

Groton-Dunstable Regional School Committee
Policy Sub-Committee

Public Forum on Advertising, Sponsorships, Partnerships, and Commercial Services
Draft Policy

Meeting Minutes
April 14, 2009

The meeting convened at approximately 6:35 p.m.

In attendance: Pete Carson, Jim Frey, Alan Genovese, Berta Erickson
Guest representatives were present from several organizations supporting or related to the GDRSD, including PTAs, GDSTEM, GDAY, and GDEF.

Chairman Pete Carson presented an overview of the structure and rationale behind the draft policy KGD. Open discussion then ensued regarding all elements of the proposal.
Points and topics raised:

- Some parents prefer backpack distributions as a means of staying informed, but if use of logos is not allowed and materials must be independently distributed, mailing costs would be prohibitive.
- The Middle School and Florence Roche are going electronic – the policy needs to allow for use of advertising and promotional materials in web-based content.
- The restriction of use of logos on behalf of sponsors places a significant restriction on some organizations ability to successfully fundraise.
- Suggestion made that perhaps logos could be used with style/size/placement guidelines in order to make them discrete.
- Grants sometimes require the receiver to acknowledge the grantor by using their logo.
- Relationships with sponsors, partners, and commercial services should not be made in perpetuity – rather any promotional benefits should be renewed on a periodic (e.g. annual) basis
- The proposed policy may be stressed due to the fact that the Federal government is offering tax incentives for corporations to donate to schools.
- Expectations on use of promotional representation as well as distribution can be set with sponsors, partners, and commercial services by means of an MOU/MOA.
- Bulletin boards for non-qualifying non-profit organizations are not effective

The meeting adjourned at approximately 7:58 p.m.

Respectfully Submitted,

Jim Frey
Policy Subcommittee Secretary