



## August 2016 Development Committee Meeting Notes

Location: NYFACS, 311 W. 120th Street NY, NY 10027

Date: 8/16/2016

Call to Order: 7:50 pm

### Attendees:

Rebecca Engle (RE) - Committee Chair

Daniel Vos (DV) - Board of Trustees

Chantal Vos (CV) - Development Coordinator

Marc Maurice (MM) - Principal

### AGENDA

1. Welcome & Call to Order
2. May/June: Adoption of Meeting Notes
3. Enrollment Review
4. Facilities Planning
5. Development Coordinator Review

### Meeting Notes:

1. Enrollment Review
  - a. Review Charter Renewal Language to include both District 3 & 5 in our Charter to open up enrollment further for 2016-2017 year
    - i. This will be discussed by MM with the Consultants for the Renewal Application
  - b. Marketing: Work on January push for enrollment marketing materials
2. Facilities Planning
  - a. DV currently working on proposal for overhaul of building that could be completed in Summer 2017
  - b. Goal: \$500,000 of funding would allow us to finance the remainder of the project (~\$2M)
    - i. Currently we need to work on a strategy to begin to engage high net worth donors. It isn't likely that we would have \$500k available by December 2016
    - ii. Need to craft Capital Campaign for large scope project
    - iii. Consider alternate investments: VC esque approach?
    - iv. Create Pitch Deck as starting point

- c. Open Conversations: How do we approach the building lease/ownership?
  - d. DV to build in cost of high quality renderings that could be used in marketing materials
  - e. Other Projects: \$60,000 for full IT closet in basement
3. Development Coordinator Review
- a. Hours Proposal: MM is looking to benchmark hours for major initiatives vs. other projects and budget for 2016-2017 year.
  - b. Currently the budget will support ~1000 hours per coordinator; however it is clear that last year we were above and beyond those hours
  - c. Proposal:
    - i. Time Sheets to best gauge time spent working on tasks
    - ii. Framework of time required for major initiatives (Dec. Event, Gala, Enrollment, Website, etc).
      - 1. RE to work with CV to create template for this
    - iii. Consider alternate rewards/comp based on success of fundraising initiatives during the course of the year
  - d. Translation Proposal
    - i. CV to present proposal to MM for translation of Parent Handbook into French

Meeting Adjourned: 8:45 pm

Notes as recorded by RE