requested that Mark Strout deliver her report to the executive committee due to her being at a superintendent's conference. Strout informed the committee that the Total Income from the event was **\$12,706.81**, with total Expenses of **\$9,013.04**, leaving a Net Profit of **\$3,693.77**. However, there are outstanding sponsorships, as well as ad/ and ticket income still in arrears to the organization totaling an additional **\$4,633.77**, which would bring the total net profit over **\$8,000!** A round table discussion about the history behind, and philosophy of, the Hall of Honor, which resulted in a unanimously decision that the Hall of

Honor should be kept an *annual* event, and that a DEEP sub committee should be formed to *assist* the superintendent's office in managing the event.

By all accounts, this was the best Hall of Honor ever!

Congratulations go out to the entire staff, especially Maria DiChiara and Eileen Davarich for their assistance with same.

Public Relations: Gayla Bartlett reminded everyone to support the ***Kiwanis Pancake Breakfast on Saturday, March 16th, beginning at 7:00 AM*** at the Holten Richmond Middle School. Gayla also informed the committee that an acknowledgment/advertisement would be run in the Salem Evening News in the coming weeks for the DEEP Technology Campaign. As well, Gayla informed the Executive Committee that our Simon Mall partners, Lauren Dalis and Silvana Ortiz, are going to assist in the updating of the DEEP website with current information about all of our programs and fundraisers. Photos of the Save A Seat campaign, etc., will also be posted on the website to assist individuals who might be interested in purchasing an auditorium chair in perpetuity.

Technology Campaign: President Matt Schroeder requested information from Treasurer Glenn Boutchie as to the status of the payments by individuals and organizations re: Technology Campaign. Glenn stated that the Rotary is due for their third installment check of **\$17,000** and that DEEP has another **\$25,000** pledge yet to be paid totaling **\$42,000**.

PLEASE consider purchasing an auditorium seat in perpetuity for ONLY \$100. Contacting www.supportdeep.org will begin the process! A brass plaque will adorn your purchased seat with 2 "dedication" lines of print available for each seat. You may contact the office of Mr. Mark Strout, Secretary, 978-777-8925 X-2215 for further information.

DEEP Spelling Bee: Everyone was reminded to attend the ***DEEP SPELLING BEE, March 14th at 6:00 PM***. Lauren Dalis and Silvana Ortiz from the Liberty Tree Mall will be coordinating the event, along with K-12 Curriculum Director, Mary Wermers, and Holten Richmond Middle School assistant principal, Julie Macdonald, as the Master of Ceremonies.

DEEP Wine Tasting: We were reminded by co-chairs Maureen Gillis and Glenn Boutchie that the event will take place on **October 24th**--- Save the date! They also informed us that a wine tasting committee meeting would take place in June. Stay tuned for details! ***Volunteers needed!!***

Thorpe School Library Campaign: We hope to have book sales available in April. *Be on the look out all of you Thorpe Tigers!*

REALITY CHECK: The Danvers High School senior class will be hosted by the Peoples United Bank and other DEEP corporate partners at North Shore Community College on Monday, **March 18^h** at 9:00 AM for a full day event known as Reality Check. The purpose of Reality check is to stress the importance of making wise financial decisions, as the seniors graduate from high school. The Executive Committee was invited to drop by at any time on Monday to witness all of the hard work by the volunteers, and, more importantly, to see how vital financial literacy is to our senior class.

New Business: President Matt Schroeder began a discussion as to the background and philosophy of the DEEP endowment fund. Questions were raised as to whether the endowment fund should continue as such, or as to whether the endowment fund should be utilized to fund other campaigns such as the Thorpe Library or the Technology Campaign. A committee was formed, the purpose of which is to bring some ideas as to a “strategic plan” for future consideration by the DEEP Executive Committee. President Schroeder also questioned as to whether it would be better to start our meetings a bit later in the morning so that custodial parents could attend, after dropping their children off at area schools. As well, he expressed that it would be a good idea if we could have each school PAC appoint a member to attend the DEEP monthly meetings.

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 **April 10th!** We meet at the Peoples United Bank 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