

**Belmont School Committee Policy & Procedure Subcommittee Minutes**  
**March 16, 2015**  
**School Administration Building Conference Room**

**Present:** Laurie Graham, Elyse Shuster, Mary Pederson, John Phelan  
Elyse Shuster  
Mary Pederson  
John Phelan

**1. Call to Order**

Meeting called to order at 8am

**2. Naming Rights, Advertising, Sponsorship**

Discussion revolved around naming rights, advertising and sponsorship, which are 3 separate issues.

Naming Rights- personal in nature and very sensitive. Hard to say yes to one and not another. We need to craft policy and guidelines. People who ask are often in bereavement and want a quick response. At this time we must say NO to ALL until we have a foundational policy.

Advertising & Sponsorship - we need some definition so that we can have clarity about the difference (if there is one) between the two.

3 projects/requests currently at issue-

- 1) Boosters are refurbishing weight room
- 2) there is an effort to redo the field house floor, being spearheaded by private donors
- 3) request to name gym at Chenery after a coach who recently passed away

Various options include: plaques recognizing giving/donations, display cases, banners, dedications of spaces, events named for individual people...(I.e. Concerts, athletic events)

School Committee policy book currently has vague policy statements around advertising (#1023), partnerships with community organizations (#1029), and the dedication of buildings and facilities (#7003). However, we do not have definitions or procedures for any of these categories.

Miscellaneous discussions included-

- 1- Champions sells Marauder gear- does school get some proceeds?
- 2- a grace period should be mandatory before any dedication (after a retirement or death)
- 3- who would do the work to solicit, print banners etc? Development officer

4-sponsorships are for specific projects and time periods

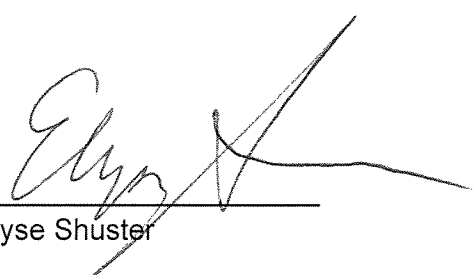
5- it would be helpful to,work on these policies in conjunction with Town, since neither org. Has procedures in these areas.

To do for next time: attempt definitions of "sponsorship", "advertising", "naming rights" and "dedication".

Next meeting of this subcommittee will be on April 1 at 10am

Meeting was adjourned at 9:20

Respectfully submitted by

  
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Elyse Shuster