

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

Advertising and Sponsorship Ad-Hoc Committee Minutes
January 28, 2019
6:00 PM

Central Office

Members present:

Donald Beane	Jennifer Mayo	Dominic Vermette
Katie Mastraccio	Jodi Laine	David Galbraith

Others present:

Colin Walsh	Brendan Scully
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AGENDA:

A. Call to Order

The meeting was called to order at 6:04 p.m.

B. Roll Call and Declaration of Quorum

Quorum was reached with 6 members present

C. Adjustments to the Agenda

Mr. Walsh asked the Committee to approve adding "Election of Committee Chairperson" to the agenda. The Committee members unanimously agreed.

C-1.Election of Committee Chairperson

Mr. Walsh asked for nominations of chairperson. There was a nomination and second for Mr. Vermette. Mr. Walsh asked if there were additional nominations and none were presented. Mr. Walsh closed the nominations. A vote was taken and Mr. Vermette was elected chairperson with 5 in favor and 1 abstaining (Vermette).

D. Review and Approval of Minutes

The minutes were unanimously approved as presented.

E. Discussion About Advertising and Sponsorship

Mr. Walsh provided a copy of the "stadium scoreboard and advertising agreement" (see attached) that was discussed at the previous meeting. He reviewed the agreement with the Committee members and answered various questions. The Committee members discussed the agreement in detail as well as ways to integrate it into this application.

Mr. Walsh also provided a pricing sheet for banners and a message center (see attached) as discussed at the previous meeting. Mr. Scully described how the pricing was obtained and further details about the banners and message centers. Committee members had additional discussion and Mr. Scully answered further questions. It was noted that the pricing was obtained from RSD Graphics and the message center manufacturer was Nevco. It was also explained that there would be additional pricing on the banners for lettering.

The Committee members had a very detailed and open ended conversation about advertising and sponsorship. There was a lot of conversation about the pros and cons of allowing advertising and sponsorship. In addition, there was open discussion around the “where, when, how” type issues of advertising as well as who would be responsible for maintaining the advertising banners. After much discussion consensus was reached on the following items:

- If advertising is to occur the banners should be hung and removed by District personnel.
- The cost of banners shall be borne by the advertiser. This would be included in the initial year advertising charge but in future years the advertiser is directly responsible for the cost.
- Banners and their design, size, location, appearance, etc. shall be controlled by the District. In addition, it is recommended that banners be ordered through one vendor in an effort to maintain this consistency and compliance with specific District requirements.
- The location of the banners would be at high school sports venues including the stadium complex, tennis courts, baseball field and softball field. The intent of the locations is to provide opportunity for advertising but not to have the high school complex overridden with advertising and banners.
- It was agreed that banners in the gymnasiums at the high school and the middle school are acceptable to the Committee members.

The Committee members then had a discussion about advertising that outside organizations may desire to bring in while they are utilizing the District facility. After much discussion the Committee members reached the following consensus:

- Outside organizations using District space through a facility use process may bring in advertising banners as long as it does not violate any of the District’s policies and is appropriate for a public education facility.
- The advertising banners shall be temporary and only hung for the specific use of the facility request and then immediately removed after the event or facility use request has expired. This hanging and removal process is the responsibility of the outside organization.
- It is the District’s expectation that outside organizations will not have permanent or extended use banners on District property unless part of a District advertising contract (as being discussed above).

F. Other Discussion Items

No other discussion items were brought forward for presentation at this time.

G. Next Meeting Date

The next Advertising and Sponsorship Ad-Hoc Committee meeting will be held on February 25, 2019 at Central Office beginning at 6:30 p.m.

H. Adjournment

The meeting adjourned at 7:22 p.m.