



Town of Northborough Scholarship Advisory Committee

63 Main Street
Northborough, MA 01532

Meeting Minutes

February 17, 2005 6:30 – 8:00 at Town Hall

Present: Margie Hurwitz, Joyce Isen, Laurie Klein, Greg Young

Housekeeping:

Margie Hurwitz was reappointed for another term.

Joyce will write a thank you note to Stacey Incorvaia for her service to the committee.

Minutes of the last meeting were approved.

2005 Application Process:

The committee approved the revised application, letter to guidance, and press release. Greg will hand carry a letter to the Superintendent's office and the letter to homeschooling families we ask the superintendent's staff to copy and distribute for us.

Joyce will take care of sending application packets to area high schools and placing them at town hall and the library. She will put the application on the town website for downloading, and will also put a notice on the town cable TV channel. Press releases will go out in advance of the March 1 start date as well.

Fundraising:

Mailing to businesses project: Joyce and Laurie revised the letter to business owners to get it onto one page. It looks good now. Joyce will make a second version to be hand carried to large businesses not necessarily in Northboro. Both letters will have the tax ID number for donations (it's 04-6001249) and a statement about publicizing the names of the donors. What is different about the two letters is the suggested donation amounts. Also, the letter for bigger companies will be printed on nicer stock.

Thank you letters to check-off donors: Greg got the final list of 2004 donors plus the first quarter of 2005. Laurie and Joyce finished writing the letter and Joyce got 60 copies made. Margie will hand address the letter and envelopes and give each donor two window decals.

Big businesses: Laurie and Joyce visited six area businesses last week to solicit donations and left a letter at each. Joyce will follow up with phone calls the week of Feb 21. We learned not to arrive at lunch time, and to put the tax ID on the letter. We also need to promise recognition of donors.

Other Business:

Dollars for Scholars: June Hubbard-Ward says we have tax exempt status for donations without going through Dollars for Scholars, so we voted to end our relationship with that organization. This will save more than \$200 per year.

New Members: Laurie suggested inviting potential new committee members to the March meeting. Greg will find out the maximum number of members we can have. Additional helpers will be most welcome even if they are not official members. We could use help with publicity, fundraising, and corporate visits.

Guest Speaker: Mark Palmer, a Northborough resident, spoke to us about using his web-based HandyPals network as a fundraiser. We could sell one-year subscriptions to this database of local services and resources for \$10 and keep \$5 for the scholarship fund. The committee liked the concept of the database of reliable referrals but was reluctant to commit to this kind of fundraiser because of lack of members to do the board-based solicitation necessary and because of a concern about the advisability of partnering with and endorsing a business for fundraising purposes.

Next Meeting:

Thursday, March 17, 7:30 p.m. at Town Hall.

Respectfully submitted,
Joyce Isen, Secretary

Distribution:
Scholarship Committee members (4)
Bob D'Amico, Board of Selectmen liaison
File copy for Town Clerk
June Hubbard-Ward
Bob Melican