

# Lewis Center Foundation

## Meeting Minutes

February 15, 2017

### 1.0 CALL TO ORDER:

The meeting was called to order by Donna Siegel at 9:17 am

### 2.0 ROLL CALL:

Members present: Donna Siegel, Kevin Crosson, and Marcia Vargas

Members absent: None

Staff members Lisa Lamb, Teresa Dowd, Rena Payne, Michael Clark and Ryan Dorcey were also in attendance.

### 3.0 PUBLIC COMMENTS: None

### 4.0 CONSENT ITEMS:

.01 Approve Minutes of January 23, 2017

On a motion by Marcia Vargas and seconded by Kevin Crosson, vote 3-0 Consent Item 4.1 was approved.

### 5.0 DISCUSSION/ACTION ITEMS:

.01 Discuss marketing, fundraiser, and branding ideas

.02 Review previous public relations publications

- Lisa Lamb introduced Michael Clark from the I.T. department to the Board. Lisa shared the logo Michael Clark designed for the Apple Valley Center of Innovation.
- Donna Siegel asked about updating both Norton & the Lewis Center websites.
- Ryan Dorcey advised, I.T. department is updating all Lewis Center websites, updates should be completed by the end of March, 2017.
- Rena Payne brought old Lewis Center publications to share and review with the Board. The Board agreed future publication should be small 1 page publication that directs to website for all detailed information.
- Ryan Dorcey shared articles where the Lewis Center GAVRT projects were mentioned, one article was from Australia.
- Lisa Lamb suggested we look into local radio advertising.
- The Board agrees to work on updating the public relations information for the Lewis Center for Educational Research. The Board agreed our goal is to promote a unified Lewis Center.
- Lisa shared she has recently visited with Mike Gallo from Kelly Space & Technology. He was on the Founding Group of Norton. She is arranging for Norton to schedule future events with Kelly Space.
- Kevin Crosson will work on a 3 minute video script for the Lewis Center to create a video on our website explaining all that we have to offer at the Lewis Center. The 3 minute video will help us direct donors to the website for a quick overview of all that we do and offer at the Lewis Center.
- Lisa Lamb read & discussed our mission statement to the Board.
- Kevin Crosson will work on a one line mission statement for our advertising and share with the Board.

- The Board agreed we need to identify what the needs of the schools are so donors know what are our future goals and plans.
- Lisa Lamb shared a few examples of some of our specific needs which are Norton's need for a new campus and Norton's expansion into high school.
- Kevin Crosson asked if the Lewis Center has a grant writer.
- Lisa advised the Board, the Lewis Center does not have a grant writer.
- The Board discussed the Lewis Center highlights that Kevin Crosson will use in his script.
- Lisa shared the Lewis Center was recently in a documentary in the UK regarding our tortoise program with Hard Shell Labs.
- The Board discussed social media strategies for the Lewis Center to include Facebook, Twitter and other social media to use.

**6.0 FOUNDATION MEMBER AND STAFF COMMENTS:** *(Foundation members and staff members may ask a question for clarification; make a brief announcement or a brief report on his or her own activities.)*

- The next Lewis Center Foundation meetings will be:
  1. Monday, March 6, 2017, 9:00-12:00 pm
  2. Wednesday, April 5, 2017, 10:00-11:00 am

**7.0 RECOMMENDATIONS TO LCER BOARD:** None

**8.0 ADJOURNMENT:** Donna Siegel, Lewis Center Foundation Chair adjourned the meeting at 10:40 am.

Respectfully submitted,  
Rena Payne  
Executive Assistant to the CEO