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Budget Minutes 01/07/2008

Arlington School Committee
Budget Subcommittee
January 7, 2008
5:00 PM

Members present:

Sean Garballey, Chair
Sue Sheffler

Members absent:

Joe Curran

Also present:

Nate Levenson, Superintendent
Richard Fanning, Finance Committee

The meeting was called to order at 5:20 PM.

1.) Outdoor advertising

Over the last couple of months the Budget Subcommittee has been studying the possibility of implementing advertising on Peirce Field as a way to generate revenue. The Superintendent and the cost containment manager have been studying the possible revenue that could be generated from advertising and have discussed the proposal with administrators of school systems who currently raise revenue from advertising; including the Superintendent from the Medford Public Schools. In understanding whether or not advertising would be something that the School Committee would endorse, the Budget Subcommittee asked two main questions:

- 1.) How much revenue could be generated from the use of advertising?
- 2.) Would advertising negatively affect the fundraising efforts of PTO's, AEEF, and Booster Clubs?

After conducting an analysis and talking with administrators from other school systems, the Superintendent and the cost containment manager suggested that the revenue that would be generated would not be more than \$10,000 and could possibly impact the fundraising efforts of PTO's, AEEF, and Booster Clubs in town. Member Sean Garballey discussed the possibility of advertising with officials from Medford who stated that advertising was not managed by the school system, but by the individual athletic booster clubs. After having a discussion with members of the Townwide PTO it is very clear that PTO's depend on the revenue that is generated by partnerships with businesses throughout Arlington. The Superintendent recommended that the Budget Subcommittee not look at advertising to generate revenue this year because it would not bring in enough revenue and because it could hurt the fundraising efforts of other groups in town that are affiliated with the Arlington Public Schools.

On a motion by Ms. Sheffler, seconded by Mr. Garballey, it was VOTED "per the recommendation of the Superintendent, the Budget Subcommittee does not agree to do advertising at this time" 2-0.

2.) Rental of Peirce Field

During the Budget Subcommittee meeting the Superintendent suggested the possibility of generating revenue by implementing a field rental fee to sports groups who would use Peirce Field. The Superintendent suggested that other communities charge rental fee's to those who use their fields and Arlington is rare because it doesn't charge a rental fee. The Superintendent believes that the Arlington Public Schools could generate \$25,000 to \$30,000 in revenue. The committee agreed that if a field rental fee was going to be assessed it could be done on a tiered basis, charging young people less and the adult groups more. This is not a definitive proposal but the Superintendent and the Budget Subcommittee will conduct more research on it.

3.) Grants

Over the past four years the Arlington Public Schools have become "less grant worthy" and the amount of grants for the Arlington Public Schools have diminished approximately 15% each year. In order to raise revenue the Budget Subcommittee believes that the School Committee should invest its resources in trying to receive competitive grants. Before the holidays, the Superintendent, the Asst. Superintendent, Sean Garballey, and Judi Bohn started interviewing grant writers. One of the interviews that we conducted was very promising. We interviewed a member of a small grant writing business who guaranteed to bring the Arlington Public Schools \$300,000. The services of the grant writing business would cost the district approximately \$30,000. If the School Committee agreed to move in this direction the firm agreed to find grants for the Arlington Public Schools that would be focused on 21st century learning, gifted and talented programs, literacy intervention, special education reform, ELL reform. The Superintendent and the Budget Subcommittee is very optimistic about this proposal.

On a motion by Ms. Sheffler, seconded by Mr. Garballey, it was VOTED to adjourn at 6:00 PM. 2-0.