

RECEIVED

By Karen Wilber at 12:38 pm, Dec 06, 2022

**Northborough Scholarship Committee
Meeting Minutes**

Meeting Date: Wednesday September 21, 2022

Time: 6:30 pm

Place: Northborough Town Hall, Conference Room C

In attendance: Liz Nolan, Vikram Verma, Kerry Thornton-Genova, Cynthia Moore, Christy Renzullo

Members absent: Chandra Vora

Open meeting start time: 6:30 pm

Meeting end time: 7:37 pm

Meeting minutes:

6:30 pm: 1. Meeting called to order

6:33 pm: 2. Motion to approve the minutes from last meeting by Cynthia, seconded by Kerry. All members vote to approve last meeting's minutes.

6:34 pm: 3. Introduction of new committee member and summary of committees current status for new member:

- In the past, fundraising has been limited to donation box on tax form and sometimes a bounce house at Applefest
- All members to the committee are new and the hope is to develop new ideas for fundraising
- Awards have varied over the years, but were largely dependent on what the committee has had in terms of money

6:36 pm: 4. Discussion of some previously addressed fundraising topics:

- Is there a possibility of a separate insert in town tax forms (like a small flier) in order to increase visibility? Part of this is the need to look at the cost of creating these
- Is there a possibility of making yard signs for graduating seniors? Part of this is the need to look at who could produce these, any underlying costs, and if there are any other organizations who currently make these

6:40 pm: 5. Committee member asks for clarification on how money is earmarked/donated to the Scholarship Fund. Does money need to be given to a town fund first before it is distributed to the Scholarship Fund?

- Current committee members are unaware of any such requirement, but discussion was that we will seek clarification

6:46 pm: 6. Discussion of further ideas for fundraising

- Possibility of a small photoshoot with a local photographer. Liz has reached out and found a photographer who might be interested, but that would need to be around November
- Could people be encouraged to donate on Giving Tuesday? And if so, can we have some type of pop-up on town website in order to encourage them to donate?

6:50 pm: 7. Discussion of online publicity directions:

- Community news/Patch
- Community advocate
- Cable station
- More visibility of website
- Need for a logo or some type of web editing software
- Town meeting apparently gives out a calendar- can we be on that, or on any other type of calendar/handout

6:55 pm: 8. Discussion of upcoming town election and if we can have a presence near there.

- Could there be a sign with a QR code that people can scan in order to bring awareness?
- If there is a table, who would man it? The difficulty is getting full-day coverage
- Should develop a Bitly link to shorten website URL so that it is easier to access

6:57 pm: 9. Discussion of potential partnerships or sponsoring if we develop some type of handout or flyer

- Are there local college coaches that might want to sponsor?
- Are there local businesses that might want to sponsor?

7:01 pm: 10. Discussion of how if there is any change to the committee (additional members, etc) we must seek approval from the Board of Selectman

7:03 pm: 11. History discussion of committee. Liz has looked into the history of the committee:

- There is not much history readily available
- Committee seems to have existed back to the 1980s
- There is evidence that the approval for a check box on the tax form came in 1988
- Can we make the Northborough community aware of the fact that the committee has existed for decades?

7:06 pm: 12. Discussion of community events. What can the committee do in order to bring the community together and raise funds?

- A performer of some type?
- Hypnotist?
- Can we partner with a local business and have a promotion/promo?
- Some type of sale day?

7:10 pm: 13. Discussion on outreach and equity: What can we as the committee do to make sure we are reaching all students in Northborough and ensuring equity?

- Most applicants have come from Algonquin- need to assure that we are reaching out to the private schools
- Discussion of form:
 - Discussion of how to focus on Northborough, as this is what the committee is about
 - How do we make the form inclusive of all people?
 - Inclusion of preferred pronoun question
 - Inclusion of language to reach out to those who might need help in filling out form

7:37 pm: 14. Discussion of next dates and location, and adjournment

Respectfully submitted by

Kerry Thornton-Genova, secretary