

**Belmont School Committee Policy & Procedure Subcommittee Minutes**  
**June 18, 2015**  
**School Administration Building Conference Room**

**Present:** Susan Burgess-Cox  
Laurie Graham  
Mary Pederson  
Elyse Shuster

**1. Call to Order**

Meeting called to order at 8:10 am

**2. June 2, 2015 Minutes**

The minutes of June 2, 2015 were approved.

**3. Continued Discussion of Naming Rights Advisory Committee Proposal**

Superintendent John Phelan still needs to review and give input before the proposal is given to the Selectmen. The plan is to vote to approve the formation of the committee over the summer so that the committee can be formed and start work in the fall.

**4. Discussion of "Advertising and Sponsorship" Document Written by Susan Burgess-Cox**

There may need to be tighter definitions and guidelines to distinguish fundraising/advertising/sponsorship. The committee discussed the possible definition of sponsorship as "financial support in exchange for recognition." The committee also discussed the issues of one-time vs. longer term sponsorship. Where does it cross the line to become advertising? Does it matter (IRS regulations around the difference between advertising and sponsorship may apply).

**5. Discussed public solicitation I the schools briefly.**

**6. Meeting adjourned at 9:45 a.m.**

Next meeting: Wednesday, June 24, 2015 at 9:00 a.m.

Respectfully submitted by

  
Elyse Shuster