

WEST HAVEN BOARD OF EDUCATION MINUTES

Policy Committee Meeting

June 30, 2008

Blake Administration Building

Eric Murillo, Chairman Policy Committee opened the meeting at 5:45 p.m.

Committee Members Present: Eric Murillo, Chairman, T. Sean Maher and Robert Saley

Committee Members Absent: Patrick O. Egolum

Other Board Members present: Mark P. Palmieri, Chairman and M.Toni Paine

Administrators Present: Neil C. Cavallaro, Assistant Superintendent of Schools

Eric Murillo thanked everyone for attending this policy meeting and stated that at this time we would be discussing advertising and promotions policies that I submitted to the committee. I would be happy to receive committee member's input.

Sean Maher stated that under the permission portion of the policy we need to be explicit as far as our work is concerned because the logo of the products could be different from the product's logo. Mark stated that under the restriction we have this would be taken care of. Before anything goes up the managers for the rink and Fitzgerald Complex would look at everything closely. Chris Everone stated that most likely they would be doing the design work and it would be uniform. It would probably be all white in the same size and lettering. Toni Paine asked if the size (11 x 14) would be in feet or inches. The response was it would be in inches not feet and everything would be uniform.

Chris Everone came forward and stated they planned on sending letters out to local businesses in West Haven and would contact a lot of our vendors. Many of our vendors are willing to help out. Jon Capone will help us as he does a lot of advertising at his end. Harry Conlan could not be here tonight as he is on vacation but the Sports Complex is a little different than the Rink. We have three fields and we will have a price for one, two or all three fields. The package price will be the best deal with all three together.

Rob Saley asked how much revenue we are looking at ballpark figure only. Chris said probably close to \$20,000.00 a year. Neil Cavallaro stated we have to remember that they are their own accountants. The Stadium is a revenue producing account. They have an account that they put the money in; it does not go back to the general fund as does the Rink. A further discussion ensued.

Eric Murillo stated we would be starting with the Stadium and the Rink we will limit it to these two venues only. We don't want to put ads and banners throughout the school system; we want to test it first. It is important we concentrate on the Stadium and Rink because we have been subsidizing them for the longest time. If they can generate some kind of an income it is better for the Board of Education. We will proceed very carefully with the type of advertising the corporations will be utilizing in the school system. We try to cover as much as we can in the policy and the handout gave you other examples of advertisements there are. When you see advertising going on in the school system make sure it has gone through the proper channels; board and Superintendent. Always keep an eye out because things do happen.

Rob Saley asked if there will be an accounting for all of this correct. Chris stated absolutely.

Toni Paine said when you solicit don't forget the Power Company and the bus company.

Eric Murillo said we use plaques so that we can give recognition when companies do donate monies to schools for a playground or something of that nature; we can put a plaque in their name at the facility. We want to limit the size of the plaque. Eric asked if there were any more questions and sensing none he asked for a motion to move it out of the committee for a vote. T. Sean Mayer made the motion and Rob Saley seconded it. All committee members were in favor of the advertising policy. Mark Palmieri stated it was on the Agenda under New Business Item 08-134.

T. Sean Maher made a motion to adjourn and Rob Saley seconded it. The committee meeting adjourned at 5:55 PM.

Respectfully submitted,

Marylou C. Amendola,

Board Secretary