



Southington Education Foundation

January 11, 2022

6:30 p.m. to 7:30 p.m.

Zoom

Meeting Minutes

Welcome/Call to Order – Gloria Brown called the meeting at 6:30pm.

In Attendance:

12 Directors - Ellen Bellinger, Gloria Brown, George Fournier, Jan Galati, Nancy Garry, Trish Kenefick, Paula Knight, Michelle LeBrun-Griffin, Joyce McAloon, Nancy Rogers, Ann Taylor, and Dianne Quinn

2 Volunteer Members – Sue Reisman and Katie Wade

1 Administrator – Frank Pepe

Approval of Minutes - December 12, 2021

First Motion – George

Second Motion – Jan

All In Favor. The minutes were approved.

Approval of Treasurer's Report - George

The January financial report includes the first of three \$500 scholarship payments made, and additional receipts for the Goralski scholarship, as well as donations received from the shopping extravaganza, and a donation from DePaolo Middle School.

Checking Balance \$24,398.46

Total Assets \$50,975.58

First Motion – Joyce

Second Motion – Michelle

All In Favor. The treasurer's report was approved.

Chair Reports

- Out of an abundance of concern over Covid spread, the gala date was changed to later in the spring (May 7th) in order that it may be held safely outdoors.
- Paula thanked Joyce for all her hard work in honoring our educators in November.

Committee Work

a) Board Development –

Jan explained the process for securing Board of Director positions from year to year and promised a follow-up email concerning director terms. Please let Jan know by Jan. 18th if you plan to continue as a director or if you are interested in stepping up into a director or officer position.

Three year terms end as follows:

Three (3) Year Term ends June 2022:

Gloria Brown, Trish Kenefick, Paula Knight, Dianne Quinn

Three (3) Year Term ends June 2023:

Jerry Belanger, Ellen Bellinger, Michelle Lebrun Griffin, Joyce McAloon,

Three (3) Year Term ends 2024:

Jan Galati, Ann Taylor, Nancy Garry, George Fournier

Jan also proposed forming a group to talk about future board development.

b) Grant Committee

The one application received needed funding above our means so Jan redirected the applicant to another possible resource. There were no other grant applications so the Jan. 17th grant committee meeting has been canceled.

c) Program Committee Report

Michelle reported that all funds received for the EI grant were released to the BOE.

d) Scholarship Committee – Ann

One scholarship has been paid. Transcripts have been received from a second scholarship recipient and George will soon send a check. Ann will remind the last scholarship recipient to send a transcript.

e) Marketing Committee – Jan

- As a result of a PowerPoint presentation to administrators, a Zoom presentation is scheduled at DES on Jan. 19th.
- Jan is interested in reaching out to realtors with a presentation.
- Jan reviewed the report submitted to the Community Foundation of Greater New Britain as required for the \$1,250.00 grant money received. A copy of the CFGNB report is attached as an addendum.

f) Gala - Paula

- A new date (May 7th) the venue (The Back Nine) and the band are set.
- All members should begin to secure raffle items.

- Celebration & Events committee will meet Jan. 17th to continue planning.

g) Honor an Educator – Joyce

- Banners will go up on The Green and Town Hall for Teacher Appreciation in May.
- Joyce will consider inviting people and PTOs to think about making donations to SEF as a way to honor their favorite educators.

Frank Pepe, Assistant Superintendent of Schools -

- Expressed concern that no teachers had applied for a grant, acknowledging how Covid has had everyone “upside down”.
- Reported an update received from Joe Erardi - that his body is responding well to treatment; there was no growth in the cancer in his spine and there was diminished growth in the kidney.
- To send well wishes, email Paula for Joe’s address.

Meeting Adjourned at 7:18.

Important Dates

Event Committee Jan. 17th, 6:30 on Zoom. All members are welcome!

Next meeting – February 8th, 6:30pm on Zoom

Spring Gala – May 7th, The Back Nine

Respectfully submitted,

Ellen Bellinger, Secretary

Mission: The Southington Education Foundation, Inc. is committed to instilling a life-long love of learning in all children through innovative, creative learning experiences that expand upon existing educational opportunities. The Foundation will partner with the community to secure resources, inspire excellence, and enrich student achievement.

Core Values: Innovation, Learning, Equity, School-Community Partnership, Integrity.

Addendum

CFGNB MINI GRANT AWARD Southington Education Foundation Report

Project/Program Title: Covid Mini Grant Provides for SEF Marketing Plan

Amount of Grant: \$1,250.00

Date of Notification: August 3, 2021

Organization: Southington Education Foundation

Contacts: Jan Galati, Marketing Committee; Paula Grant, SEF Co-chair

Date of Report: January 10, 2022

Proposal's Objective: Marketing Plan to Get the SEF Name Out to the Community

Marketing Plan: The Southington Education Foundation Marketing Committee met during the summer 2021 to create a plan for marketing the organization. The committee soon realized that the actions being considered would require funds for materials for implementing this plan as well as for the participation at a community event to be held on Giving Tuesday. Some of these materials included: brochures, signs, business cards, paid advertisements, banners, stationery, and so on. These materials would be used for varying venues such as community events, PowerPoint presentations, teacher recognition and appreciation, SEF fundraiser events, and members' informal interactions, to name a few.

Budget: The committee followed the budget that was submitted with the grant application. We were fortunate to work with a community printing business that provided reasonable prices for our purchases. A limited amount (\$85) remains which will be used to pay for advertising the Spring gala planned for May 7, 2022.

EXPENSE	AMOUNT
<i>Sip and Shop</i> Southington Chamber of Commerce Event (SEF Booth/SEF attendee cost)	\$240.00
Perfect Type (brochures, banners, business cards, etc.)	\$925.00
Total spent	\$1165.00
Remaining funds	\$ 85.00

Listed below are recent events and their impact, made possible by the CFGNB grant's funding.

- 1- Participation at the *Southington Chamber of Commerce Ladies Leadership Network Sip and Shop Event* on November 30, 2021, at Aqua Turf.
 - a. Displayed/shared marketing materials with attendees.
 - b. Displayed/shared the recently launched Honor an Educator program.
 - c. Gained face-to-face interaction with attendees to share our 'stories'.
 - d. Gained contact information from individuals and businesses for future support of the foundation, its events, and possible engagement of new members.
- 2- PowerPoint presentation to the Southington Public School administrators on December 6, 2021
 - a. Opportunity to provide a 'who we are' overview and to encourage support of grant applications from Southington educators.
 - b. SEF brochures were provided.
 - c. Encourage administrators to invite SEF to present PowerPoints to PTO's
- 3- PowerPoint presentation to the DES PTO (January 19, 2022).
 - a. Opportunity to provide a 'who we are' overview.
 - b. Opportunity to communicate the impact of past grants.
 - c. Opportunity to gain individual support and future membership in the SEF.
 - d. Appreciation for their PTO's support of the gala's silent auction.

- 4- *Thank an Educator* Banners to each Southington school during American Education Week (November 15-19)
 - a. Banners (with SEF name/insignia) were given to each school for permanent display accompanied by baskets of goodies and SEF's marketing materials.
 - b. Acknowledgement of the work of our educators with opportunities to sell the brand.
- 5- This CFGNB grant will provide for advertising the May Gala.

The Southington Education Foundation advertised its participation in the *Sip and Shop* event on the website, in e-newsletters, and on social media.

As a result of this process, through the steps involved in pulling together our history in the SEF PowerPoint or while presenters developed unique elevator speeches, the committee members gained insight into what we want to say and when and where we plan to say it.

The CFGNB made all this possible. We believe that the funding provided a needed spark and now we have the confidence to go forward with our message to the Southington community.

Thank you to the Community Foundation of Greater New Britain for their generous donation in the form of a \$1,250.00 mini-grant.

Below you will find a link to a video presentation followed by a few photos highlighting activities at the SEF booth at the Sip and Shop event.

Submitted by:

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Video link

<https://drive.google.com/file/d/1FYjTaD5onQy0aa5WytP5HRhdsd7g57t/view?usp=sharing>

