

FINNEYTOWN LOCAL SCHOOL DISTRICT
Special Meeting
Secondary Campus Media Center
8916 Fontainebleau Terrace
Cincinnati, OH 45231
May 3, 2022
5:30pm

The Finneytown Board of Education met in special session on Tuesday, May 3, 2022, in the Administrative Office Conference Room, 8916 Fontainebleau Terrace, Cincinnati, OH 45231. Mr. Gast, Ms. Lee, Ms. McMullen and Mr. Reeb were present. The President called the meeting to order at 5:41pm.

48-22 Ms. Lee moved, seconded by Ms. McMullen, that the Board dispense with the opening ceremony and approval of minutes from the Regular Meeting of April 18, 2022 and the Special Meeting of April 26, 2022. The President declared the motion passed.

Discussion – Capital Campaign

Dr. Laurie Banks, Superintendent – introduced the capital campaign topic to the Board and a collection of administration, alumni and support organization campaign representatives and others.

A group of alumni, support organization leaders and private individuals are planning the rollout of a massive capital fundraising campaign, primarily focused on alumni, to supplement the district's planned Ohio Facilities Construction Commission (OFCC) Finneytown Secondary Campus new construction project. Projects being considered include renovation of the Performing Arts Center, a competition gymnasium and potentially other high-profile projects to be incorporated into the final Secondary Campus architectural design.

Discussion

- Opportunities to raise capital campaign funds include:
 - Large alumni donors
 - Facility naming rights
 - Partnerships and grants
- Moeller High School and other successful capital campaigns have incorporated many of the following steps:
 - Conduct a feasibility study to cost out the amount of the capital needed
 - Carefully design a fundraising message. Ensure alumni, board, administration, parents, staff, students and entire community are all aligned around a shared vision for the future that the campaign is designed to turn into reality
 - Build a committee that continues to grow throughout the campaign. Identifying one or two representatives from each alumni class over the last 40+ years to be part of the committee can prove very successful. These representatives can create competitions with other classes to drive the campaign and help identify potential large donors.

- Run an initial silent campaign among identified big potential donors, lock in 70-80% of the funding before going public
- Fundraising commitments can be spread over multiple years to encourage larger donations
- The district has a compelling story.
 - We are a small, diverse, very supportive community
 - The district's November 2019 new construction bond issue passed with a 69.5% approval rate
 - We have evidence of solid financial stewardship and innovative educational practices, such as PBIS and PR, which are preparing our students for a future that will be very different from what we have known in the past.

Mr. Reeb left at 6:00p.m.

- Partnerships/Grants –
 - The Cincinnati Men's Choir and Cincinnati Opera, who already use the current district performing arts center, have expressed interest in partnering for grant funding opportunities that regularly come their way.
 - Mr. Warmack, district Athletic Director, has held a preliminary conversation with the Cincinnati Reds concerning the possibility of a partnership with regard to new ball field construction.
 - Springfield Township met with the district on several occasions already to discuss ways in which they may be able to partner with the district with respect to our capital plans.
- Naming Rights –
 - large donors may be interested in this option
 - spaces that could be named include both new spaces to be constructed with campaign dollars as well as already constructed and paid for Finneytown Elementary spaces that can be leveraged into a revenue source for supplemental, and as of yet unfunded, capital needs. This needs to be clearly communicated in promotional materials.
 - spaces that may be appealing include for naming rights include: baseball field, softball field, football field, weight room, wrestling room, art rooms, choir rooms, band room, gymnasium, cafeteria, media, center, learning stairs, outside learning spaces, lobby to the performing arts center, and others
 - creation of a cultural center that incorporates the performing arts center would be very attractive for naming rights. It could focus on visual arts as well as the performing arts.
 - Some area businesses may be interested in naming rights; Jake Sweeney has already contacted the district
 - A plan for vetting potential naming rights vendors would be needed
 - In all cases obligations as well as morals clauses would be required of the donor awarded the naming rights
 - Brochure media with space locations, renderings and price tags can be developed with the help of our master plan architect

- Other forms of donor recognition could include permanently etched donor list in glass or on bricks with donor's names. Tiers could be developed for various donation levels
- Large donors -
 - Invite them in to meet with you or go to them, if necessary
 - Sit down around a table with them to share the story and sell the vision of what we want to create and how the capital campaign can ensure it happens
 - To be successful will require a lot of face-to-face time and conversation.
 - Show them how their donations can make a major difference in the future of our students
 - Seek not only their funding but their partnership in the project in designing and supporting educationally innovative ideas that are appealing and can continue into the future
 - Perhaps creating a speaker's bureau in partnership with some of our most successful alumni can offer students first class insight and provide revenue for the district from adult audiences willing to pay to hear TED Talk type events 3 times per year.
 - At least 80% of funding will likely come from large donors and will generate excitement for the public portion of the campaign
- The district board members who were present expressed tentative support for the selling of naming rights to support the capital campaign's fundraising effort.

49-22 Ms. McMullen moved, seconded by Ms. Lee, that the Board move to Executive Session, in accordance with ORC 121.22(G)(4), in order to review bargaining sessions with employees concerning compensation and other terms and conditions of employment

RC: Ms. Lee, yes; Ms. McMullen, yes; Mr. Gast, yes. The president declared the motion passed.

The Board entered Executive Session at 6:52pm.

The Board returned to Special Session at 7:32pm.

50-22 There being no further business, Ms. McMullen moved, seconded by Ms. Lee, that the meeting be adjourned. The president declared the meeting adjourned at 7:32pm.



Tony Gast, President

ATTEST:



David Oliverio, Treasurer