

**ADVANCEMENT COMMITTEE**

**NOVEMBER 6, 2024 – 8 am via Zoom**

**In Attendance:**

Mr. Mark Potter, Chair

Ms. Marion Mullauer, Board Chair

Ms. Karen Malinowski

Mr. Bob Travers

Mr. Rob Hair, MSB Superintendent

Ms. Kibian Vazquez, MSB CFO

Ms. Marlo Jacobson, MSB Development Director

Ms. Valerie Johnson, MSB Executive Assistant.

**Call to Order:** Mr. Potter called the meeting to order at 8 am.

**Review of the Committee’s Charter:** The meeting centered on enhancing the development and fundraising strategy, including renaming the Committee to the "Advancement Committee" to reflect broader responsibilities in marketing, fundraising, alumni relations, and community outreach. The name change and updates to the Committee Charter were approved.

The Committee clarified its focus on operating support and annual appeals rather than capital campaigns. Mr. Travers highlighted the importance of setting goals and leveraging Board member introductions based on his fundraising experience.

**Overview of Current Program and Goals:** Ms. Jacobson highlighted recent successes, including a doubled annual appeal and increased media coverage, and updated the strategic plan with a focus on high net worth individuals, companies, and long-term impact. The discussion included the importance of in-person donor engagement events and challenges in vehicle donation programs due to market competition.

Mr. Hair stressed the importance of marketing and public relations in networking and raising the school's visibility. The group agreed on quarterly meetings with early morning start times.

Mr. Potter and Ms. Jacobson expressed appreciation for the Committee's support and commitment to the school's advancement.

**Adjournment:** Mr. Potter adjourned the meeting at 8:45 am.

**Next Meeting:** To be scheduled before the March 28, 2025 Board meeting.

**Action Items:**

* Mr. Potter and Ms. Jacobson to draft language updating the Committee charter to reflect the change to an "Advancement Committee".
* Ms. Johnson to provide hard copies of meeting materials to Mr. Travers to ensure he receives them.
* Mr. Hair and Ms. Jacobson to provide the updated Committee charter to the Committee members for review before presenting it to the full Board.