

MARPLE NEWTOWN SCHOOL DISTRICT
Newtown Square, Pennsylvania
BUDGET & FINANCE COMMITTEE MEETING
September 11, 2018
Marple Newtown High School Auditorium

MINUTES

Present

Board: Mr. A. J. Baker, Mr. Leonard Altieri, Mr. Matthew Bilker, Mrs. Katherine Chandless, Mr. Matthew Catania, Mr. John McKenzie, Mrs. Barbara Harvey

Administration: Mr. Joseph Driscoll, Dr. Connie Bompadre, Mr. Jake Gallagher, Mr. Jim Orwig,

Press: 0

Audience: 17

Call to Order:

Mr. Baker called the meeting to order at 6:32 PM. Mr. Leonard Altieri led the Pledge of Allegiance; there was a moment of silence for September 11th.

1. Additions to the Agenda

Mr. Baker asked if there were any additions to the Agenda.

There was none

2. Approval of Minutes

Mr. Baker asked that the minutes be approved as presented.

With no discussion the minutes were approved.

3. Bills for Payment

Mr. Baker asked to take to the full Board for approval

a. Motion: To take to the full Board for approval the General Fund, Capital Fund and Food Service bills will be present at the regular voting agenda.

Will take to the full Board for approval

4. Financial Reports

Mr. Baker asked to take to the full Board for approval

a. Motion: To approve Financial Reports for July, Informational for August and Treasurer's Report for July.

Will take the full Board for approval

5. Advertising Update – Michael Larkin

Mr. Larkin gave the following report:

- Wanted to address the Board about the naming of the High School Stadium, some people like it and some people do not.
- Tries to find a company in the area/region to support us in various ways
- There is a coupon for buy one get one free hoagie on the ticket for Primo's. This is good at any Primo's Hoagies. This could be worth \$53,943.00. The corporation subsidizes the franchise owners for the coupon.
- Freddy's also has a coupon on the backside of the ticket which could be up to \$18,000.00 per year.
- Between the two it benefits the community in the amount of about \$80,000.00
- There was a question regarding having a hoagie company name on the Stadium ~ Primo Hoagie is a large corporation. The NFL and Baseball sell sodas, beer, and pizza
- Did contact the bigger corporations ~ Gator Aide, Black and Decker, Body Armor, and Home Depot. They thanked us for the information but none could step up to the plate. At this time Home Depot is doing "College Game Day"
- There are several other High Schools that have corporations naming their Stadiums. One is Grandview Health Stadium ~ was named after fundraising effort of students in 2012
- Another has a Law Firm that pays \$5,000 per year
- The amount raised from the start of advertising to date is \$143,200
- My goal this year is \$50,000 by June 2019
- There has been other districts that have contacted both Mr. Driscoll and Mr. Larkin to learn how to start this type of advertising
- We are the benchmark for the advertising, we were the first
- Nuss Printing does the printing of the tickets and now have other schools using their service

- Freddy's pays for the cost of the printing
- Have had up to 60 advertisers for signs in the stadium, right now have 40.
- Marple Little League charges \$200, Marple Newtown baseball charges \$500, and O'Hara charges \$1,500 with a 3 year commitment
- Small business have said they cannot commit to a 3 year period
- There is a better marketing plan on the webpage ads
- There are a lot of Districts that use Edge Click for the webpage, their cost at the low end for this service is \$300.00 per month
- This is a lot of work that goes into this and is not as easy as some people may think
- Mr. Larkin is more than willing to take any suggestions, e-mail him or give him a call

There was a question on how much does it the district to get the advertising?

Response ~ this was put on my plate and I was told to run with it.

Parent ~ okay if the benefits out way the cost then it is a good thing. If not then maybe we shouldn't be advertising. He understands that there will be a presentation regarding the Communication and the website next month.

6. Donations

Mr. Baker asked to take to the full Board for approval

a. Motion: To accept \$6,171.00 check from Loomis Elementary PTO for various teacher supplies

Mr. Driscoll explained that this is for supplies for Teacher initiatives.

Will take to the full Board for approval

7. Update Demographic Study

Mr. Baker asked to take to the full Board for approval

a. Motion: To approve George Sundell to conduct an update to the demographic study for Marple Newtown School District in the amount of \$5,500.00.

Mr. Driscoll believes that it is a good idea to update the demographic study. It will be a supplemental report to the original report. Best time to do this is in the month of October.

There was a brief discussion regarding how the study was done in the past. With the property at Don Guanella, in the past there was a dooms day scenario now it is different.

Not sure of what the plan will be in the future, if it is only a shopping center it would not have any effect on the District.

Having a study done yearly is probably a good idea.

Will take to the full Board for approval

8. 2019-2020 Budget Process

- **Timeline**
- **Act 1 Index**
- **Budget Process**

Mr. Driscoll gave the following report.

- Timeline would start in early January. Could be tight with timing, Possible vote in December, may have to have a meeting the week we return from winter break or move some January meetings
- Waiting for Act I Index. Usually around September 15th
- Will have a presentation in October

9. June 30, 2018 Audit

Mr. Driscoll gave the following report:

- Results for the Audit will be present in October
- Should have a positive year
- Auditors will be in next week

10. New Business

There was none

11. Public Comment

There was none

12. Adjournment

Mr. Baker adjourned the meeting at 7:02 PM.