

Mars Planet Foundation Meeting – 11/17/2020 at 6:30pm via GoogleMeets

Call to order/pledge of allegiance

Roll call – Kevin Hagen, Wyatt Lee, Carol Knox, Christine Valenta, Vickie Zaccari, Robin Parsons, Diana Jacoby, Tricia Holland

Teacher Grants – None submitted over the past month

Approve Meeting Minutes for October 20,2020 – Minutes are approved

Treasurer Report – Andrea sent prior to the meeting.

- We received a \$4,000 grant from Mars Bank Charitable Fund. This money is not earmarked and therefore can be spent anywhere.
- \$3000 in signage renewals
- \$116.65 received from the Amazon Smiles program

Dolly Parton Imagination Library Report

- We currently have 270 children enrolled. Wyatt has not enrolled any other children for over a month.
- Wyatt reached out to the Dolly Parton Foundation to discuss an exit strategy. It is a relatively simple process. Paperwork would need to be filled out stating when exactly we would want the program terminated. After that month, no further books would be sent out.
- Wyatt discussed the need to send a letter to the parents who have children enrolled in the program, notifying them of the termination as soon as the MPF determines when to end it.
 - o Tricia Holland volunteered to draft letter.
- Kevin submitted a request to see if we could utilize the EITC money to cover the Dolly Parton Imagination Library program. He has yet to receive a response. He will follow up on the request prior to the next board meeting.
- Board members Carol, Christine, Wyatt, Kevin, and Vickie discussed the need for the program to be closed out. We will tentatively plan on ending the program in February 2021 if no further funds are acquired specifically for it.

EITC

- Kevin submitted a request to see if the MPF could utilize the EITC money to cover the cost of the Dolly Parton library program. He is currently awaiting a response.

Scholarship Report

- No updates.
- Wyatt received approval to use a scholarship recipient's picture on our website and social media platforms. He tied it to our different platforms.

Fundraising Reports

- CARES Grant Application – Christine reported that the Foundation has received confirmation that it will be awarded a \$10,000 grant from Butler County, through the Cares Act funding.

- Just In Thyme Fundraiser – The fundraiser was very successful! We were able to raise \$1,385. Just In Thyme would like to do a check presentation. Wyatt coordinating.
- Walk Around Mars Updates
 - o Carol spoke with Mayor of Mars this afternoon. He thinks it's a great idea to work together to mutually promote each other's activities.
 - o Timeline for the walk has been adjusted. Registration will be open from February 17th through March 3rd. The walk will officially kick off on Monday March 29th and end on Monday May 10th 2021. The timeline was adjusted by one week due to the need for additional time to print the t-shirts.
 - o Demoed the t-shirt idea and discussed potential pricing.
 - Initial design was from CustomInk, price point was \$8.13. Carol received pricing from Awards and More on Route 8. Pricing came to \$8.35 for the t-shirt with printing on one side. Writing on the back would be an extra \$1.90.
 - Wyatt received quotes from Instant Imprints in Cranberry and PlayToWear. Instant Imprints offered a great price point at \$6.55 per shirt with printing on front or \$8.50 for printing on both front and back. Play To Wear offered prices between \$7.50 through \$9.00.
 - Carol is sending the updated color and logo to Wyatt, Diana, and Kevin so they are able to reach out to their vendors to see what price point they can get.
- There are multiple roles needing filled for the Walk Around Mars fundraiser. Kevin will be sending the list of roles to the group.
 - o Christine offered to handle sponsorships.
 - o Diana offered to handle gifts and swag bags.
 - o Wyatt to handle website/social media
 - Wyatt demoed the Mobile Cause application and the website he has started to configure. Discussed the different events created and the form options. Discussed listing grade and teacher on registration paperwork so information can be tracked for school competition.

New Business

- Golf Outing
 - o Carol asked if it would be too difficult having the golf outing this year with both events occurring close together. She expressed concern over the ability to get enough sponsors to handle two major events in one year.
 - o Kevin suggested having these events every other year.
 - o Christine suggested we focus on the Walk Around Mars especially with a lot of people having the opportunity to participate. Recommendation would be to focus on the walk and see what happens with it. Let's wait to see how the sponsorships shape up for the walk first and then we will decide how to proceed. Vickie and Carol agree. Vickie thinks the walk is a great idea because it appeals to a much bigger demographic and includes the schools.
- Upcoming Dinner Fundraisers: Christine asked if MPF was planning on doing another fundraising dinner soon. Christine suggested some kind of dinner fundraising around Valentines Day.

Christine is going to reach out to Spello to see what options they would be able to offer. Perhaps a wine and charcuterie board. Are we going to be doing another fundraising dinner soon?

Next meeting January 19th at 6:30pm.