

Marston Fundraising Minutes

1/26/2021, 6:30pm

Via Zoom

Attendance: Kortney Dorow (Parks & Recreation Director), Donna Danis (Select Board), Matt Kouchoukos, Jo Porter, Jon Sebasco (NYA), Tim Dabrieo (NYA), Lauren Chaurette, Karyn Quinn.

Kortney updated the group on LWCF (Land and Water Conservation Fund) and RTP (Recreation Trails Program) grants that were applied to back in 2019-2020. Both grants are through the NH State Parks organization. The town received both but had to decline due to low funding and additional archeological studies needing to be done. The LWCF is also a grant that focuses on large scale projects that fit the need of all demographics, not just relating to ballfields. These will be good opportunities for future funding.

Matt K updated the group on the budget. Currently, there is about \$9,000 left over. We are waiting for the Town administrator to confirm a question relating to the budget, that may mean we could have about \$11,000 leftover. The first focus will be on securing backstops for each field and side fencing. For just the backstops, \$15,700 is needed for both fields. It will be an additional \$10,000 for side fencing. The committee confirmed that the goal will be to raise \$26,000 in sponsorships to help secure the backstops and fencing by opening day this spring.

Donna then asked about money in the Rec Revolving fund and if there were any funds available for this project. Kortney will be checking on that with the Town, but is confident that with Covid-19, that fund took a serious hit with the lack of programs like Summer Camp and Before and After School Care.

Other grants that were applied for included Scotts, MLB and Rock on, but it seems that this project is not needy enough to receive some of these specific private grants.

The group then moved on to outreach and discussed potential companies to reach out to regarding sponsorships in the range of \$10,000. These companies include Revision, NH Historical Bureau, Riverwoods, Honda (Car dealerships), Walmart, Lowe's, breweries etc. The plan is to start conversations with these big companies with targeted asks. Most of these will involve bigger discussions about sign placements and the group will need to take into effect the future of the complex.

Jo is going to update the sponsorship fliers that were created last year, so that outreach can begin this week. Tim expressed concern with going into some of these meetings without specifics like timing of these sponsorships, what will be included, etc. The group discussed the possibility of doing some mockups. Kortney offered to help with this, possibly asking a talented community member.

The committee agreed to start getting the information out to the community with advertising to Friends and Families about smaller donations. The plan is to have on our website or other literature, a "Friends and Family of Marston Fields" list, displaying all those who have donated to the project. NYA is working on including that to their spring registration forms. Donna and Kortney will work to get it up on the Town site, Rec Newsletter, and the Town Newsletter asap. Jon and Tim talked about the possibility of creating a Venmo for online donations, but information on sending checks will also be provided. The group then agreed on potential reach outs and who will do what.

Karyn will be checking out large corporation websites to learn about the process they require to obtain funds. On her list are Corporations where we do not have contacts for outreach such as Walmart, Lowe's, Super Cuts, Popovers, Market Basket, Applebees, Starbucks, Ace/Benjamin Moore and Dollar Tree.

The group all agreed that the community needs to start seeing movement with Marston. The signs need to be fixed and the possibility of added an American flag was discussed. Everyone agreed that would be a good addition. Once the group approaches these larger companies and they feel its time, the next push will be to those who may fit the silver, gold, and platinum packages that were created in 2020.

The next meeting is on Tuesday, February 9th at 6:30pm via zoom.

Meeting ended at about 7:50pm.

Respectfully submitted,

Kortney Dorow

Parks & Recreation Director