

**St. Dorothy School Development Committee**  
**Meeting Minutes: May 16, 2016**  
**(7:30 PM, Rectory)**

Meeting called to order at 7:33 PM by Peter McGahey

1. Opening Prayer: offered by Fr. Murphy
2. Minutes:
  - a. For Development Committee Meeting on March 14, 2016: minor corrections noted; approved by attendees; Peter McGahey to make corrections and finalize
  - b. For tonight's meeting: generated by Mark Romano and Peter McGahey
3. Reading of the Mission of the Development Committee (by Peter McGahey):

*The Development Committee focuses on relationship building and fundraising to support St. Dorothy School. We make recommendations to Fr. Murphy to raise funds and increase school enrollment, to seek ways to strengthen the educational experience of our children at St. Dorothy School and we work with the school community to provide leadership and support in implementing these recommendations and programs.*
4. Attendees:
  - a. Fr. Michael Murphy (Pastor)
  - b. Louise Sheehan (Principal)
  - c. Peter McGahey (Chair)
  - d. Kara Albanese
  - e. Dani Cahill
  - f. Nick Caramanico (Finance Committee representative)
  - g. Joe Dougherty (Parish Manager)
  - h. Stephanie Gillin
  - i. Kelly Gust
  - j. Bunny Habicht
  - k. Audrey Neill (Faculty representative)
  - l. Donna McGann (Home & School Association representative)
  - m. Dolores O'Toole
  - n. Alan Pietrewicz
  - o. Mark Romano
  - p. Susan Short
  - q. Christine Schumacher
5. Committee Reports:
  - a. Annual Fund - Alan Pietrewicz:
    - i. Annual Fund balance as of May 10th was \$40,353.25
      1. Not inclusive of additional \$3,500 that was recently received
      2. With these additional donations, fund is at approximately the same amount as it was this time last year
    - ii. Some issues noted with mass mailing (e.g. letters sent to parishioners that are deceased) -- Alan is in follow-up with the printer in order to correct prior to next mailing being sent
    - iii. Ideas discussed:

**St. Dorothy School Development Committee**  
**Meeting Minutes: May 16, 2016**  
**(7:30 PM, Rectory)**

1. Add a running list of donors to the website (like the one present in the Fall Newsletter)
  2. Post the Annual Fund Chair's letter to the website
- b. School Update - Mrs. Sheehan:
- i. Will be hiring for the new position of advanced math teacher for the upcoming school year
    1. Will be for grades 5th through 8th
    2. Will need to construct a new classroom, which will be located in the Annex next to the Computer Lab
  - ii. Enrollment is very strong for the upcoming school year:
    1. 43 students enrolled for Kindergarten
    2. For 1st through 8th grades, the lowest enrollment number is 41 students with most grades in the mid to high 40s and some in the 50s
  - iii. There will be announcements regarding teacher changes for the upcoming school year in Mrs. Sheehan's weekly newsletter later this week
  - iv. Idea discussed: in order to continue towards the target of placing all information on the school website, Mrs. Sheehan suggested posting her weekly newsletter to the website and stop sending it via email blast
- c. Home & School - Donna McGann:
- i. Designer Bag Bingo was a great success again this year, raising \$9,600+
  - ii. Kids Kreations did not raise as much as it did in past years, which is likely due to the timing having to change this year -- it will be moved back to Christmas next year
  - iii. A very full schedule of activities this week, namely:
    1. New Family Welcome Night this Thursday, May 19th
    2. Spirit Day this Friday, May 20th
    3. Dots at the Phillies this Sunday, May 22nd
      - a. 70 students will be singing the National Anthem before the game
      - b. Overall ticket sales not as good as past years
- d. Marketing Update - Mark Romano and Kara Albanese:
- i. Spring Newsletter:
    1. Almost all of the content is compiled but there are still some items pending
    2. Once all content is compiled and reviews completed, will send to vendor for the design / layout process to commence
    3. Since the content will likely not be to the vendor until around the Memorial Day holiday, the newsletter mass mailing will likely not occur before end of June / early July
  - ii. Website:
    1. Significant advancement has been made to the overall layout and content of the website this past year -- only a handful of updates are needed before targeted changes are completed
    2. Content is now being checked and updated on a daily basis
    3. Committee was asked to do the following and report back to Kara:

**St. Dorothy School Development Committee**  
**Meeting Minutes: May 16, 2016**  
**(7:30 PM, Rectory)**

- a. Surf the site as much as possible in the near future and forward any items (e.g. misspellings, errors, etc.)
  - b. Test the search engine to see how performs (e.g. does it go to correct location, are all links correct, etc.)
- e. EITC Update - Peter McGahey on behalf of Dan O'Mara:
- i. Confirmed that we will be losing Alliance Bank as a donating business
  - ii. Confirmed that Active Image Media does already participate (they split their donation across all schools they work with)
  - iii. Peter to follow-up with Fr. Murphy separately regarding potential local businesses to contact
6. Old Business - Replacing of large signage displays (i.e. Oktoberfest and Open House billboard signs):
- a. Dani Cahill had discussed ideas with Pat Lord and presented them to the group, e.g. having 2'x3' signs displayed from the lamp posts -- group agreed they would look nice but concern is that they will not be large enough, especially for cars driving by to notice
  - b. Stephanie Gillin will follow-up on idea of possibly having anchors installed below the ground for using removable polls that can be inserted with the large signs attached and taken down after each event
7. New Business - Joe Dougherty notified the group of the facility repairs / upgrades the parish is exploring over the next twelve months.
8. Next meeting:
- a. This was the last meeting of this year -- thanks to all committee members for another superb year of service!
  - b. The first meeting for the upcoming school year will occur sometime in August -- Peter will contact the committee members in the Summer for their availability and to set the date

Meeting adjourned at 8:29 PM