



**MINUTES FOR BREF MEETING**  
**Wednesday, 4 pm October 21, 2020**

**Trustees: Andy Hamblett (President), Lisa Clarke (Vice President), Keith Laser, Bruce Harris, Teresa Koster, and John Bertolet.**

**A. Call to Order: 4:01 pm**

**B. Approval of September 16, 2020 Minutes**

**Motion: Lisa Clarke**

**Second: John Bertolet**

**Discussion:**

**Vote: 5 yeas and 1 abstention**

**C. President's report: Directed the Superintendent to write a newspaper article.**

**D. Treasurer's Report: Balance in BREF \$80,287.36 (Paid \$1,350 to Kennebec Trail Company for design development for the prospective cross-country trail.)**

**E. Old Business:**

**1. Discuss Nunan Creative's progress on the marketing plan for BREF.**

- a. **John discussed the need for more of a marketing name. The group agreed to purchase multiple URL's that relate to Boothbay and BREF.**
- b. **The group agreed to the following timeline:**  
**Goal: To create an updated website for the Boothbay Region Education Foundation. The site should answer questions about Foundation goals and achievements as well as allowing grant submissions. By increasing visibility and improving SEO, the hope is to expand donors and program reach overall. Estimated time to launch - 90 days.**

**Steps:**

1. **Select the updated organizational name**
2. **Purchase matching URL (multiple)**
3. **Develop brand identity (Logo/Color scheme, tagline)**
4. **Prepare site homepage look & feel document - Including suggested navigation, sitemap for board approval**
5. **Upon sign off, Subcommittee will work on content creation for new pages**
6. **John will begin to build a live site**
7. **Upon completion board reviews proof of site**
8. **Two rounds of changes**
9. **Launch the website**

**Post Site Launch:**

1. **Send out press release announcement**
2. **Social Media Channels ( create & link FB, Instagram, Twitter through site)**
3. **Create quarterly newsletter to reach-out and improve transparency**
4. **Analytics will track site traffic and allow for future site development**  
**The blog section will enhance SEO**

**Suggested Names:**

**Some of the criteria discussed - Shorter names are better/more memorable, We can always add a tagline or descriptor later to clarify.**

**The Chosen name should identify "Education" (as its primary target. The Chosen name should identify area -"Boothbay" (rather than "Harbor", "Region", BBH). If used, name should contain "Foundation" (as opposed to fund).**

**URL Suggestions (based on URL's currently available)**

**BoothbayFoundation.org**

**EducationBoothbay.org**

**boothbayeducationfoundation.org**

**boothbayregioneducationfoundation.org**

**F. New Business: Approval of a proposal by BRHS Industrial Arts teacher Chip Schwehm, for a CAD equipment for the shop not to exceed \$22,000 for a 4 x 4 unit, installations and accessories. We will also be soliciting opportunities for community support.**

**Motion: Bruce Harris**

**Second: Tom Minerich**

**Discussion: The consensus was that the board wanted to purchase the next larger machine. Chip agreed to price out a 4 by 4 machine and get the information to BREF next week. The Trustees want to take it to members of the community to see if they will be willing to fund the larger machine.**

**The motion is for the funding for**

**Vote: 6-0**

**G. ADJOURNMENT**

**Motion: Bruce**

**Second: Teresa**

**Discussion:**

**Vote: 6-0**

**Time: 5:03 pm**