

**REGIONAL SCHOOL UNIT NO. 57**  
**Office of the Superintendent**  
**Waterboro, Maine 04087**

Advertising and Sponsorship Ad-Hoc Committee Meeting Minutes  
December 10, 2018

**Central Office**

**Members present:**

Donald Beane	Jennifer Mayo	Dominic Vermette
Katie Mastraccio	Jodi Laine	

**Absent:** David Galbraith

**Others present:**

Colin Walsh

**AGENDA:**

**A. Call to Order**

The meeting was called to order at 6:02 p.m.

**B. Roll Call and Declaration of Quorum**

Quorum was reached with 5 members present

**C. Adjustments to the Agenda**

There are no adjustments to the agenda.

**D. Introduction of Committee Members**

Each Committee member was introduced.

**E. Review of Policy for Advisory Committee to the Board (Policy BDF)**

Mr. Walsh handed out the policy to the members and each member reviewed the policy (see attached). In addition, Mr. Walsh handed out the "instructions to the Committee" as referenced in the policy and reviewed this document with the Committee. The members discussed the policy and instructions and Mr. Walsh answered various questions related to both documents.

**F. Discussion of Additional Committee Members**

The Committee members discussed having further participation from other individuals and asked that Mr. Scully participate in future meetings.

**G. Review of Goals, Setting Direction and Establishing Timeframe**

Mr. Walsh gave reference to the "instructions to the Committee" document as to both goals and timeframe. The members agreed with these items. The Finance Director next gave a historical review of advertising in the District and provided additional perspective as to why this is of concern today and for the future. He also discussed

how both advertising and sponsorship are currently being handled and gave some examples of each. The Finance Director provided copies of Policies KHA and KHB (see attached) which are related policies for advertising and public solicitation in schools.

The Committee members then had a detailed discussion about setting direction as well as some foundational items that are important to them in setting policies and procedures for both advertising and sponsorship. The following is a brief summary of these items that the Committee members felt were important:

- Establishing criteria to be used for advertising and sponsorship
- Setting a banner size that is consistent for all outside groups
- Utilizing one vendor to produce the banners for consistency
- Establishing locations designated for banners
- Consideration of a scrolling banner for use within the high school gym for advertising
- The members felt the most involved internal groups would be the athletic boosters and the music boosters

The Committee members continued discussion around these and various related topics. The members asked Mr. Walsh to provide the following for their next meeting:

- Pricing for a standard size banner
- Estimated cost for a scrolling advertising board for the high school gym
- A copy of the contract used for the stadium scoreboard advertising

#### **H. Other Discussion Items**

There were no additional items for discussion at this time.

#### **I. Next Meeting Date**

The next Advertising and Sponsorship Ad-Hoc Committee meeting will be held on January 15, 2019 at Central Office beginning at 6:00 p.m.

#### **J. Adjournment**

The meeting adjourned at 7:20 p.m.

Advertising and Sponsorship Ad-Hoc Committee  
Instructions to the Committee

In accordance with School Board policy BDF (Advisory Committees to the Board) please accept the following as the written notification of instructions:

- A. The Committee's purpose is to research and propose guidelines for future advertising and sponsorship in Regional School Unit No. 57 (District, RSU #57 or Unit). The scope and specific issues for study include, but are not limited to, timeliness, location of signage, fees and costs to be charged, proposed policy changes, distribution and allocation of funds received, and identifying prohibited criteria. At the end of the study period the Committee will provide a report with recommendations to the School Board.
- B. The composition of the Committee to date includes the following members:
  - a. Donald Beane
  - b. Jennifer Mayo
  - c. Dominic Vermette
  - d. David Galbraith
  - e. Katie Mastraccio
  - f. Jodi Laine
  - g. Colin Walsh

The current Committee members will determine the composition of additional members, if any, as well as the Committee Chairperson.

- C. Each Committee member is expected to serve until the Committee's assignment is completed.
- D. The role of the Advertising and Sponsorship Ad-Hoc Committee is advisory in nature.
- E. The School Board will provide whatever financial and personnel resources which are necessary and reasonable to assist the Committee in completing its work.
- F. The Committee's relationship with the School board, Superintendent and school system personnel shall be professional and collaborative in nature.
- G. The Superintendent of Schools for RSU #57 is designated as the individual who is responsible for providing information to the public regarding the Committee and its work.
- H. The first meeting shall be held on December 10, 2018 at 6:00 pm in the District's central office conference room.
- I. The Committee shall provide progress reports to the School Board and/or other activities as it deems necessary.
- J. The School Board shall expect to receive a final report with recommendations from the Committee on March 15, 2019. The Committee shall dissolve at such thereafter that they have addressed any questions, concerns or issues presented to it by the School board.

## **ADVISORY COMMITTEES TO THE BOARD**

The Board may establish advisory committees to perform specific functions. Advisory committees may study particular problems or issues and make reports and/or recommendations to the Board but may not act for the Board.

Advisory committees may include individuals who are not elected members of the Board, but each advisory committee shall have at least one Board representative.

The Board will consult with the Superintendent before establishing or dissolving any advisory committee. The number of members, the composition of each advisory committee, and the selection of members will be determined by the Board, in consultation with the Superintendent based on the purpose of the committee.

**[NOTE: The number of members and the constituencies which will be represented on an advisory committee are issues separate from the appointment of particular individuals as members. A Board typically establishes a committee and then invites applications or recruits individuals to serve and ratifies the membership by vote. Some advisory committees may need expertise in specific areas. If parents, students, or community members are to be involved, the Board may wish to encourage representation of diverse populations and/or interests.]**

The scope and authority of any advisory committee shall be limited to the matter assigned to it by the Board. The Board is not obligated to follow advisory committee recommendations.

Unless given a new assignment by the Board, an advisory committee shall be dissolved promptly upon completion of its assignment. Any advisory committee may be dissolved at any time by Board action. No advisory committee shall continue for a prolonged period without a specific assignment.

### **Instructions to Board Advisory Committees:**

**[NOTE: These instructions are frequently referred to as the “charge” to the committee.]**

So the Board’s intent and expectations are clear, each advisory committee shall be instructed in writing concerning:

- A. The purpose of the committee, the specific issue(s) for study, and/or the scope of the committee’s activity;
- B. The composition of the committee, including designation of voting and non-voting members, if applicable;

**[NOTE: The Board should specify whether the advisory committee chair is to be appointed by the Board Chair or selected by the members of the committee.]**

- C. The length of time each member is expected to serve;

**[NOTE: Because of timing of committee establishment or complexity of task, the Board may anticipate an advisory committee's work continuing from the current Board year to the next. The Board will specify whether members must be appointed/re-appointed to the committee at the Board's annual organizational meeting or whether the "term" of membership is the duration of the committee's work.]**

- D. The role of the committee is being advisory only;
- E. The Board's resources provided to assist the committee in completing its task;
- F. The expectations regarding the committee's relationship with the Board, the Superintendent and school system personnel;
- G. The designation of the individual who will be responsible for providing information to the public concerning the committee and its work;
- H. The time and place of the first meeting;
- I. The timeline for progress reports to the Board and/or other activities; and
- J. The date on which the Board expects to receive a final report or recommendations and when to dissolve the committee.

All advisory committee meetings are open to the public except as may otherwise be provided by law. Committee reports and minutes of advisory committee meetings, if prepared, are public information subject to the Freedom of Access Law.

Notice of advisory committee meetings shall be provided in a manner consistent with the Board's policy and practice concerning notification of Board meetings.

The Board recognizes any advisory committee mandated by state law or Department of Education regulations may require deviation from any or all of the provisions of this policy. Any such deviations shall be identified when the Board establishes such a committee and be reflected in the Board's instructions to the committee.

Legal Reference: 1 M.R.S.A. § 401 et seq.

Adopted: April 8, 2009

Revised: Feb. 8, 1995; April 9, 1997; April 9, 2003;

Reviewed: May 10, 2010; May 8, 2013, May 24, 2016

**PUBLIC SOLICITATION IN THE SCHOOLS**

The Board recognizes the social value of charitable and humanitarian agencies and their need for financial support. To ensure that students and school personnel are not exploited in efforts to gain financial support for these organizations, the District shall not permit non-school organizations to use school time, facilities, personnel or students for collection, sale, merchandising, or any form of solicitation. Student fundraising for charitable causes shall be governed by policy JJE, Student Fundraising Activities.

The District will allow contractual relationships with vendors to offer specialty products or services to students, at group rates, that the school system cannot provide. Examples of such products and services are class rings, yearbooks, school photographs, graduation invitations, caps and gowns, and "school spirit" merchandise (e.g., sweatshirts with school logo). The building principal will be responsible for screening and approval of vendors of student-oriented services. Vendors shall not be permitted to contact students or school personnel during school hours, except as authorized by the building principal.

Cross Reference:     JJE – Student Fundraising Activities  
                          KHB – Advertising in the Schools  
                          KHC – Distribution of Non-school Materials

Adopted:       May 27, 2009

Reviewed:     January 23, 2013

**ADVERTISING IN THE SCHOOLS**

The School Board believes, in general, product advertising and/or endorsement is to be discouraged in the schools. The Board has an obligation to assure students, who are required by law to attend, are not subjected to commercial messages of any kind without careful analysis of the benefits and risks that pertain in each instance. Since the issue of advertising in the schools can be attended by strong opinions, the Board may seek comments and recommendations from the administration, the professional teaching staff and the community prior to considering any form of advertising into the schools.

The Board is opposed in principle to accepting any programming, equipment or services which are offered only on the basis of mandatory exposure of students to product advertising. The Board recognizes, however, in some instances product names, logos or advertising may be acceptable when the programming, equipment or services can be clearly shown to be of significant benefit to the school program.

The Board reserves the right to consider requests for advertising in the schools on a case-by-case basis.

Adopted: May 27, 2009

Reviewed: Jan. 23, 2013; Feb. 24, 2016