



Minutes

Monday September 17, 2018

7:00 pm

Galvin School Faculty Lounge

Welcome and Introductions-(ER): welcomed all to a new school year

Officer Reports:

Secretary Report – Meeting Minutes (May, June 2018)(VY): minutes accepted, noted June election with current officers continuing in their positions, in future will try to send minutes out earlier as sometimes there are action items to be completed before next meeting

Treasurer Report – (ML): financials in great shape to support upcoming grant proposals, noted \$1060 received from recent Yard Sale initiative

New Members (ER): members are encouraged to think of new members, let ER know and an email/letter invite will be sent, prospective members can then attend an upcoming meeting to check us out and if there is a good fit, Greenwood and Woodville members in particular are needed

Calendar (CM, JT): waiting to see how sales are doing, still waiting to see numbers, calendar was released a little later than previous years, Hart's Hardware has sold 75 so far, little more expensive to print this year because of size, earned \$2075 from calendar advertisements which off-set price difference

Yard Sale (ER): profits from a recent yard sale were donated to WEF, the event was posted in WEF Facebook and a thank-you was posted later tagging those involved

Wakefield Educational Foundation

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Grant Process (CG, AB): opens 09/21 and closes 10/26, by Thanksgiving funding letters will be sent, Superintendent Doug Lyons & Administrative Assistant Karen Fitzpatrick needs to approve material then can send out, meeting not set yet with Mr. Lyons, meeting usually at the high school in the evening, members are encouraged to attend to see what WEF does and what initiatives are being asked for by the schools

Publicity Update –(ER): next is yard sale story (thank-you letter already done) in Daily Item then RFAA promotion, also to do is grant process in Daily Item, Facebook and Twitter (Colleen will write piece)

Website Update- (JM): plans to rebuild to be more dynamic and easier to find/better visibility, will send out follow-up email on certain ideas, think about how to display sponsors as a whole (independent from function/event/initiative that sponsor donated to) such as tiers, think about how best to track additive contributions from sponsors, also how to communicate the different tiers to potential and current donors

Facebook/Twitter Update – (KH/CG): up to date, yard sale posted and contributors/organizers tagged, 400 likes on Facebook (grown from 200 likes last year at this time), chatting on posts and sharing now happening which is great and is encouraged

RFAA – (VY/NJ): upcoming run will be Nov 3, photo was taken with NE65+ Stephen Viegas with big check donation of \$2k from last year's RFAA for use in upcoming race promotion, volunteer drive will happen at next WEF meeting in October, discussed how to get word out as there were low number of participants in the child/teen category last year, promo materials to be prepared by VY and sent to Karen for approval for distribution in school emails/news, will also be posted on WEF website (JM), Facebook (KH), Twitter (CG), Daily Item (ER) and Brendan Kent's social media (ER & NJ to enquire), KH suggested VY contact Karen for PTO contacts then send digital race information, KH also recommended reaching out to Kara Showers to help promote event, SW also will help get materials out in schools once approved by Karen

Spelling Bee- 3/1/19 (ER): will be at the Elks, bar, chairs and tables included are among benefits at this venue

Other Business:

- Back to School Night volunteers were organized, follow-up will be done by email

*Established in 1989 to support public education in Wakefield, WEF is a 501 (c) (3) non-profit organization
Email us at info@wakefieldeducationalfoundation.org*

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- Chocolate Roses initiative will need a new chairperson, please start considering and let KH and SW know

Attendees:

- Violeta Yu
- Sue Worden
- Colleen Guida
- Cary Mazzone
- Elizabeth Russell
- Linda McManama
- Sonia Borda
- Nicole Jacob
- Gayle Wettach
- Mary Letchford
- Peggy Hagopian
- Jen Kavanaugh
- Kim Hartman
- Jennifer Moon
- Amy Welch