



Board of Trustees Meeting

October 12, 2025

6 pm

Call to order: 6:03 pm

In Attendance: Fiona Coomey, Michelle, Steve, Don, Josh, Susan, Jen, Monica, Fawkes Criss - Teacher rep - Susannah Deily-Swearingen

Public Comment: Michael Rennie / Stella Rennie. Mr. Rennie discussed the following ideas for fundraising:

- Musical Bingo,
- Teams of 4 students in the Mall for Donation gift wrapping booth
- Krispy Kreme Donut Selling Booster
- Promotion buy 5, sell for 20
- ATM at the school – Need info on fees, risks, and upfront costs
- In-school provided vending
- What are the logistics around supporting something like this
- 50-50 Raffle●
- Lottery Calendar
- Selling ads to local businesses
- Yearbook
- Selling ads to local businesses
- Kerrin Duffy works at the mall and could be our point of contact●
- Comedy Show Fundraiser in the theater here
- Parent comedian
- Would help with the advertising
- Parent would do it for free
- We'd pay 2 additional comedians
- And keep the profits
- Badge-a-Minute
- Fabricate buttons to sell for swag with kids creating the graphics
- Michael is interested in joining the fundraising committee
- Susan and Don will setup a meeting soon
- Gala Ideas

Chair Report:

By Laws Signature - Sign before leaving

Student and staff survey - Josh to share link for advisors to have all students fill out so we get more responses - 19 responses so far

Enrollment Marketing - Michelle Barrow

- Parent comedian wants to help market externally
- We need to reach out to businesses and other local groups
- Fiona has created some documents for students/staff/trustees can share to solicit for sponsors and funds
- Asking board members to review and add/edit to them
- Asking companies to post that they're a "proud sponsor of Arts Academy of NH"
- Board can help by targeting larger companies for donations and sponsorships
- Tickets to spring gala
- Ads in yearbooks
- Possibility of starting the Chairman's Challenge earlier in the year in order to have more time

Union Leader-

- We have one more ad
- We should use language from the survey for the next/last ad
- Speeches from graduation are typed up and we should pull from these

Treasurers Report:

Numbers - Susan reported the numbers
99 students currently

- Marketing Committee Update:
- The board marketing meeting should be collaborating with the teacher marketing committee (Olivia and Alyson)
- Needs to be stronger connection between staff and the board
- Needs to be more delegation and less on just a few people
- More coordination and contact
- Susannah is volunteering to be a liason and help take some

workload off admin's plate•

- Direct Mail
- Steve talked to a printer friend about pricing
- Ran a list from Salem and Pelham targeting a certain demographic
- 1200 names
- Message has to be very targeted 11x6.25”
- Printer would donate printing costs
- Would only cost us about \$800 for mailing list and postage
- Steve would donate design time
- Call to action with info about an open house
- Sometime early January
- Don to put it in December agenda
- Josh to share the art marketing files with Steve and Fawkes
- Timing for enrollment marketing
- Open enrollment in the charter ends January 30th○

Radio Stations

- \$1,530 a month with a 3 month minimum•
- 16x weekly commercials•
- They can track the ROI
- Need to see if we have our website connected to Google Analytics
- Thinking about doing this in Feb/Mar/Apr timing for spring

Fundraising Committee Update:

- Game Rooms Update - Made \$14,500 from Salem Gaming Room
- Skating Fundraiser update - Need to promote this more. - No real ticket sales at the moment
- Spring Event - Zorvinos or Castleton
- Looking at having art for sale/auction
- Dance kids perform?

DOS Update:

- Staff professional development is exciting and going well
- Open House was well attended
- And we got 2 transfers and a bunch of potential new students
- Olivia is designing magnets
- SEL programming is going well
- Donna from Salem Area Women's Club came to visit
- Stakeholder Meeting went well

- Southern NH Chamber of Commerce Expo
- Students and staff are participating in this
- Progress reports went out, glitches were fixed

Teacher Representative: Nothing to report

Facilities Committee: Liberty Utilities replacing poles on Keewaydin

Meeting adjourned - Motioned by Monica and seconded by Jen

7:52pm

New Business:**

**All new business will be put on the agenda and discussed at the next meeting