

# COUNCIL OF CHELMSFORD SCHOOLS

Chelmsford High School • McCarthy Middle School • Parker Middle School • Chelmsford Integrated Preschool  
Byam Elementary School • Center Elementary School • Harrington Elementary School • South Row Elementary School

Minutes of May 19, 2021 meeting

GoToMeeting online 7:01 pm; adjourned 8:34 pm

**1. Welcome:** Emily Dilworth, Co-President

**2. Presentation of Scholarships: Mary Hamilton and Meghan Fitzgibbons; Kate Krueger and Leah Potcner**

**3: Introduction: Chris O'Donnell, Director of Communications**

- Chris introducing himself to group
- Laura - can't find Byam on Chelmsford site
- Emily – staff directory, can't find it
- adding calendar; couple of Admins at each school learning how to put events on the calendar

**4: Introduction:**

**Geskus President Richard Carroll and rep Renee Bruno**

- New photo vendor Renee Bruno - set up all the fall photo shoots
- Thank you for the business; nice to meet everyone
- Unique offerings from Geskus – \$10 price packages; 3rd child free, other perks (free home shipping; free backgrounds)
- considers this a partnership; considers us clients, not customers
- Amanda's got samples if anyone wants some
- CoCS should publicize new vendor

**5. Minutes:** Hana Barker, Secretary. Motion to pass October minutes  
1st: Katie Kelepouris; 2nd: Jamie Outland Brown; passed

**6. Voting CoCS Board for 2021-2022:** Presentation of the Slate:

President: Emily Dilworth

Vice President, Photography: Jamie Outland Brown

Vice President, Read-In: Ginger Skoog

Treasurer: Betsy Hebert

Secretary: Hana Barker

1st: Katie Kelepouris; 2nd: Fofe Vasquez; passed

- Hana going to put position descriptions out on the District website

**7. Treasurer's Report:** Betsy Hebert, Treasurer

- all photo money has been disbursed
  - \$18K in from O'Connors
  - net \$2782.00; ending with roughly \$8K
  - Community Read-In Signup.com \$200 plus \$12 for website
  - Community Read-In.com
  - Laura Wilkinson – signup works great!!! will send reminders; some really great features; multiple coordinators;
  - Ginger sends info at the start of the year
- 1st: Laura Wilkinson; 2nd: Johanna; passed

**8. Superintendent's Report:** Dr. Hirsch

- coming to the end of the year
- majority of students are back in school NOW
- some students were coming into the buildings for the first time; school had planned welcomes (4th grade, school councils)...sidewalk chalk, etc. making it fun
- standardized testing going on
- a lot of end of year events going on
- play at CHS through Theatre Guild
- Graduation
- also looking ahead to next year – what's that going to look like?
- parents should try to keep up with the torrent of info coming out

- trying to incorporate DESE / CDC meeting to bring to the school committee. Sports don't need masks anymore, how about indoors? Recess, etc? working on it and will relate to parents
- Ginger: will changes include outdoor end-of-year gatherings, events, etc for the kids? Any chance? Dr. Hirsch -- just trying to finish the year and will discuss those events
- Junior Cotillion; Athletics, and then
- the more normal, the better. Getting this year done and then looking ahead to next year.

**9. School Committee Report:** Dennis King

- Focusing on students back in buildings, and finishing the year and then looking to next year
- budget is in good shape; have some one-time-use funds to support the schools
- new CHIPs, new Socio-Emotional / Guidance; new SR Principal... getting ready for next year
- going to add in-person public participation in June meetings
- Thanking all the PTOs and Boards for all the work done this year; liaison reports are always noting how much is getting done -- fundraisers, activities, teacher events, etc. Thank you!

**10. Principals Report:** Rob Asselin (Harrington)

- Harrington doing great; kids transitioning back to school great
- Harrington presented at SC last night; students have adapted to all the changes SO quickly...multiple transitions, superstars
- staff is also working incredibly hard, along with parents, and there's still an aspect of parents being teachers...nice to see the elements of a normal school day
- Thanks to supportive Administration for helping everyone and hopefully we can all look forward to a "normal" summer

**11. Photo Report:** Jamie Outland Brown  
(see item #4)

**12. Read-In Report:** Ginger Skoog

- nothing new!
- aiming for normal next year
- Mrs. Mackinnon still with us

**13. Food Collection Report:** Laura Wilkinson

- we had to pull back on last few months; ToP couldn't accept food last two months
- School really helped and made an impact for ToP and helped fill in typically thin months
- a great first-time effort!
- let's continue and Laura will help coordinate

**4. PTO Reports:**

- CHIPS Jennifer Del Solar – cramming every single thing back in the last month of school – doing a ton of Enrichment. Little Free Library; hemmoraging books, great use. Spirit week, 1st week of May; PJ day; STarWarsDisney Day/ Tie Dye/ Superhero day/ teacher muffin coffee (they used KJs) - very responsive, great to work with. Looking towards teacher appreciation luncheon – catered box lunches; Andy Rega came in and played for the kids; Big Storyteller Joe coming in; (they are using back field, outdoors). Heading into last 3 weeks; try-

ing to set up touch a truck day.

- Byam: Laura Wilkinson; year-long enrichment is winding down; Cheryl Faye doing Abigail Adams; Bubble guy for K; Musical was on-line...still up on Chelmsford telemedia great parent volunteer made it all happen; mulch spread with parent volunteers, sign up helped; teacher appreciation 3 days during the actual week, holding luncheon at the end of school and a mocktails (sip parade)

- Center – Erica Thornton kids having normal colds (back to normal!), Center had ToP in April, 2 carloads of food went over; cereal box domino approach; Teacher Appreciation week, Carey Noel did a Wizard of Oz theme = front of school decorated the front of the school - yellow brick chalk, signs; Cinco de Mayo lunch from Moe's; other smaller items through the week. On the first day the kids were back, every child got a pencil that said welcome back!; heading into a ziti supper and 4th grade activities. Curbside service for Bianco's family meals set up by Katie Kelepouris – phenomenal response! Heading into fun run, last big push for the year and using those funds for playground to contribute to what the Administration is going to provide. Center hoping to do an outdoor move up ceremony rather than virtual.

- Harrington: Amanda Collison – coffee & muffins from KJs for welcome back to first full in person day; ReadATHon in March to coincide with Read Across America; they raised \$17K with 200 kids participating. Every participant receives a free bookmark and book, along with different prize levels. Sunshade will be purchased along with other playground improvements (communication board), four square courts, etc. Teacher Appreciation week, did 1 thing each day (chalk walk); snacks; coffee cart; Adirondack chairs for courtyard; catered lunch from the Establishment (churro bites); cinch sack care pack for recess (bandaids, hand sanitizer, tissues, cloth); ice cream truck. Future events: dining to donate Establishment; lemonade themed celebration on the last day for teachers; 4th grade, parade around schools; socially distanced ice cream

LAURA WILKINSON BYAM is offering to share stencils for four-square, mirror game, has the paper map tips

- SR: Johanna Shaw –Teacher appreciation on one day lunch...boxed lunches from Cafe12; swag: travel coffee mugs, decorations, as much of the usual as possible, candy; gift cards to teachers; MeadowFarms fundraiser \$3300 for playground mulch; modified covid safe author's day...were hoping to do an ice cream or food truck – looking to get volunteers for next year

- McCarthy: Updates from MCC are 1) working on 8th grade end of year, 2) hosting lunch in a couple weeks for teachers, 3) recycle day was a good one, looking for new board members for next year and in general looking to get back to the fun stuff!

- Parker: We've done a couple of things for teacher appreciation. We had our fridge stocked with soda from a local company and we filled the staff room with treats a few days during teacher appreciation week. Our staff appreciation lunch is going to be in June. We are also having Kjs come at the end of this month. We had a trivia night and dining for dollars at papa Gino's to raise money for our new playground. Our virtual Parker pride registrations are now open. I think that's it.

- CHS: Grab and Go, coffee during Teacher Appreciation Week; senior week at Kimballs, BBQ, practice graduation, graduation...

- Superintendent Lang: anything to add: his son had lacrosse game with an after-game event! :-)

We're in the home stretch; things going very well given all the different circumstances

- different communications coming from DESE, CDC, and working with BOH to adopt; caught a bit by surprise by Feds / DESE

- might make some minor revisions for outdoor type activities given the new directives...look to the newsletter on Friday

- indoor precautions will continue thorough to the end of the year and will be readdressed for the fall

- Thanks to the PTOs for all the activities

- and we'll be shifting to look towards the fall and what we can do over the summer to make sure students feel prepared and fully supported. We will stay in touch.

- Thanks to all the PTOs!

- please check scheduled dates for next year:

Oct 20

Jan 19

March 16

May 18

Please report new boards out.

Motion

Johanna Shaw

Jennifer De Solar

2nd

## TREASURER'S REPORT COUNCIL OF CHELMSFORD SCHOOLS SEPT. 1, 2020 - AUGUST 31, 2021

**May 19, 2021**

|                                  |                       |                          |
|----------------------------------|-----------------------|--------------------------|
| <b>Balance on March 17, 2021</b> |                       | <b>22,667.93</b>         |
| <b>Income:</b>                   | <u><b>CURRENT</b></u> | <u><b>CUMULATIVE</b></u> |
| O'Connor                         | 0.00                  | 18,000.00                |
| Other                            | <u>0.00</u>           | <u>0.00</u>              |
| <b>Total</b>                     | <b>0.00</b>           | <b>18,000.00</b>         |
| <b>Expenses:</b>                 |                       |                          |
| Picture Distribution             | 12,315.20             | 12,315.20                |
| Scholarship                      | 2,200.00              | 2,200.00                 |
| Community Read-In                | 0.00                  | 198.99                   |
| Presentations                    | 0.00                  | 0.00                     |
| Fees                             | 0.00                  | 53.50                    |
| Accountant Fee                   | 0.00                  | 450.00                   |
| Miscellaneous                    | <u>0.00</u>           | <u>0.00</u>              |
| <b>Total</b>                     | <b>14,515.20</b>      | <b>15,217.69</b>         |
| <b>Net For Year:</b>             |                       | <b>2,782.31</b>          |
| <b>Balance on May 19, 2021</b>   |                       | <b>8,152.73</b>          |

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## PHOTOGRAPHY CONTRACT THROUGH COUNCIL OF CHELMSFORD SCHOOLS FOR CHELMSFORD SCHOOL DISTRICT

This agreement is by and between the Council of Chelmsford Schools with an address for notices at 230 North Road, Chelmsford MA 01824 hereinafter referred to as “CoCS”) and Geskus Photography Inc., which has its principal place for business at 10 Whitaker Way, Seabrook NH 03874 (hereinafter referred to as “Geskus”) and in effect from July 1, 2021 through June 31, 2023, for school photography services as described below in the Chelmsford Public Schools District (hereinafter “CPS”). CPS is comprised of the following schools: Chelmsford Integrated Preschool (CHIPS) and Lions Pride Preschool; Byam Elementary, Center Elementary, Harrington Elementary, South Row Elementary, McCarthy Middle, Parker Middle, and Chelmsford High School. The CPS enrollment is approximately 5,000 students and the district staff is approximately 1,200 employees.

Geskus will arrange with each school’s Principal, and in the case of CHIPS, with the director or designee for school picture days (both students and staff) in the fall of 2021 and 2022 as well as retake dates as necessary, and will provide the appropriate number of photographers needed to meet Principal’s timing/schedule. Principals may request different setups, per their own school’s needs.

Note: scheduling and staffing will be guided with the everyone’s safety paramount. Depending on the situation, this may require scheduling additional photo days; additional staff; working in larger spaces for safety. The requirements of the Commonwealth of Massachusetts for any and all school safety shall be applicable at all times.

Services will include, but are not limited to the following and will include all features described in the proposal Geskus presented to CoCS on March 8, 2021 which Proposal is included as an attachment to this document and is hereby referenced as “Attachment 1”.

- Package offerings and prices as shown in the proposal and can be modified as agreed to by CoCS and Geskus. Background choices at no extra charge.
- Family discount plan: 3rd+ student in the same family, free of charge
- Students not purchasing a package will receive one 3x5 individual portrait photo
- Grades PreK through 6 will receive a complimentary class photo, regardless of purchase (group or composite as determined by school/class)
- Grades PreK - 12 will receive a “lost” student picture card, regardless of purchase
- Grade 9-12 Student ID cards (hard plastic)
- Thumbprint size photo for cumulative folders (sticker) to Principals for use PreK-Grade 8
- Staff Pictures, complimentary staff photo package on request
- Optional: Senior Portraits
- Digital photo files provided to CPS; optional purchase for families
- Club, Activity, and Team Pictures as requested Grades 9-12
- Club, Activity, and Team Pictures as requested Grades 5-8
- Yearbook service as requested for Grades 4, and Grade 8
- Principal’s photo reference books “mugbooks” provided as needed for all schools
- Unlimited Scholarship packages at Principal discretion, which will consist of (in addition to complimentary items) one, 8x10 photo; two, 5x7 photos; and 8 wallet photos.

### **Transmission of Information protocols:**

Geskus will receive student information in LASID format from CPS and will return same for re-import with images. Geskus will provide CPS with a listing of student names and associated numbers. Photos provided to the District/CPS for District/CPS use in Information Technology applications are required to be in JPEG (.jpg) format, with student number used as the file name, with images to be sorted by school. Digital images provided to the Information Technology Department at CPS can be sent via download or other media storage device. Digital images must be provided in two formats – standard and at 312x400 at 300dpi, with 24 bit depth.

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## **Customer Service to be provided by Geskus will include:**

- Easy on line ordering and secure payment
- A local and/or toll free telephone number and office hours
- Prompt, live, professional support service via phone and email
- 2-business day turnaround on all requests

## **Security Screening and Compliance by Geskus will include:**

Geskus will have conducted criminal offender and reference checks (CORI) on all Geskus personnel assigned to work in CPS buildings and/or grounds under this contract, as required by Massachusetts law.

## **Quality Control to be provided by Geskus will include:**

- Verifying a maintaining state of the art equipment and software with continued inspection and ongoing training for photographers and staff

## **Software/Technology to be provided by Geskus should be:**

- Compatible/communicable with LASID formats
- All technology tools and services should comply with modern internet security best practices and protocols, including SSL encryption for payment PII data, as well as extensive additional safeguards preventing school, parent/guardian, and student data from being compromised for any reason, at any time.

## **Senior Portrait Photography Optional Offer for CHS:**

Senior portraits will be offered as an option to interested students/families at Chelmsford High School (hereinafter CHS). Geskus will work together with CoCS and CHS to determine an appropriate package of information to include (but not limited to): contact for making an appointment, sitting fees, package pricing, proof viewing/selection process, link to website, etc. No high-pressure selling is to be used by any agent or representative of Geskus. Any Senior Portraits taken will include a digital file for yearbook use.

## **Clubs, Club Sports, Activities, and Sports Annual Photography**

Geskus will set up and take a group photograph of each club, club sport, and sport requesting it in Grades 5-12. Both Geskus along with CHS, McCarthy Middle and Parker Middle School will make the best effort to conduct these shoots in as efficient a manner as possible. Geskus will work together with Principals, the Athletic Director and Coaches as appropriate to photograph teams, and if applicable, to offer packages to students/families.

## **Annual Yearbooks**

Geskus will provide photos of students Grades 9-11 in the format requested by the CHS Yearbook Committee for use by the CHS Yearbook, along with all clubs, club sports, activities and sports photographs taken. Yearbook Advisor and/or staff will specify image size and format.

Yearbook support for other grades as needed.

## **Annual Graduation Photography**

- Geskus will provide CPS with a professionally taken photograph of each student receiving their diploma during the graduation ceremony, scheduled for late May / early June, 2022 and 2023. There will be approximately 400 graduates; firm graduation dates will be provided when set.
- Geskus will provide students and their families with the opportunity to review the photo, and offer purchase options/packages via a secure link on their website
- Geskus will work with CHS and CoCS as necessary to offer further options for graduation photography during graduation and if applicable at other graduation events (for example, if pandemic circumstances dictate, outdoor graduation, parking lot photo setup, etc.)

## **Annual Additional Services:**

Additional services will include, but are not limited to, items described in the Geskus Proposal (attachment 1) presented to the CoCS on March 8, 2021. A partial list includes:

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- Unlimited print credit, 4 week lead- time required
- One complimentary custom banner per school per academic year, 4 week- lead time required
- Photo Booth: each school will have the opportunity to schedule a complimentary four-hour photo booth session each year, subject to scheduling

## **Annual Commission:**

Geskus guarantees a Commission of \$32,000 or 20% (of gross sales minus sales tax and credit card processing fee), whichever is greater, for the 2021-2022 academic year, payable to CoCS in January 2022. Commission is based on *all* sales for any services provided by Geskus to CPS or CoCS Members Grades PreK-12, minus financial transaction fees (tax and credit card processing) for the time period July 1, 2021- June 30, 2022. It is agreed that representatives from Geskus and CoCS will meet after CHS graduation in June 2022 to determine actual sales for the July 1, 2021 through June 30, 2022 time period to determine if additional commission is due.

For the 2022-2023 academic year, it is agreed that representatives from Geskus and CoCS will meet no later than June 30, 2022, to review the sales and participation rates from the 2021-2022 academic year. It is agreed that if the data does not vary by more than 4%, the commission will remain at \$32,000 for the 2022-2023 year, with \$32,000 payable by January 31, 2023. If the data varies by 5% or more, then the parties shall re-negotiate the commission, but it shall not be less than \$20,000 or 20% of sales from July 1, 2022 through June 20, 2023, whichever is higher. The commission is based on all sales, minus financial transaction fees (tax and credit card processing) for the time period July 1, 2022 - June 20, 2023. It is agreed that representatives from Geskus and CoCS will meet after CHS graduation in June 2023 to determine actual sales for the July 1, 2022 through June 30, 2023 time period to determine if additional commission is due.

## **The DATA provided to Geskus by CoCS from 2018-2020 years is as follows:**

*What are the current enrollment numbers at each school?*

2019/20 2020/21

CHIPS PREK 166 76

Byam Elementary 490 456

Center Elementary 488 474

Harrington Elementary 494 492

South Row Elementary 443 422

McCarthy Middle School 795 770

Parker School- 733 728

Chelmsford HS 1412 1410

- *What were the participation numbers at each school?* Our district participation % for 2019 was 84%. I don't currently have the exact % for 2020 but as you can imagine it was less due to the pandemic, full remote students, and one of our programs (Lions Pride which is a preschool that operates in the same building as our CHIPS program) that usually participates in our picture program, did not participate this year because of COVID. However, as you can see below from 2017, 2018 and 2019 net sales, we were on an uptrend and now that schools are going back to being fully open, we anticipate more participation next year.

- *What was your average purchase price?* \$34-36 (waiting for confirmation from current vendor)

- *What was your commission for each school over the past 2 years?* Our current contract is 20% with an annual minimum guarantee commission of \$18k which is paid to the CoCS and we disseminate to the school PTO's. In 2018, the HS joined the CoCS picture contract, and HS receives a separate commission from O'Connor of 20% of their net sales with an annual minimum guarantee commission of \$2k.

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Here are net sales for the last 4 years w/ 20%:

Year Net Sales. 20% Com. Com. Received

2017 \$71,866 \$14,373 Received \$18K

2018 \$75,140 \$15,028 Received \$18K

2019 \$79,616 \$15,923 Received \$18K

HS \$10,428 \$2,085 Received \$2,085

2020 \$61,575 \$12,315 Received \$18K

## General Contract Terms and Conditions:

1. Term – The initial term of the contract for services will be 2 academic years and an option for extension of up to two (2) additional years, commencing on July 1, 2021.

2. Termination for Performance – The contract may be terminated at any time by the CoCS for unsatisfactory performance; unsatisfactory customer service (for students/parents/families and/or District personnel); in not meeting the requirements set forth in pages 1-4. In such case, the CoCS shall provide written notice to Gekus citing the unsatisfactory performance, giving Gekus ten (10) school days to improve its performance to the satisfaction of the CoCS. In the event that the vendor's performance does not improve to the satisfaction of the CoCS, the contract for services with Gekus may be immediately terminated.

3. Termination Options – In the event of a contractual termination, the CoCS reserves the right to employ another vendor to complete the term of this agreement. Gekus shall be responsible for any extra expense or damages suffered by the CoCS. Gekus hereby agrees to indemnify and hold harmless the CoCS for any loss that may be sustained as a result of having to change vendors and exercise the termination option(s).

Notices where required shall be deemed to have been duly given provided they are e-mailed and sent by regular mail delivery as follows:

To GESKUS:

Address for mailing: \_\_\_\_\_

Name of contact: \_\_\_\_\_

e-mail: \_\_\_\_\_

To CoCS:

Address for mailing: Council of Chelmsford Schools, 230 North Road, Chelmsford MA 01824

Name of contact: Attn: Vice President, Photography

e-mail: CouncilofChelmsfordSchools@gmail.com

With a copy to:

Secretary, Council of Chelmsford Schools

230 North Road, Chelmsford MA 01824

Governing law: It is hereby agreed that this contract shall be interpreted under the laws of the Commonwealth of Massachusetts and any issues arising as a result of this contract shall be resolved under Massachusetts law and in Massachusetts courts.

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The undersigned hereby agree to the terms and conditions express in this written agreement and hereby confirm that the terms set forth herein comprise the entirety of this agreement. The agreement can not be amended, except by an amendment/modification, in writing, mutually agreed to by both parties to the agreement.

Executed as a sealed instrument and mutually agreed to on this \_\_\_\_\_ day of April, 2021.

## Geskus Photography Inc.

BY:

\_\_\_\_\_  
Name and title

Duly authorized to bind the company

## Council of Chelmsford Schools

BY:

\_\_\_\_\_  
Emily Dilworth, Co-President, CoCS

Duly authorized to bind

BY:

\_\_\_\_\_  
Beth Cormier, Co-President, CoCS

Duly authorized to bind

BY:

\_\_\_\_\_  
Jamie Outland Brown, Vice President, Photography, CoCS

Duly authorized to bind

BY:

\_\_\_\_\_  
Ginger Skoog, Vice President, Read In, CoCS

Duly authorized to bind

BY:

\_\_\_\_\_  
Betsy Hebert, Treasurer, CoCS

Duly authorized to bind

BY:

\_\_\_\_\_  
Hana Barker, Secretary, CoCS

Duly authorized to bind