

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 March 17, 2021 meeting

GoToMeeting online 7:07 Meeting Adjourned ~9:15pm

1. Welcome: Emily Dilworth, Co-President

2. Minutes: Hana Barker, Secretary. Motion to accept January minutes 1st: Laura Wilkinson; 2nd: Jamie Outland Brown; passed

3. Treasurer's Report: Betsy Hebert, Treasurer
Paid accountant for taxes; and some state of MA \$18,000 photo money in
Motion to accept minutes: 1st Ginger Skoog; 2nd Kim Tambo passed

Spreadsheet with 20% commission
Jennifer DelSolar: How is photo money apportioned? % of net sales of each individual school.
Motion to approve photo money disbursement:
Deb Smith 1st; 2nd Johanna Shaw; passed

Presentation of photo vendors: Jamie Outland Brown

Contract with **O'Connors** expires in June.
Committee evaluated 5 new vendors; narrowed down to current vendor and one new company.
O'Connors – we are familiar with O'Connors; they are adding 1 person to their customer service division along with a technology platform to track incoming calls and responses; they are streamlining their business process from receiving to production; they have renewed their contract with Kodak for printing. Commission guaranteed \$60K over three years (\$20K per year). No background charges now. Digital download \$22

Of the new vendors, one vendor stood out; Committee reviewed photo quality, incentives, etc.
Geskus Photo – good package pricing; slightly slower than O'Connors; student IDs; digital download option; \$3 prints from digital files; provides digital files for District; online ordering; free background choices; Geskus family plan, 3rd child and above is free. Offers \$10 package with a variety of options (sheet). Digital download is \$24. Geskus prints on photo paper as well (not press print). Banner provided (1 per school) per year; can full print photos on banner. Additional printing services at no cost -- prom, event, certificates, tickets. Free class photo to every student; turnaround 10-14 days and they print in-house. Shipping is free, "no student empty handed." If a student does not purchase a package, they will receive a 3x5 image plus class photo. "Scholarship" package is unlimited at Principal discretion. Free staff package if requested; customer service 4, full-time reps (local) and a separate team to support the District needs. Technology tracks emails, phone call, etc. with 24 hour response time. Photo booth – free 1 per school per year (4 hours). Guaranteed commission: 20% net sales or \$32,000 guaranteed minimum; subsequent years will re-evaluate but not lower than \$20,000.

Questions: Kate: 3rd child is across all schools (District). Price using photo booth - goes straight into school event. Ginger: Commission is on ANY product purchased throughout the year – magnets; for high school sports picture packages, etc. Can use Geskus to offer photos at events (dances, etc.) – those package sales will go into our net sales. Yearbook is Tree Ring – 72-page hardcover custom yearbook is \$27.02...good yearbook pricing. Kate (Byam) how long is contract? 2 years.

The Board will sign the contract when it is final.

We will get information around to all the schools, District, etc. as to who contacts are, who to contact, who will support. Each school will have a specific contact (multiple persons).

Carey Noel: has anyone reviewed customer service? Jamie: has reached out to current schools. From current covid year gave great communication, organization, who will be renewing with them. No negative reviews regarding Geskus.

Once contract is final we will get all the information shared around. Question? Are team photos included in the commission? Giant class photo.

4. Superintendent's Report: Jay Lang

- highlights: 2 meetings ago, had identified a phased approach to bringing kids back to school through March and April, aiming for full days. DESE changed the regs which and now requires return to school. April 5 K-4; Middle schools after April vacation; and high school TBD (working through internally and with unions)
- have sent out surveys with good response rate
- Classroom assignments; keeping students with their current teachers; and as many completely in-person and completely remote to alleviate dual teaching (online and in classroom)
- Questions? Jennifer del Solar – what does this mean for preschool? Will they now go on Wednesdays? Jay – heading over to CHIPs tomorrow to try and figure it out and will communicate on Friday what the expectations will be. Wednesday have been utilized differently at CHIPs than the other schools and there will be a CHIPs specific message for those families.
- Kelly Lucey – not only did we lose Wednesdays, but school days were condensed. Is there discussion to expand it to the full 2.5 hours per day (not Wednesdays)? Jay - understands the question but does not have firm answer yet.
- Emily Rosati – did DESE include preschool in their directive? Jay – DESE did not include preschool programming in their directive; preschool is a local decision
- Maureen sent query by email - many parents feel it is a priority to have their children remain with their current teacher, no matter which model the teacher ends up teaching. There is no option on the survey to indicate this preference. Jay - are your kids fully remote now? (yes). This question is coming up a lot amongst parents with fully remote children. It wasn't included on the survey because they were not aware that would be an important factor for parents... communicate with building Principal. OK to share that info.
- Emily Dilworth: how are students who have been homeschooled going to be accommodated, will that be very disruptive? Jay - everything is going to be disruptive. We will treat homeschoolers like any new family moving into Chelmsford. Emily: will the students be assessed? Jay: students are placed into grade level appropriate classroom; teachers would do some assessments and look at work samples that parents provide. Linda: teachers can use any of our assessment tools at any time; iReady, other diagnostic tools in order to figure out where to place incoming students. Homeschooling is required to have an assessment tool and can present that.
- Amanda Collison: as a K parent, many of my child's classmates

Motion: Ginger Skoog makes a motion to vote on whether to Accept or Decline the O'Connor offer to renew the contract.
2nd: Jennifer del Solar

Board: Emily Dilworth - D
Beth Cormier - D
Ginger Skoog - D
Jamie Outland Brown - D
Betsy Hebert - D
Hana Barker - D

CHIPS:
Jennifer delSolar - D
Kelly Lucey - D
Emily Rosati Sloan - D

BYAM:
Shannon Decker - D
Laura Wilkinson - D
Kate Lynde - D

CENTER:
Erica Thornton - D
Hillary Spugnardi - D
Carey Noel - D

HARRINGTON:
Amanda Collison - D
Rob Asselin - D
Alysun Kenney - D

SOUTH ROW:
Johanna Shaw - D
Maureen Stone - D
Fofe Vasquez - D

MCCARTHY:
Theresa Evans - D
Mary Crawford - D
Ameena Langford - D
Katie Kelepouris - D

PARKER: Cheryl Bean - D
Sabrina Stroud - D
Kim Tambo - D

CHS: Kris LeFebvre - D
Deb Smith - D

Motion to accept the Geskus picture contract offer
Motion to Accept Geskus contract: Amanda Collison 1st; 2nd
Theresa Evans

Board: Emily Dilworth a
Beth Cormier a
Ginger Skoog a
Jamie Outland Brown a
Betsy Hebert a
Hana Barker a

CHIPS:
Jennifer delSolar a
Kelly Lucey a
Emily Rosati Sloan a

BYAM:
Shannon Decker a
Laura Wilkinson a
Kate Lynde a

CENTER:
Erica Thornton a
Katie Kelepouris
Hillary Spugnardi a
Carey Noel A

HARRINGTON:
Amanda Collison a
Rob Asselin a
Alysun Kenney a

SOUTH ROW:
Johanna Shaw a
Maureen Stone a
Fofe Vasquez a

MCCARTHY:
Theresa Evans a
Mary Crawford a
Ameena Langford a
Katie K a

PARKER: Cheryl Bean a
Sabrina Stroud a
Kim Tambo a

CHS: Kris LeFebvre a
Deb Smith a

were teaching remote from their classrooms). Small issue at middle school; and not at CHS.

- Carey: any scenario staying fully remote – might those kids possibly be taught by a teacher who is not at their school? Possibly a remote cross-school classroom? Jay - trying to avoid that.
- Fofe: Lunches: will they remain the same, or can we opt in or opt out? Will the District still provide free lunch? Jay -- yes. Will there be a menu so we plan ahead? Jay -- no, it'll be a grab and go...need to be flexible and manage expectations.
- Emily Dilworth -- so grab and go at high school -- will that remain for the rest of the year? Jay - yes...through the end of the school year.
- Jay: lots of logistics to figure out. Staff has been great. Reach out to classroom teacher and the Principal if you have concerns, needs. Also look out at elementary level – Principal will host sessions for the parents to answer some of these logistical questions. It's a lot like starting school at the start of the year.
- Theresa: What's your feeling about how high school may work? With different sections of classes, they may not have enough kids for a full remote class of anything? Fully remote kids continue to call into classes? Jay - yes. It's not at a point where we can consider class consolidations. The only thing to really factor in, is lunches. Theresa: May 3 as date high school might come back...will that hold or is that a hope? Jay - that's a good target date to look at. May 3 gives seniors 4 weeks in person. (We're out June 16th at the moment). Going back now will also have some benefits for going back in the fall. Hope to finalize in the next week. Theresa - kids coming back on rolling basis right now.
- Beth Cormier - Middle school teams –are they staying together? Not looking to break up the teams, getting good response from elementary (so they can figure it out); putting a blitz on middle school to figure out how many teams they can hold together.
- Emily ... re: kids who are fully remote... if they decide not to come back, will they have to switch teachers? Jay - there's a possibility of that. Some teachers want to stay connected with their students. Trying to keep groups full (and not mixed if possible).
- Jennifer del Solar - re: CHIPS meeting -- can a PTO or parent come to the meeting next week? Jay - not appropriate at this time, as meeting with SPED and will be discussing individual kids. He can ask Patty to meet with PTO and discuss.
- Jennifer: CHIPS - if Wednesday's are not coming back, why is that. Not every student is on an IEP; so once those meetings are finished, why can't Wednesday go back to being school time. Jay understands, and is willing to have meeting.
- the work we doing now, will pay off in the fall; Jay will continue to communicate on a weekly basis.
- **other updates:** pool testing, trying increase participation. Information will be included on dashboard. Jay will include pool testing link in newsletter, anyone can sign up at any time. School Committee did pool testing last night; even elementary did great.
- Maureen - not sure if her kids are going to be remote or in person... ok to sign up now or wait? Jay - no harm to sign up, but there's no deadline, people can always sign up.

parents are trying to figure out how to keep the same teacher, and send their child back to school. Is there any way to keep "remote" group together. Jay - that's a priority. Amanda – will there be an effort to keep remote kids together, so they can keep each other company? Jay – Email the Principal so they can keep that in mind. Teachers will be involved as well.

• Kate: are any teachers electing to remain remote? Jay – some are fully remote (for a reason); we tried to honor as many of those requests as we could. OTOH, if students are coming into the building, we will need staff to come back. Thankfully most staff vaccinated or scheduled. At elementary level few truly remote teachers (many

• Jay one last item: a lot of discussion about SBRC...even last night a few questions. Parents next year Grade 5-8 will see the same grading and report cards as they have had. There was a parent meeting scheduled for the end of March...and did a survey to get feedback from parents.

Jay : we are NOT going to be pursuing this change from a parent perspective. What we will be doing in the meantime is trying to develop some consistency between the grades, within the grades, between the schools. Middle school grading is very subjective, and they are trying to convey what students are learning, how they are learning, and they are working with the teachers to identify areas of

consistency and not. So working to digest assessments, how to report out. Things are not going to change next year. However, they are continuing to work with the staff, that their work is aligned to standards, as there's a lot of questions about consistency between classes, grades, etc. Teachers weighting exams differently, etc. instructional practice. We may not need to move to SBRC if some of this work, works out. If we do move forward we will hold a discussion with parents.

- Ginger: reiterating comments – cannot stress enough how many parents want information sooner, so parents they understand the direction and can make decisions based on that for their children. SB generates fear given the different ways that is implemented...
- Jay not trying to hide anything... but we were not ready to discuss the reporting out
- Ginger: these are very big issues...that are triggers for people... Help PTOs be able to support these actions by providing information (ALICE example, work WITH PTOs please)
- Beth Cormier: sharing feedback...it's very important for people to know, going to Principal, emailing Superintendent, etc. because it's hard for PTO to know all the answers...having a frustration the best solution is to reach out for information.
- Jay adding - he'd like to think they are accessible and if people have questions or concerns...come on out for a coffee.
- Donna Newcomb: CoCS is one the most plugged in and powerful groups in town, as we represent ALL of the schools. This is the group, that could help put together ideas for how communication could be improved. Perhaps there's some way to pull ideas together and have a discussion. SBRC, ALICE... the development times can vary. We want to cultivate trust, but sometimes things are not "ready for prime time" . And sometimes the SC cannot answer everyone's questions. And SC would be very open to that.
- Jay: Budgeting done; financially we're in great shape. Level service budget; state and federal resources. ESSER (?) money will help us target necessary services and interventions for students. Lots of Districts are struggling operationally and financially and we are not that. Looking forward to a very good year in the fall.

5. School Committee Report: Donna Newcomb: reach out to building administrators for the best return to school for your student.

- and it's not a one-size-fits-all; keep up good safety practices outside of school; keep eye out for parent information sessions
- please fill out the surveys, continue mitigation efforts, and watch out for Q&A session coming from each school

6. Principals Report: no principal

8. Community Read-In Report: Ginger Skoog

- Susan Mackinnon present; no ReadIn this year
- possible Read-A-Thon so we don't have zero...
- maybe high school students can read for younger students
- Susan Mackinnon on board through next year (yay!)

9. Food Collection: Laura Wilkinson

- South Row Table of Plenty is delighted, and we're scheduled through the beginning of June; asked her to reach out if they need more food support over the summer and Laura could do it again
- any schools looking for projects, they need hygiene items, Costco sizes too big – travel and smaller sizes more useful

10. PTO Reports

Johanna Shaw, South Row: competition a great way to set up food drive; book fair going on (usually with coin war)...collected a lot of food. Virtual dance party; Meadow Farms fundraiser (playground mulch); teacher appreciation gifts each month; planning for May luncheon (theme Star Wars May 4)...trying to decorate outside, box lunches. If guidelines allow, trying food truck event.

Jennifer del Solar, CHIPS –Russ Hoyt left the school system; Patty Doherty stepped in; sock drive 4th year donated to wish...perfect timing with white socks for Mother's Day. PTO is going to install a Little Free Library for everyone by the playground (installed by end of the year). Maryellen Forty spearheading. Touch a truck in progress, working with Lt. Spence.

Laura Wilkinson, Byam: lots of fun family nights, reading rocks... magic programs, virtual book fair, virtual bingo, no snow worries; paint night with art teacher; Zesty's take your own pie home; virtual talent show (hoping to record at CHS); virtual musical; walkathon in June... hoping vaccines helps. Enrichment has pivoted to online with great response.

Amanda Collison, Harrington: Pride board fundraiser earned about \$550; cohosted drive through winter store with Byam, preorder and pick up drive through gifts. Snowman snack packs... food drive in January for ToP; Dine to Donate at 110 got 10% of more than \$1K in sales; treat bag for staff in February; March are focusing on reading 20 minutes per day (sponsored students), money is going to a sunshade for Harrington; book drive (to bring in unwanted books, collected 500 which staff organized by reading level and will be giving 1 book per child); virtual pizza and paperbacks...Brickhouse dining to donate... brought in \$2400 so far to purchase sunshade. Trying to recruit for Board positions for next year; socially distanced color run.

Erica Thornton, Center: – focus on teachers with monthly appreciations (chapstick; valentines, microwave), baked goods in April, teacher appreciation in May. Enrichment authors; different programs. Taste of Chelmsford calendar raffle–sold 876 tickets at \$25 each and reached out to regular vendors and sponsors for prizes...net \$22K! More than regular 'normal times' Taste event. Worked with vendors to make it worthwhile for them. Considering how to continue that. Recycle day April 24; Fun Run obstacle course idea for playground, trying to break ground a year from now. Square 1 fundraiser.

Theresa Evans, McCarthy: Chipotle night; teacher appreciation each month; punch a prize for teachers, very fun event. Teacher lunch next week, once students leave the building. Recycle day; book fair (virtual bookfair) two weeks in length; McCarthy IDOL a possibility; drive in movie; cornhole tournament pending restrictions with good weather; a lot of Board turnover and looking to recruit. Project 300 money has been used to supplement. Rock and Roll Bingo... not sure if it can happen.

CHS Civic Action Club running Select Board and they are running survey to get questions; working with BOH to make a safe debate.

Cheryl Bean, Parker: Fruit sale successful; Enrichment history at play (american revolution); Parker PRIDE run variation this year

CHS: graduation in the works; optimistic there will be one. seniors finish about May 28; looking at different venues; can't use Tsongas due to numbers. City of Lowell using LeLacheur ballpark and reachign out to them to see if that's possible (not allowin gothe rcommunities). CHS considering using stadium, working through logistics. Anticipate dates and tentative plans in early April.

11. New Business

Laura - Scholarships – the same kids win / apply... what can we do? Johanna -- can publicize at Innovation

Motion to adjourn: Theresa Evans 1st; Erica Thornton 2nd; passed

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

January 20, 2021

Balance or Sept. 1, 2020		5,370.42
Income:	<u>CURRENT</u>	<u>CUMULATIVE</u>
O'Connor	0.00	0.00
Other	<u>0.00</u>	<u>0.00</u>
Total	0.00	0.00
Expenses:		
Picture Distribution	0.00	0.00
Scholarship	0.00	0.00
Community Read-In	198.99	198.99
Presentations	0.00	0.00
Fees	18.50	18.50
Accountant Fee	0.00	0.00
Miscellaneous	<u>0.00</u>	<u>0.00</u>
Total	217.49	217.49
Net For Year:		(217.49)
Balance on January 20, 2021		5,152.93

PROJECTED INCOME/ EXPENSES FOR 2020 - 2021

Income:		
Current in bank	5,370.42	
Picture Money	<u>18,000.00</u>	
TOTAL	23,370.42	
Expenses:		
Scholarship	2,200.00	
Community Read-In	500.00	
Fees	50.00	
Accountant Fee	450.00	
Miscellaneous	<u>250.00</u>	
TOTAL	3,450.00	
Available \$ for programs/distribution		19,920.42

TREASURER'S REPORT

COUNCIL OF CHELMSFORD SCHOOLS

SEPT. 1, 2020 - AUGUST 31, 2021

March 17, 2021

Balance on March 17, 2021 **5,370.42**

Income:	<u>CURRENT</u>	<u>CUMULATIVE</u>
O'Connor	18,000.00	18,000.00
Other	<u>0.00</u>	<u>0.00</u>
Total	18,000.00	18,000.00

Expenses:	<u>CURRENT</u>	<u>CUMULATIVE</u>
Picture Distribution	0.00	0.00
Scholarship	0.00	0.00
Community Read-In	0.00	198.99
Presentations	0.00	0.00
Fees	35.00	53.50
Accountant Fee	450.00	450.00
Miscellaneous	<u>0.00</u>	<u>0.00</u>
Total	485.00	702.49

Net For Year: 17,297.51

Balance on March 17, 2021 **22,667.93**

PROJECTED INCOME/ EXPENSES FOR 2020 - 2021

Income:	
Current in bank	5,370.42
Picture Money	<u>18,000.00</u>
TOTAL	23,370.42

Expenses:	
Scholarship	2,200.00
Community Read-In	500.00
Fees	50.00
Accountant Fee	450.00
Miscellaneous	<u>250.00</u>
TOTAL	3,450.00

Available \$ for programs/distribution **19,920.42**

O'Connor Picture Money

School Year	Gross Sales	MA Tax 6.25%	Net \$	20% Commission	Guaranteed commission	Unearned Commission
2017 - 2018	\$76,657.52	\$4,791.10	\$71,866.43	\$14,373.29	\$18,000.00	\$3,626.72
2018 - 2019	\$80,150.10	\$5,009.38	\$75,140.72	\$15,028.14	\$18,000.00	\$2,971.86
2019 - 2020	\$84,924.24	\$5,307.77	\$79,616.48	\$15,923.30	\$18,000.00	\$2,076.71
2020 - 2021	\$65,681.03	\$4,105.06	\$61,575.97	\$12,315.19	\$18,000.00	\$5,684.81
Totals	\$307,412.89	\$19,213.31	\$288,199.58	\$57,639.92	\$72,000.00	\$14,360.08

O'Connor Picture Money 2020 - 2021

School Name	Gross Sales	MA Tax 6.25%	Net \$	20% Commission
Byam	9,280.87	580.05	8,700.82	1,740.16
Center	\$9,439.52	\$589.97	\$8,849.55	\$1,769.91
CHIPS	\$1,338.44	\$83.65	\$1,254.79	\$250.96
Harrington	\$10,174.67	\$635.92	\$9,538.75	\$1,907.75
Lions Pride	\$0.00	\$0.00	\$0.00	\$0.00
McCarthy	\$13,735.04	\$858.44	\$12,876.60	\$2,575.32
Parker	\$12,629.69	\$789.36	\$11,840.33	\$2,368.07
South Row	\$9,082.80	\$567.68	\$8,515.13	\$1,703.03
Totals	\$65,681.03	\$4,105.06	\$61,575.97	\$12,315.19

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

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.

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

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:

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

- 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.

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

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 Geskus citing the unsatisfactory performance, giving Geskus 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 Geskus 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. Geskus shall be responsible for any extra expense or damages suffered by the CoCS. Geskus 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.

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

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