



2018 Annual Report
Hitchcock Free Academy

**2018 Hitchcock Free Academy Annual Report
Table of Contents**

	Page Number
Agenda March 25, 2018 Annual Meeting.....	3
Board of Trustee Officers & Nominations.....	4
Hitchcock Free Academy Trustees & Affiliations.....	5-9
Hitchcock Free Academy Employees and Accountant.....	9
Hitchcock Free Academy Committee Members.....	10
Nominating Committee Report.....	11
Minutes of March 15, 2018 Annual Meeting.....	12-13
Minutes of November 14, 2018 Semi-Annual Trustee Meeting.....	14-17
President’s Report.....	17
Director’s Report.....	18-20
Fund Raising/Friends of Hitchcock.....	21-24
Attendance Reports.....	24-35
Publicity Report.....	36-37
Building and Grounds Committee Report.....	37-38
Scholarship Committee Report.....	38-39
Investment Committee Report.....	39
Governance Committee Report.....	40
Treasurer’s Report.....	40-41
Accountant’s Report to be distributed at the meeting.....	41

Approved 2018 approved budget, Columbia Funds Transfers and breakdown are on excel spreadsheets and included separately.

Hitchcock Free Academy
AGENDA TRUSTEES ANNUAL MEETING
Thursday, March 25, 2019 6:00 PM

Welcome and Reflections

Welcome new Trustee Alex Keddy

Accept Minutes of November 14, 2018 Board of Trustee Meeting

Acceptance of Reports

- President's Report, Director's Report, Fundraising Report, Marketing Report, Attendance Reports, Building and Grounds Report, Governance Report, Scholarship Report
- Nominations – Election of officers, renewal of Trustee Terms, nominations for 5 Trustees
- Finance & Insurance Committee Report
- Accountant's Report
- Treasurer's Report & Budget Update

Old Business

- Employee Manual- sent to Lawyer's Clearinghouse for a free review & update
- Strategic Plan meeting needed
- Crosswalk/Road update
- Charles Field update

New Business

- Governance Committee Members needed – revisit Governance report before the meeting
- 5-6 new Trustees needed what's your story? - Carrie
- Transition team for Sue's retirement – Carrie
- Trustee High 5 Spring Pledge - Christina
- Reassigning Shirley Frye Memorial Funds – Sue & Elaine
- Building & Grounds MGM Funds request – Alia & Sue
- Sip & Stars - Christina
- Committee updates/needs
- Other

**Hitchcock Free Academy Community Center
Proposed Trustee Nominations 2019-2020**

Renewals

Carrie Deltoro 2024

Mike Defalco 2024

5 New Trustees Needed and their respective terms:

Replacement Trustee term ends 2020:

Replacement Trustee term ends 2021:

Replacement Trustee term ends 2023:

Replacement Trustee term ends 2023:

Replacement Trustee term ends 2024:

Nominations for Slate of Officers as of March 14, 2019 expiring March 2020

President: Ron Christensen

Vice President: Carrie Deltoro

Clerk: Co-Clerks: Carrie Deltoro & Tom Faxon

Treasurer: Christine Bolte

Hitchcock Free Academy Community Center

Trustees & Affiliations 3/2018 - 3/2019

Trustee Since/Term Expires:

Alia Abaid 2017/2022

667 Cronin Road

West Brookfield, MA 01585

603 867-2201

Alia_abaid@yahoo.com

Contract Arborist Davey Tree

Jessica Adams 2017/2022

1036 Pleasant Street

Palmer, MA 01069

404 644-2075

dentonj24@gmail.com

Marketing Data Specialist for Worcester Polytechnic Institute

Ron Christensen 2015/2023

27 Converse St.

Palmer, MA 01069

413-427-1215

ronc@lh-cpa.com

CPA Partner, Trustee Wing Hospital and Country Bank

Richard Costa 2016/2021

P.O. Box 207

Brimfield, MA 01010

508 380-6502

RICHARD.COSTA@us.ngrid.com

National Grid Employee, Brimfield Trail Committee, Brimfield Board of Health

Trustee Since/Term Expires:

Charlotte Corry 2015/2021
 P.O. Box 380
 Brimfield, MA 01010
 413-245-7133
 413 478-7525
Charlotte.corry@yahoo.com

Manager General Ledger, retired: Phoenix Wealth Management, Fund Raising Committees
 Treasurer and/or board member of Brimfield Ambulance, Inc. since 1982

Carrie Deltoro 2015/2019
 125 Brookfield Rd
 Brimfield, MA 01010
 413-245-7314
Carrie.kirton@gmail.com

Professional writer & consultant, marketing strategist

Mike DeFalco 2001/2019
 155 Dunhamtown-Palmer Road
 Brimfield, MA 01010
 413-283-2136 (home)
augiedef@charter.net

Former Web Site Designer at Mass Mutual Insurance, Former Brimfield School Committee Chair

Thomas Faxon 2017/2022
 PO Box 28
 Fiskdale, MA 01518
 774-289-6933
ThomasFaxon@gmail.com

Digital Marketing Specialist - The Hanover Insurance Group

Trustee Since/Term Expires:

Alex Keddy 2019/2020
 740 Old Petersham Rd
 Barre, MA 01005
 978-270-5117 (cell)
 413-277-2330 (work)
 akeddy@countrybank.com

Country Bank Retail Banking Officer, Brimfield Office

Christina Mealey 2015/2020
 6 North Main St.
 Brimfield, MA 01010
 401-301-6415 (cell)
Christinamealey@gmail.com

Former Director Scandinavian Cultural Center; writing, editing, marketing, design, event planning and programming; PR Director for Rapsallion Brewery and Table & Tap Restaurant in Acton

Trustee Since/Term Expires:

Resigned

Beverly Tetreault 2009/**2020** resigned 1/2019
 86 Pleasant Street CB staff Alex replaced her
 PO Box 232
 West Warren, MA 01092
 413-436-7755 (home) 413-813-8494 (cell)
 413-277-2330 (work direct line)
btetreault@countrybank.com

Country Bank Retail Banking Officer, Brimfield Office

Jordan Richmond	2013/ 2018 Resigned 5/2016
13 Lyman Barnes Road	replacement needed 2023
Brimfield, MA 01010	
201-248-0640 (cell)	

Retail Banking Branch Manager Santander bank, N.A.; Musician

Honorary Trustees:

Term of office

James Adams, Jr.	1978-1993
4 North Main Street	
Brimfield, MA 01010	
413-245-7030	

Carter Cooley	1995-2013
21 Brookfield Road	
Brimfield, MA 01010	
413-245-7142 (home)	

Donald Moriarty	1977-1990
30 Mill Lane	
Brimfield, MA 01010	
413-245-3514	

Hitchcock Academy 2018 - 2019 Employees

Executive Director

Susan Gregory
21 Holland Road
Wales, MA 01081
413-245-3454 (cell)
sue@hitchcockacademy.org
castgregory@charter.net

4/8/89 – Present

Assistants to Directors

Cheryl Cameron 12/12/2016 – Present, Administrative Assistant
231 Palmer Road
Brimfield, MA 01010
413 544-4062 (cell)
Cherc87@charter.net

Diana Caissie 5/4/2017- 12/31/2018
360 Palmer Road
Brimfield, MA 01010
413 544-4743

Susan Overbey 1/2/2019–Present, Publicity Asst
295 Sturbridge Road
Brimfield, MA 01010
252 503-6104 sjoverbey@gmail.com

Custodian

Curt Jameson 12/5/2016- Present
11 Wales Road
Monson, MA 01057
413 668-6653
413 668-8427
jamesonenterprises@hotmail.com

Treasurer

Chris Bolte 4/10/2017- Present
13 Carriage Drive
Brimfield, MA 01010
315-525-3359
chris@hitchcockacademy.org

Hitchcock Academy 2018-2019 Paid Accountant

Elaine Korhonen
2442 Boston Road
Wilbraham, MA 01095
413-596-4645
413-599-1800 (Fax)
Elaine@KorhonenCPA.com

2/9/90-Present

Hitchcock Free Academy Committee Members 2019-2020

Executive Committee: comprised of the President, VP, Treasurer, Clerk and Director, this committee meets on an as-needed basis to review the budget, discuss upcoming events, personnel policies, identify potential trustees nominations, strategic planning and troubleshoot time sensitive issues.

Ron Christensen, Tom Faxon, Carrie Deltoro, Sue Gregory, full board is invited to attend

Governance Committee: Oversee board functions, regulations and procedures

Michael Defalco, Tom Faxon

Investment/Finance Committee: meets quarterly to review, discuss and update investment portfolio of the Academy. The committee also meets with our investment bankers annually to review our investment guidelines. The committee is responsible for oversight of the budget and financial statements, developing financial policies and procedures. The Treasurer is a member of this committee.

Ron Christensen, Christine Bolte, Charlotte Corry

Buildings and Grounds: works closely with the director to identify and respond to safety/general maintenance issues. Work completed by this committee includes reviewing, discussing bids received for various projects, identifying area of short and long term maintenance, recommending to Investment Committee prudent use of amortization account.

Dick Costa, Alia Abaid, Curt Jameson, Sue Gregory

Scholarship Committee: Members read, review applications for potential scholarship awards. Interviews are also conducted by members and scholarship amounts are then determined. This committee will work closely with the Marketing Committee to ensure proper marketing of recipients and program.

Alex Keddy, Susan Overbey, Camille Collins Lovell

2018 Fund Raising Events: Works to create, organize, and implement events of various sizes which will increase the visibility of the Academy while providing fundraising dollars. Any and all Trustees and volunteers are welcome and needed. These events include, but are not limited to:

1. April 13-Oct 26, 9-2 Farmers' Market Every Saturday
2. May 4 Town-Wide Tag Sale
3. Spring Friends Campaign April 18 & Giving Tuesday Dec 3 kick off for fall campaign Mailing April 1 & Nov 15 - Help needed with bulk mailings, sharing on social media
4. May 14 - 19, July 9-14 & Sept 3-8 Flea Market Parking Volunteers needed parking cars
5. June 21 Make Music Day to celebrate Spring and Summer Registration
6. Summer Fun – July 15 – Aug 2 – M-F 9-12 Assist with student transitions/overseeing
7. Aug 7, rain date Aug 8 – Sip & Stars at Brimfield Winery with Rapsallion volunteers needed for ticketing, raffles, parking, cleanup, setup

Marketing/Communications: Works to increase the visibility of HFA through print, media, electronic and other means. Create and review communications calendar on a yearly basis based on events, programs offered, timely news (e.g. special events, ongoing events...).

Carrie Deltoro, Christina Mealey, Tom Faxon, Jessica Adams, Susan Overbey, Sue Gregory

Volunteer Coordinator needed for: Parking cars during the flea market, special events

Charles Field Committee: Mike Defalco, Dick Costa

Accessibility Committee: Help needed

Hitchcock Free Academy
Trustee Meeting March 15, 2018
Submitted by Carrie Deltoro

Attendees

Jessica Adams, Carrie Deltoro, Christina Mealey, Ron Christensen, Deb Christensen, Sue Gregory, Dick Costa, Mike DeFalco, Elaine Korhonen

Christina called the meeting to order at 6:05 p.m.

Christina reflected briefly on the year so far, calling attention to the success of the Beer and Stars event, and thanking Sue for her continued attention to maintaining the budget.

The minutes from the November meeting of the board of trustees had been distributed by email a week prior to the meeting. Ron made a motion to approve the minutes as presented. Deb seconded and the minutes were approved with no changes.

Annual Reports were also distributed by email prior to the meeting. Deb made a motion to accept the reports. Mike seconded and the reports were approved.

Christina then announced nominations for trustee officers and requested additional nominations. Ron was the sole nominee for President, Carrie was the sole nominee for Vice President, and there were no nominees for Clerk.

It was decided that the Clerk position could be an interim position, with responsibilities split between Tom Faxon and Carrie. Carrie would continue as signatory, while Tom would be responsible for taking the minutes at the next meeting of the board of trustees.

Ron made a motion to accept the following slate of officers: Ron Christensen as President; Carrie Deltoro as Vice President and Interim co-Clerk; Tom Faxon as interim co-Clerk. Sue seconded and the motion was passed.

Christina gave an update on the need to recruit additional trustees and said that the Governance Committee was the lead on this initiative. Christina said that she would help with some general public outreach to try to fill the three open positions.

Ron gave an update on behalf of the Finance and Investment Committee reporting on a recent meeting with the appeals officer of the Massachusetts Unemployment Office to discuss whether instructors should be classified as employees or contractors. A decision should be made shortly.

Elaine reviewed the accountants report, reporting on revenues and expenses and emphasizing the importance of fundraisers, gifts and grants to maintaining the organization's status as a 501©3 nonprofit.

Dick made a motion to accept the accountant's report. Deb seconded and the motion was passed.

Chris gave a brief update on the budget and reviewed the treasurer's report. Chris mentioned that she made one change, which was to consolidate all classes into one line item for the purpose of reviewing with the trustees.

Christina then went over some old business: Mike agreed to review the personnel manual and make an recommendations for changes in advance of the November meeting of the Board of Trustees.

Sue said that she would send the bylaws to everyone for a regular review.

Sue discussed the lack of movement on the crosswalk and road configuration on Brookfield Road.

Christina mentioned community interest in updating and better maintaining Charles Field, but cost is a major consideration in any project involving the basketball and tennis courts.

Dick said he would look into the possibility of using the space for solar panels, so the space could generate income rather than serve as an expense.

There was then a discussion about withdrawing funds from the MGM fund for assorted capital expenses that were enumerated in the Treasurer's Report. Ron made a motion to withdraw up to \$15,000 for the listed capital items and a few others for which Sue still needed to get quotes. Deb seconded and the motion was passed.

Christina gave an update on the Beer and Stargazing event, which is HFA's biggest fundraiser of the year. There will be a new venue this year, as Hyland Orchard has opted not to host again. The event will be held in Brimfield at the Brimfield Winery, which is scheduled to open this summer.

Deb briefly updated the group that the Governance Committee has been holding meetings again and the work is moving forward.

Carrie mentioned that the Marketing Committee held a retreat in January to discuss priorities for 2018.

Mike mentioned that maintenance of Samuel Hitchcock's grave might be a responsibility of the trustees. He said he would look into what the obligations of the board might be and whether any action needs to be taken.

Carrie made a motion to adjourn at 7:55 p.m. Christina seconded. Meeting was adjourned.

HFA Biannual Board Meeting - November 14th 2018

Attendees:

Sue Gregory, Christina Mealy, Alia Abaid, Mike Defalco, Jessica Adams, Deb Christensen, Diana Cassie – left early, Chris Bolte, Charlotte Corey, Tom Faxon, Ron Christensen – arrived late

The meeting was called to order by Sue Gregory at 6:40PM

The minutes from the previous meeting were read by Sue Gregory, a motion was made to approve the minutes, the motion was seconded and unanimously approved.

The Fundraising Committee report was delivered by Christina Mealy. Christina cited that the goal of \$10,000 in increased revenue from the Sip 'n' Stars fundraising event, was not attained. She attributed the decrease in attendance to the change in venue, early development of the host winery, and paid advertising. Chris Bolte recommended a more family friendly approach to the event, and pricing consideration for non-drinking customers. Jessica Adams expressed agreement and recommended a non-drinking ticket option. Diana Cassie stated that she believed the ticket prices for this year, for those utilizing the tasting tickets, was reasonable. Chris Bolte seconded Jessica's recommendation, and raised the idea of a "Tea Totaler's" non-drinking ticket. Christina Mealy agreed with the non-drinking ticket option, and said that we want to advertise a new three tier ticket model. Christina advised that coming in below goal on Sip 'n' Stars, results in an increase goal for Giving Tuesday / Friends Campaign. Christina reviewed the print mailing that has been planned for Giving Tuesday, and the new model of requesting donations on Black Friday / Cyber Monday. Group discussion was opened by Sue Gregory regarding the benefits of recurring donation models. Diana Cassie supported this idea. Charlotte Corey stated that credit donations incur processing charges and that there is an advantage to check donations. Christina Mealy distributed paper for anonymous pledges for Giving Tuesday, while describing the newly established prize model for donors. Chris Bolte recommended T Shirts for potential donor prizes. Sue Gregory advised T Shirts could be cost prohibitive, upfront. Chris Bolte recommended value alternatives for T Shirts – i.e. Globe Sign Company.

Sue Gregory described her recent attendance at a Massachusetts non-profit seminar. Sue explained how the seminar reminded her of the history and founding of Hitchcock. Donations began as small as 20-30 dollars and many donations remain this size, over 100 years later. She described the "super power" of trustees, how trustees are the "doers" at HFA, and how many were trustees for over 20 years. She cited 20k+ students and teachers crossing the threshold every year, and more specifically the local volunteers in the community who have made impactful efforts to maintain and improve the building and programs at HFA. Sue Gregory called the meeting to breakout session at 7:15PM. The attendees were broken into three groups for independently-focused trustee roadmap exercises.

Team A: Message / Tag Line

Diana Cassie, on behalf of her team, recommended:

- Increased trustee focus in messaging and expansion on website index (home page)
- Facebook targeted ad for retirees
- Outreach at senior center – talk on HFA history
- Retirees have the most time to give, but we want a richly mixed demographic

Team B: Volunteer Event

Sue Gregory, on behalf of her team, recommended:

- Trustee driven volunteer event
- Engage senior center for list of new retirees
- Collaborate with Mom's club
- Engage with Recreation Committee.

Tom Faxon, on behalf of his team, recommended:

- A “get-involved” meeting might have been too weak of a pull for recruitment, and Sip ‘n’ Stars may have been too strong/distracting.

Mike Defalco recommended leaving a one pager at each class

Alia Abaid, on behalf of her team, recommended:

- Moving the recruitment table at Sip ‘n’ Stars to the bar – bring the message to the people

Team C: Info

Ron Christensen, on behalf of his team offered that:

- HFA doesn't exist by accident and that we much create a feeding pool of volunteers for trustees
- Perhaps we should be more selective in our recruitment of trustees, and offer a path to trustee, through volunteerism

The Budget Report was delivered by Chris Bolte. Chris reviewed for the board:

- Total use of facilities
- Total registration
- Total fundraising events

Ron offered that the Executive Committee met previously to review the budget in detail, line by line. He invited any questions to be openly raised, specific to the budget, as it has been presented.

Chris Bolte stated that we have been added to the Public House fundraising event (BBQ)

Christina suggested that HFAs need opportunity to talk about our organization at such events.

Sue Gregory advised that Tom Faxon has previously recommended scratch tickets for stronger raffle sales at dinner fundraisers.

Chris Bolte resumed budget review of:

- Grants – stated 2017 boiler grant is not part of 2018
- Total incomes
- Total inflows

Sue Gregory advised that Linda Fuchs has stepped down from running the farmers market and that we are looking for two new farmers, and one marketing manager.

Charlotte Corey offered that the town-wide tag sale was not particular successful at her home and asked if we could consider selling donated antiques during the antique show. Diana Cassie said that a field owner may offer exhibitor space for this type of effort.

Ron Christensen called the meeting back to items specific to the budget, as it had been proposed.

Chris Bolte resumed budget review of:

- Office expenses which were relatively flat
- Technology increase needed for computer repair or replacement
- Utilities which were relatively flat
- Insurance decrease due to no harassment policy being purchased
- Building and ground

Chris Bolte asked Sue Gregory and Alia Abaid for an update from the Building and Grounds committee. Sue Gregory advised that new LED lights will be provided at little to no cost through rebates and THS installation. She advised that the recent concern regarding a smoking light switch was the result of it not being wired properly. She said an electrical audit will be completed soon by THS.

Chris Bolte resumed budget review:

- Stating that the boiler replacement cost is lifted from last year's budget
- Oil has been paid in advance
- Snow removal budget is relatively even
- Scholarship is relatively even
- Fundraising increase – location change for Sip 'n' Starts means renting port-a-johns and covering balance of wine tickets, after Brimfield Winery's discount
- Friends Campaign is lower due to Christina Mealey's print mail sourcing negotiation
- In total, HFA is approximately 600 over budget, to date

Ron Christensen asked if anyone would make a motion to approve the budget, excluding salary increase. Charlotte Corey moved to approve the budget as presented, the motion was seconded, and unanimously approved. Ron asked if there were any questions of Sue Gregory or Chris Bolte, before entering executive session. No questions were raised, employees exited the meeting hall, and executive session was called to order.

Minutes submitted by Tom Faxon.

President's Report 2018

This past year has been a very interesting one. The normal activities had their usual ebb and flow, but the one big issue as of last year's annual meeting dealt with the State Unemployment assessment treating us as employers of those individuals that we have always treated as independent consultants and to whom we issued 1099 forms if they were paid in excess of \$600 annually. We appealed the decision by the state and felt comfortable that they would agree with our position. They did not and thanks to Sue's tenacity and unwillingness to accept the state's position, she requested a hearing by a higher authority within the state unemployment department. We came out as winners at this hearing and therefore the way we have always reported payments to the consultants will continue. Thank you, Sue.

The fund-raising activities have continued and increased thanks to the committee. I felt the star gazing night was excellent although not as well attended as previous years. The smaller group was not as rowdy however and more attractive to the families that attended.

This year will be the end of an important era in the history of HFA with Sue's retirement. It's important to thank Sue and her staff for the excellent management of the academy this year.

Additional thanks to the directors and volunteers whose hard work has kept our heads above water.

Respectfully submitted,

Ronald Christensen, President

HFA Executive Director's Report 2018

Staffing changes in 2018 were limited to Diana Caissie resigning on Dec 31, 2018. Thank you Diana for a job well done. I am pleased to welcome Susan Overbey as the new Publicity Assistant for Hitchcock. Susan brings a deep enthusiasm to the job and has some excellent writing skills. I am so happy to have Curt, Cheryl and Chris continuing in their positions. We make a great team and it is wonderful to work with all of them. They each have a passion for their jobs and their kindness and dedication is a big part of what make Hitchcock a wonderful community center.

The big news was that we finally won our appeal with the state concerning the unemployment audit. The audit began in 2013 and we won our appeal July 27, 2018. A copy of page one of the Board of Review Decision is attached. A refund is still due to us for unemployment payments made which were not due.

We also finally received our IRS paperwork on June 28, 2018 confirming that we are no longer a private foundation but we are now a public foundation. Attached is a copy of that letter.

Grants awarded in 2018 included:

- Country Bank supported our for Sip & Stars \$1,000 and one Concert on the Common \$500
- MA Cultural Council for two summer concerts \$950 concerts \$365 Science Tellers
- Constellation \$500 for holiday events on Dec 8, 2018.

Fund raising events are now focusing on sponsorships for a variety of events. Valley Gives Day ended in 2018 so we will begin our own High Five Fundraiser April 15, Friends and Family Fridays was cancelled last year before we won our appeal for Worker's Comp and we thought we had to have everyone teaching sessions had to be staff. Make Music Day is scheduled for June 2, 2018., Sip and Stars will be held on August 7, rain date Aug 8 and the Town –Wide Tag sale will be May 4. Giving Tuesday will be on December 3, 2019 (Constellation Grant.) Our big ask, our end of year Friends' campaign continues to be our most important program to track and get our data into a program that will allow us better flexibility for tracking and planning.

We are all working together to make our programs strong, well-attended and meeting the needs of our community members. We did see an increase in program attendance in 2018, across the board and our email and FB contacts have increased. All suggestions and assistance to help us will be welcome and greatly appreciated.

As I head toward retirement, my biggest concern is assuring Hitchcock has a full Board of Trustees in place to steer Hitchcock into the future as we look at staffing changes. I hope to work with staff and trustees over this year to develop a transition plan and to pave the way for the future of Hitchcock. I have always loved my job and as April 8 marks my 30th Anniversary at Hitchcock, I feel blessed to have been able to make a difference for so many people in our community.

Gratefully Submitted,

Susan Gregory Executive Director, HFA

Board of Review
19 Staniford St., 4th Floor
Boston, MA 02114
Phone: 617-626-6400
Fax: 617-727-5874

Paul T. Fitzgerald, Esq.
Chairman
Charlene A. Stawicki, Esq.
Member
Michael J. Albano
Member

Issue ID: Sec2-16-033
EAN: 72-409320

BOARD OF REVIEW DECISION

Introduction and Procedural History of this Appeal

The employing unit appeals a decision by a review examiner of the Department of Unemployment Assistance (DUA), which concluded that services performed by instructors for the employing unit constituted employment pursuant to G.L. c. 151A, § 2. We review, pursuant to our authority under G.L. c. 151A, § 41, and reverse.

On January 13, 2016, the DUA's Revenue Audit Division issued a determination finding that the services performed by the instructors constituted employment. The employing unit appealed the determination to the DUA hearings department. Following a hearing on the merits, attended by the employing unit and a representative from the Revenue Audit Division, the review examiner affirmed the agency's determination in a decision rendered on March 23, 2018.

The review examiner concluded that, although the employing unit had carried its burden with respect to G.L. c. 151A, § 2(c), it had not done so for G.L. c. 151A, §§ 2(a) and 2(b), and, thus, the services performed by the instructors constituted employment under G.L. c. 151A, § 2. After considering the recorded testimony and evidence from the hearing, the review examiner's decision, and the employing unit's appeal, we accepted the employing unit's application for review and afforded the parties an opportunity to submit written reasons for agreeing or disagreeing with the decision. Both parties responded. Our decision is based upon our review of the entire record.

The issue before the Board is whether the review examiner's decision, which concluded that the employing unit did not carry its burden under G.L. c. 151A, § 2, to show that the services performed by the instructors did not constitute employment, is supported by substantial and credible evidence and free from error of law.

Findings of Fact

The review examiner's findings of fact are set forth below in their entirety:

1. On 1/13/2016, the Revenue Audit Department determined that there was an employer-employee relationship established between the instant employer and individuals that provided educational, recreational and cultural instruction in the year 2014.

Internal Revenue Service
P.O. Box 2508
Cincinnati, OH 45201

Department of the Treasury

Date: JUN 28 2018

Hitchcock Free Academy
P O Box 155
Brimfield, MA 01010-0155

Employer Identification Number:
04-2277210

Person to Contact - ID Number:
D Gruesser - 0194501

Contact Telephone Number:
877-829-5500 Toll-Free

Form 990 Required:
Yes

Dear Sir or Madam:

In December 2012 you notified the Internal Revenue Service of your intent to terminate your foundation status as a private foundation under section 507(b)(1)(B) of the Internal Revenue Code of 1986 and become a public charity. In our letter of January 18, 2013, we stated that you would be treated as a public charity until the expiration of your 60-month advance ruling period.

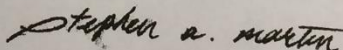
Based on the information you submitted at the end of the advance ruling period, we determined that you have terminated your private foundation status under the provisions of section 507(b)(1)(B) of the Code. Accordingly, as of January 1, 2013, you have been reclassified as a public charity described in sections 509(a)(1) and 170(b)(1)(A)(vi) of the Code. Since your exempt status wasn't under consideration, you continue to be classified as an organization exempt from Federal income tax under section 501(c)(3) of the Code.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, *Compliance Guide for 501(c)(3) Public Charities*, which describes your recordkeeping, reporting, and disclosure requirements.

Because this letter could help resolve questions about your exempt status and foundation status, you should keep it in your permanent records.

If you have any questions, please contact the person whose name and telephone number are shown in the heading of this letter.

Sincerely,



Stephen A. Martin
Director, Exempt Organizations
Rulings and Agreements

Fundraising Committee Report 2018

Committee: Christina Mealey (Chairperson), Carrie Deltoro, Tom Faxon

The Fundraising Committee focused its attention in 2018 on Valley Gives Day, the stargazing fundraiser and Giving Tuesday and the Friends Campaign.

The strategy for Valley Gives this year was to focus energies on hosting an exclusively online event without the distraction of an on-site event. With reduced programming efforts, income remained steady at \$5886, just surpassing 2017's figure. 2018 marked the final year for The Community Foundation's regional fundraising campaign as they plan to support organizations going forward in soliciting recurring donations. The Fundraising Committee will assist in the effort of initiating a new spring fundraiser in 2019 to take the place of Valley Gives, given Hitchcock's need for income to cover spring expenses.

The Beer Tasting & Stargazing fundraiser moved to a new venue this year – Brimfield Winery – and due to a newly added wine tasting, took on a new name – Sip & Stars. Hopes of maintaining the same growth and momentum year to year were compromised by having to postpone due to weather, and possibly also the move to Brimfield from Sturbridge, as attendance went down. Income consequently fell short of the \$15,000 goal but was even with last year's take of approximately \$10,000, thanks to increased sponsorships, including a new sponsorship of \$1,000 from BT's Smokehouse secured by the Committee's letter campaign. The Committee is confident that a small investment of advertising dollars will go a long way to boost attendance at next year's event, hopefully allowing us to reach 2019's \$12,500 fundraising goal. The Committee also feels BT's participation in 2019 will help to increase attendance.

Further changes were made to the Friends Campaign mailer this year to reduce costs. After last year's simplification of the piece to reduce printing and postage costs, the Committee advised cutting the recipient list down to only donors who had made recent gifts, resulting in over \$1200 in savings in costs of printing, postage, along with significantly reducing the effort of labeling and stamping.

Similar to Valley Gives Day, an effort was made to capture the interest of our social media following by sharing regular Friends Campaign updates with consistent messaging and graphics as benchmarks were reached on the way to the \$10,000 goal which, when combined with Giving Tuesday's kick-off, was surpassed by over \$1,500.

The Committee has begun the effort of cleaning up donor data, and a new spreadsheet is now in use for tracking donations.

Thank you to our Generous Friends and Families! 2018

We raised *\$16,360.59* in 2018 with the help from these Giving Tuesday; Scholarship, Trustees Matching Gifts, and our Spring & Fall Friends' Campaigns

Samuel A. Hitchcock Society (\$500 +)

Christina Mealey & Cedric Daniel

John & Marilyn Sherris

Deb & Ron Christensen

President's Circle (\$250-\$500)

Deborah Howard & Robert deBruyn	Jared & Jessica Adams	David & Judith Carpenter
Susan & Clifford Gregory	Robert & Charlotte Corry	Matthew & Laura Marino
Roxann Smith	Thomas & Lori Faxon	

Director's Circle (\$100-\$249)

Stephanie Bayliss	Walter & Pauline Dodge	Rebecca & Michael Malone
Pamela Beall	Lynn & John Field	Glee Marchand
Bob & Penny Blomgren	Raymond & Maryann Fontaine	Sarah & Berk Meitzler
David & Christine Bolte	Linda & Wolf Fuchs	Donald & Pam Moriarty, Heart-O-The-Mart
Thomas J Brown	Clifford & Susan Staples- Holt	Lori & Patrick Morrill
Sue & Chris DeBruin	Kenneth & Lynn Lacey	Sandra Morris
Joan Demers	April & Jim Learned	William & Carol Platenik
Ann Fisher	Joyce Sinnot	Edward & Susan Boucher
Virginia & Ronald Seaburg	Marcia & Donald Beal	Rich & Joyce Eichacker
Jessica Seem & Kevin Walsh	Carolyn Boehne	Peter Weston
Nancy Bauer	Sheila & James Cuddy	Elaine Korhonen CPA
Diana Caissie	Judith & David Carpenter	Joseph & Karen Ballou
Mary Leonard	Caroline & Dio Deltoro	Kristie Voloshinov
Lori Myers	Matthew & Janice Sosik	Bryan & Michelle Zanardi

Friend's Club (\$50-\$99)

Denise Johnson & Robert Cheney	Cynthia & Warren Kenyon	Susan Gaulin
Edouard deVarennes	Francis & Tina Langevin	Dave Robison
Nicole Donahue	Gwendolyn Levine	Robert & Nancy Janicki
Denise Dupont	Stephanie & Brian Miller	Jean Gallant
Anne H Dutka	Roy Rowe	Denise Lachapelle
Kim Higgins	Chris Sturgeon	Mary Kelly
Ann & Clark Howell	Belinda & Alex Winkler	
Valerie Keith	Robert Adams	Steve Adams
Heather & Douglas Blakeley	Kimberly Moran	Michael & Leila Glaser
Lorraine Crane	Barbara Ceplenski	Maris & Anna Ozolins
Diane McIntosh	Gene & Jolene Pepper	Alia Abaid
Lisa Meunier	Linda Mezynski	John Miller & B J MacKinnon
James Zieger	Linda Day Newland	Carol Pilis
James Glickman & Elissa Gelfand	Christine Hubbard	Mark & Sue Allen

Hitchcock Supporter (\$30-\$49)

Barbara Blake	Cassie Parys	Chante & Trevor Gregory
Mary & Mark Lacombe	Amy & Mike Adams	Betty Andersen
Kim Lapan	Linda & Brian Friedmann	Beverly Tetreault

Additional Gifts

Cassandra Courtney	Susan Overbey	Adney & Norma Russo
Lillian Kubacki	Georgette Corriveau	Geoffrey Earls
Jen Benoit	Marsha Denton	Trish & Jonas Noble
Jocelyn & Tim Grant	Jerry Gere	Michelle Palmer
Becky & Scott Gendreau	Ted & Dianne Dubsy	Ulesha Pham
Mary Sue Garwood	Gary & Cynthia Taudel	Wendy Woodard

Chris Raiche	Cynthia Dickinson	Doris Kenyon Kozlowski
Dawn Adams	Lisa Dobos	Priscilla and David Yetter
Barbara & Ernie Blake JR	Jolene Mason	Charlene & Peter Pilon
James & Cheryl Cameron	Amy Matthieu	Paige Higby
Jim & Lisa Lamothe, Cook's Farm Orchard	David Stanley & Ellen Sussman	Stacy Stout
Michael & Susan DeFalco	Deb Tierney	Sarah & Robert Swift
Elaine Strout	Rachelle & Patrick Carey	Douglas & Elizabeth Dickinson
Andrea Gondek Cadieux	Mary Chisholm	R & T Mcisaac
Eleanor Szlachetka	Linda Wright	Bob Short
Marjorie Jackson	Margo Chevers	Jim Paradis

Submitted by:

Cheryl Cameron, Assistant Director

**Attendance Instructional Activities
Ages 14-Adult 2018**

<i>Age 14-Adult Programs</i>	# Meetings	# Regist.	Total #Attend.	Instructor	Session Dates
American Sign Language A	6	11	55	May Marques	1/25-3/8
American Sign Language B	6	13	77	May Marques	3/15-5/3
American Sign Language C	6	15	61	May Marques	9/20-10/25
American Sign Language D	Cancelled*	0	0	May Marques	11/1-12/13
Animal Behavior w/ Bob Bailey	2	35	59	Laurie Merritt Bob Bailey	11/10,11
Buddies Dog Training A	6	1	6	Laurie Merritt	1/17-2/21
Buddies Dog Training B	Cancelled*	0	0	Laurie Merritt	2/28-4/4
Buddies Dog Training C	6	3	20	Laurie Merritt	4/11-5/16

Buddies Dog Training D	6	3	13	Laurie Merritt	6/20-7/25
Buddies Dog Training E	Cancelled*	0	0	Laurie Merritt	
Buddies Dog Training F	6	3	18	Laurie Merritt	10/3-11/7
Buddies Dog Training G	Cancelled*	0	0	Laurie Merritt	11/28-1/9/19
Cake Decorating A - Feb	1	6	7	Susan Gaulin	2/13
Cake Decorating B – March	1	6	8	Susan Gaulin	3/20
Cake Decorating C – April	1	10	9	Susan Gaulin	4/24
Cake Decorating D – May	1	7	7	Susan Gaulin	5/22
Cake decorating E - June	1	4	4	Susan Gaulin	6/19
Cake Decorating F - Sept	1	10	10	Susan Gaulin	9/11
Cake Decorating G - Oct	1	14	14	Susan Gaulin	10/16
Cake Decorating H - Nov	1	11	11	Susan Gaulin	11/13
Cake Decorating I - Dec	1	5	5	Susan Gaulin	12/4
CPR A	1	3	2	Nora Holland	4/11
CPR C	1	2	2	Nora Holland	10/24
Dance for Fitness	8	6	32	Karen Larsen	10/30-12/18
First Aid B	1	3	2	Nora Holland	4/11
First Aid D	1	2	2	Nora Holland	10*24
Fencing B	8	4	30	Andy Bloch	1/17-4/4
Fencing D	8	4	30	Andy Bloch	3/21-5/23
Fencing F	Cancelled*	0	0	Andy Bloch	9/20-11/8
Fencing H	8	3	21	Andy Bloch	11/15-1/17/19
Friends & Family Friday cupcakes	1	17	17	Susan Gaulin	2/2/18
Friends & Family Friday Irish Step/Fencing	Cancelled*	0	0	K. Larsen/A. Bloch	3/2/18
Friends & Family Friday Dogs	1	15	15	Laurie Merritt	4/6/18
Friends & Family Friday Birch Bark Baskets	Cancelled*	0	0	Marcia Beal	5/4/18
Friends & Family Friday Origami	1	5	5	Tanja Pevner	6/1/18

Friends & Family Friday Story Starters/Props	Cancelled	0	0	Erin Wallace	7/6/18	
Friends & Family Friday Constellation Jars	Cancelled	0	0	Sue Gregory	8/3/18	
Friends & Family Friday Fairy & Troll Doors	Cancelled	0	0	Marcia Beal	9/7/18	
Friends & Family Friday Baby Sign Lang	Cancelled	0	0	May Marques	11/2/18	
Friends & Family Friday Circus Yoga	Cancelled	0	0	Karen Larsen	12/7/18	
Friends & Family Friday Tai Chi	Cancelled	0	0	Sharon Palmer	10/5/18	
Games Day, Jan	1	21	21		1/7	
Great Gardening A	1	10	10	Jessica Groleau	3/29	
Great Gardening B	Cancelled**	0	0	Jessica Groleau	4/12	
Genealogy DNA A	1	10	10	Dave Robison	1/31	
Genealogy B	4	6	16	Dave Robison	2/7-2/15	
Genealogy ABCs	0	0	0	Dave Robison	11/1-11/29	
K9 Nosework © A	6	1	7	Laurie Merritt	1/6-2/10	
K9 Nosework © B	6	5	28	Laurie Merritt	1/6-2/10	
K9 Nosework © C	6	1	5	Laurie Merritt	1/6-2/10	
K9 Nosework © D	6	3	18	Laurie Merritt	1/18-2/22	
K9 Nosework © E	6	1	7	Laurie Merritt	2/17-3/31	
K9 Nosework © F	6	5	25	Laurie Merritt	2/17-3/31	
K9 Nosework © G	6	2	10	Laurie Merritt	2/17-3/31	
K9 Nosework © H	6	1	6	Laurie Merritt	3/1-4/5	
K9 Nosework © I	Cancelled*	0	0	Laurie Merritt	4/7-5/19	
K9 Nosework © J	6	3	18	Laurie Merritt	4/7-5/19	
K9 Nosework © K	6	3	18	Laurie Merritt	4/7-5/19	
K9 Nosework © L	6	4	24	Laurie Merritt	4/12-5/17	
K9 Nosework © M	6	0	0	Laurie Merritt	6/16-7/28	
K9 Nosework © N	6	0	0	Laurie Merritt	6/16-7/28	

K9 Nosework © O	6	2	12	Laurie Merritt	6/16-7/28
K9 Nosework © P	6	2	12	Laurie Merritt	5/24-7/25
K9 Nosework © Q	6	2	12	Laurie Merritt	10/4-11/8
K9 Nosework © R	Cancelled*	0	0	Laurie Merritt	11/15-12/27
K9 Nosework © S	6	0	0	Laurie Merritt	9/15-11/24
K9 Nosework © T	6	3	17	Laurie Merritt	9/15-11/24
K9 Nosework © U	6	2	10	Laurie Merritt	9/15-11/24
K9 Nosework © V	Cancelled*	0	0	Laurie Merritt	11/17-12/22
K9 Nosework © W	6	3	18	Laurie Merritt	11/17-12/22
K9 Nosework © X	6	4	18	Laurie Merritt	11/17-12/22
K9 Nosework © ongoing	4	1	4	Laurie Merritt	custom
K9 Nosework © ongoing	4	1	4	Laurie Merritt	custom
K9 Nosework © ongoing	4	1	4	Laurie Merritt	custom
K9 Nosework © ongoing	4	1	4	Laurie Merritt	custom
K9 Nosework © ongoing	4	2	8	Laurie Merritt	custom
Let's Start a Jam Band!	Cancelled*	0	0	Tim Kane	3/30-6/8
Make it w/Marcia Pysanky	1	15	15	Marcia Beal	3/28
Make it w/Marcia Silk Scarves	1	4	4	Marcia Beal	5/7
Make it w/Marcia Silk Scarves	1	3	3	Marcia Beal	11/28
Make it w/Marcia Troll Houses	1	7	7	Marcia Beal	9/28
Make it w/Marcia Weavings	Cancelled*	0	0	Marcia Beal	2/28
Make it w/Marcia Felted Birds	1	7	7	Marcia Beal	12/5
Healthy Eating, Jan	Cancelled*	0	0	Anne Bernardin	1/17
Metro Bistrot A	1	20	20	Jay Livernois	4/17
Metro Bistrot B	1	20	20	Jay Livernois	7/16
Music w Jodi A	6	2	11	Jodi Stevens	1/10-3/14
Music w Jodi B	6	1	6	Jodi Stevens	3/21-5/2
Music w Jodi C	Cancelled*	0	0	Jodi Stevens	4/25-6/6

Music w Jodi D	1	6	6	Jodi Stevens	summer
New Years Back on Track	Cancelled*	0	0		2/2
Photo Editing	3	8	23	Kevin Kopchynski	3/5-19
Photo Editing	Cancelled*	0	0	Kevin Kopchynski	10/1-10/22
Poetry Encounter A	Cancelled*	0	0	Brent Northup	1/25
Poetry Encounter B	Cancelled*	0	0	Brent Northup	2/15
Poetry Encounter C	Cancelled*	0	0	Brent Northup	3/15
Reiki I A	1	1	2	Jean Miller	4/11-4/16
Reiki I C	Cancelled** Jean – surg	0	0	Jean Miller	6/6-6/13
Reiki II B	Cancelled** Jean - surg	0	0	Jean Miller	5/16-5/23
Scratchboard Wkshp	Cancelled*	0	0	Loretta Medeiros	5/18-6/1
Sunday Tea Social	1	11	9	Diana Caissie	4/29
Sunday Tea Social	1	5	4	Diana Caissie	9/23
Tai Chi/Chi Kung A	6	6	33	Sharon Palmer	1/22-3/5
Tai Chi/Chi Kung B	6	8	29	Sharon Palmer	3/12-4/23
Tai Chi/Chi Kung C	6	7	36	Sharon Palmer	4/30-6/11
Tai Chi/Chi Kung D	5	4	16	Sharon Palmer	7/2-7/30
Tai Chi/Chi Kung E	Cancelled*	0	0	Sharon Palmer	8/20-10/1
Tai Chi/Chi Kung F	Cancelled*	2	0	Sharon Palmer	10/15-11/19
Tai Chi/Chi Kung G	Cancelled*	1	0	Sharon Palmer	11/26-1/14/19
Tai Chi Seminar A	1	7	7	David Masera	1/13
Tai Chi Seminar B	1	8	8	David Masera	2/24
Tai Chi Seminar C	1	5	5	David Masera	3/10
Tai Chi Seminar D	1	5	5	David Masera	4/7
Tai Chi Seminar E	Cancelled*	0	0	David Masera	5/19
Tai Chi Seminar F	1	9	8	David Masera	6/9
Tai Chi Seminar G	1	7	7	David Masera	7/28

Tai Chi Seminar H	1	4	4	David Masera	8/25
Tai Chi Seminar I	1	6	6	David Masera	9/22
Tai Chi Seminar J	Instr cancelled**	0	0	David Masera	10/27
Tai Chi Seminar K	1	5	5	David Masera	11/
Tai Chi Seminar L	1	7	7	David Masera	12/
Violin Q	5 (2018)	3	13	Linda Day	(12/18/17) -2/5/18
Violin A	6	1	6	Linda Day	1/25-3/8
Violin B	6	3	19	Linda Day	2/12-3/19
Violin C	6	1	4	Linda Day	3/15-4/26
Violin D	6	2	12	Linda Day	3/26-4/30
Violin E	6	1	6	Linda Day	5/3-6/7
Violin F	6	3	18	Linda Day	5/7-6/18
Violin (rent)	3	1	3	Linda Day	6/14,21,28
Violin (rent)	4	1	5	Linda Day	7/5,12,19, 26
Violin G	4	2	8	Linda Day	10/6-27
Violin H	4	3	12	Linda Day	11/3-24
Violin I	4	2	8	Linda Day	12/1-22
Violin J	4	1	4	Linda Day	10/4-25
Violin K	4	2	8	Linda Day	11/1-29
Watercolor w/Anna A	1	10	10	Anna Ozolins	3/9
Watercolor w/Anna B	1	8	8	Anna Ozolins	5/4
Watercolor w/Anna C	1	5	5	Anna Ozolins	10/18
Watercolor w/Anna D	1	6	6	Anna Ozolins	11/15
Yoga w/Sharon A	6	12	50	Sharon Palmer	12/18-2/26
Yoga w/Sharon B	6	13	70	Sharon Palmer	3/5-4/23
Yoga w/Sharon C	6	10	58	Sharon Palmer	4/30-6/11
Yoga w/Sharon D	6	11	53	Sharon Palmer	6/25-7/30
Yoga w/Sharon E	6	11	49	Sharon Palmer	8/20-10/1
Yoga w/Sharon F	6	12	58	Sharon Palmer	10/15-

						11/19
	Yoga w/Sharon G	6	12	58	Sharon Palmer	11/26-1/14/19
	Yoga Nidra A	Cancelled*	0	0	Sharon Palmer	1/18
	Yoga Nidra B	Cancelled*	0	0	Sharon Palmer	5/17
	Yoga Kitchen Counter	Cancelled*	0	0	Sharon Palmer	4/4
	Zumba A	6	6	23	Karen Larsen	1/2-2/6
	Zumba B	6	4	17	Karen Larsen	2/13-3/27

* Number registered did not meet minimum for class

** Instructor cancelled

151 classes offered, 37 cancelled

	#Meetings	#Regis.	#Attendance
2018 Totals	381	644	1,786
<u>2017 Totals</u>	<u>351</u>	<u>724</u>	<u>1,177</u>
Difference	+30	-80	+609

Respectfully Submitted,

Cheryl Cameron

Attendance Instructional Activities Youth 2018

<i>Youth Programs</i>	# Meetings	# Regist.	Total #Attend.	Instructor	Session Dates
Babysitter Training	1	10	10	Lisa Meunier	7/9
Brain Gym A	1	5	5	Linda Fuchs	2/15
Brain Gym B	Cancelled*	0	0	Linda Fuchs	3/14
Brain Gym C	Cancelled*	0	0	Linda Fuchs	3/14
Brain Gym 26 Moves A	Cancelled*	0	0	Linda Fuchs	10/17-11/28
Brain Gym 26 Moves B	Cancelled*	0	0	Linda Fuchs	10/17-11/28
Cedarbrook Audubon	3	14	42	Maureen Roberts	4/3-4/24
Cedarbrook Learning Spring	8	14	112	Lisa Lanne	4/3-4/24
Cedarbrook Learning Fall	8	14	107	Lisa Lanne	10/16-

						12/13
Circus Yoga A	Cancelled*	0	0	Karen Larsen	1/16-2/27	
Circus Yoga B	Cancelled*	0	0	Karen Larsen	3/6-4/10	
Circus Yoga C	Cancelled*	0	0	Karen Larsen	4/24-6/5	
Creature Creations A	Cancelled*	0	0	Erin Wallace	2/19	
Creature Creations B	Cancelled*	0	0	Erin Wallace	2/19	
Creature Creations C	Cancelled*	0	0	Erin Wallace	3/10	
Creature Creations D	Cancelled*	0	0	Erin Wallace	3/10	
Fencing A	8	6	45	Andy Bloch	1/17-3/14	
Fencing C	8	3	20	Andy Bloch	3/21-5/23	
Fencing E	8	4	30	Andy Bloch	9/20-11/8	
Fencing G	8	7	49	Andy Bloch	11/15-1/17/19	
Garden & Nature Plus	Cancelled**	0	0	Linda Fuchs	11/27-12/18	
Irish Step Dance A	Cancelled*	0	0	Karen Larsen	1/16-2/27	
Irish Step Dance B	Cancelled*	0	0	Karen Larsen	3/6-4/10	
Irish Step Dance C	Cancelled*	0	0	Karen Larsen	4/24-6/5	
SUMMER FUN						
Week 1, 7/16-20 Storytime A	5	10	35			
Week 1, 7/16-20 Games B	5	10	36			
Week 1, 7/16-20 Arts&Crafts C	5	10	36			
Week 1, 7/16-20 Games D	5	13	53			
Week 1, 7/16-20 Tennis E	5	14	56			
Week 1, 7/16-20 Des & Create F	5	13	56			
Week 1, 7/16-20 Tennis G	5	12	42			
Week 1, 7/16-20 Des & Create H	5	14	50			
Week 1, 7/16-20	5	11	38			

	Games I					
Week 2, 7/23-27	Storytime A	5	9	34		
Week 2, 7/23-27	Games B	5	9	30		
Week 2, 7/23-27	Arts&Crafts C	5	8	28		
Week 2, 7/23-27	Games D	5	11	49		
Week 2, 7/23-27	Tennis E	5	10	44		
Week 2, 7/23-27	Des & Create F	5	9	40		
Week 2, 7/23-27	Tennis G	5	8	39		
Week 2, 7/23-27	Des & Create H	5	8	34		
Week 2, 7/23-27	Games I	5	8	34		
Week 3, 7/30-8/	Storytime A	5	8	36		
Week 3, 7/30-8/3	Games B	5	8	36		
Week 3, 7/30-8/3	Arts&Crafts C	5	11	51		
Week 3, 7/30-8/3	Games D	5	10	43		
Week 3, 7/30-8/3	Tennis E	5	11	46		
Week 3, 7/30-8/3	Des & Create F	5	12	45		
Week 3, 7/30-8/3	Tennis G	5	4	15		
Week 3, 7/30-8/3	Des & Create H	5	7	27		
Week 3, 7/30-8/3	Games I	5	10	36		

* Number registered did not meet minimum for class

** Instructor cancelled

51 classes offered, 15 cancelled

	#Meetings	#Regis.	#Attendance
2018 Totals	188	442	1,489
<u>2017 Totals</u>	<u>351</u>	<u>724</u>	<u>1,177</u>
Difference	-163	-282	+312

Respectfully Submitted,
Cheryl Cameron

Cultural Attendance 2018

EVENT	MTGS	# ATTENDANCE	TOTAL PROGRAM EXPENSE	INCOME/ ACCOUNT
1. Concerts on the Common	(3)	(190)		
Radio Ranch	1	60	\$500	Country Bank for Savings
11 on the Outside	1	90	\$250	MA Cultural Council
The Casters	1	40	\$700	MA Cultural Council
2. Science Tellers	1	35	\$365	MA Cultural Council
3. Make Music Day	1	100	\$130	Alice Sawin Davis Fund & sponsorships/volunteers
4. December Delights	1	84	\$500.00	Constellation Grant
2018 Totals	6	409		
2017 Totals	4	380		
Difference	+2	+29		

Respectfully Submitted by:

Cheryl Cameron

Community Meeting Attendance 2018

COMMUNITY PROGRAM NAME	# MTGS	TOTAL
4H Horses/Dogs Mtgs	17	254
AA Friday Night Mtgs	42	2129
American Legion	8	9
Art Group Tuesdays	32	201
Building and Grounds Comm HFA	1	4
(Community Mtgs)		
WES staff mtg	1	10
Lions Club	1	25
Town/crosswalk	1	6
Memorial Day Committee	1	6
Brimfield Cultural Council	1	9
Brimfield Community Partnership	8	128
QV CDC	1	21
Lions Club	1	25
Tantasqua Music Assoc.	1	6
DCF	1	5
Community Service Learners	2	4
December Delights	1	84
Executive Comm Mtg HFA	2	13
Family Foundation 5 Playgroups	28	540
Family Foundation 5 Music & Movmt	29	941
Family Foundation 5 STEAM	28	463
Family Foundation 5 Special Bowls	1	95
Family Foundation 5 Cones & Con	1	45
Farmers Markets	17	2600
Finance Comm HFA	1	3
Functions (weekdays)	1	40
Fundraising Comm HFA	5	25
Games Day	2	28
Governance Comm HFA	2	7
Functions (weekends)	8	289

Grandparents Support Group	15	187
Marketing Mtgs HFA	5	31
Martial Arts	81	597
Nosework Mock Trial	1	30
Opacum Land Trust Mtgs	7	89
QCST rehearsals	14	394
Scholarship Mtgs HFA	1	4
Scouts - Cub Scouts	7	54
Scouts - Boy Scout Leader	5	41
Scouts - Boy Scout Troop 7	7	53
Scouts - Cubs	1	8
Scouts - Daisy	4	32
Scouts - Girls Troop 11803	19	275
Scouts - Girl Scouts Leader	11	141
Scouts - Girl Scouts Regional	1	15
Scouts - Wolf	1	9
Sip & Stars	1	254
Stop Abuse Today Mtgs	10	75
Travel Around Hitchcock Day	1	18
Trustee Mtgs HFA	1	12
Valley Gives Day	0	0
Watercolor Class w/Beth	25	408
Weight Watchers	40	1535
Science Tellers	1	30
2018 Total attendance, community meetings		12,307
2017 Total attendance, community meetings		12,120
Difference		+ 187

Respectfully Submitted by:

Cheryl Cameron

Publicity Report 2018

Marketing was once again an important focus for the organization, as our continued operations depend on both getting people through the door and successfully soliciting donations. Early in January the Marketing Committee came together with the Fundraising Committee for a half-day retreat where volunteer and staff roles were clarified and improved; priorities were set; and a calendar for the year's marketing activities was agreed upon. Our marketing always strive to support our fundraising activities, program enrollments, and generally raise awareness of what a valuable resource HFA is to the community. Again this year, social media was a key piece of our strategy, as it offers an inexpensive way to reach large numbers of people.

The end of the year saw a marketing staff transition, as Marketing Assistant Diana Caissie moved on after a little over a year at HFA and Susan Overbey was hired in December.

Social Media/Online Marketing

Facebook is the primary social media outlet used by HFA. Page likes continued to increase this year, about 22%, finishing the year with 1,326 likes.

We continued to use the "Events" feature on Facebook this year with great results:

More than 60 online events were created this year, with a wide range of interest and visibility

We also continued sharing information through Facebook Groups in the hopes of further expanding our reach in the community:

The following are closed groups that events were shared in:

- Brimfield, MA Community
- Monson Speaks
- Palmer, MA Residents and Neighbors
- Sturbridge MA Community
- West Brookfield, MA

Constant Contact is our email outreach service. This year we sent 66 emails to our list of about 1,783 active people. Our average open rate is 26.5% and our click-through rate for links is 10.3%

Instagram saw an increase in followers this year and is now over 200. Content continues to be shared across all the platforms, reaching more people for minimum effort.

Print/Earned Media

Weekly **press releases** to local area newspapers include articles about classes, special events, and anything else of interest. We always include pictures and captions. HFA has been seeing growing routine coverage of all of our offerings and events

Other Direct Outreach to the Community

- Local Chambers of Commerce

- Annual QHCC Visitors' Guide
- Posters
- Seasonal flyers
- Outside board
- Direct email mailings to Brimfield & Wales Elementary

Fundraising Support

Marketing efforts first and foremost support of our fundraising efforts. This year, our biggest fundraiser of the year presented some new challenges, with a change of name, change in venue, and a new tiered sponsorship program. The newly branded event became Sip and Stars and the event was moved to Brimfield Winery from Rapsallion Brewery.

While attendance was down this year from the prior year, marketing efforts were still highly successful, and we expect attendance numbers to improve going forward as the name and brand awareness grow.

The Facebook event still had significant interest, with over 2,600 people indicating their interest. These numbers were down from the prior year, likely due in part to the new venue and brand/name.

Additionally, as in prior years, marketing focused its efforts on Valley Gives, Giving Tuesday, and the end-of-year Friends Campaign.

Building & Grounds Report 2018

Our line item budget includes regular maintenance, like painting, of this 164 year old gem of a building. Every year, there are larger ticket items that need to be addressed as well. We met with Curt Jameson to discuss building needs and to brainstorm cost efficient ways to address the needs.

We are pleased that the Tantasqua Electrical Students have been replacing all of the florescent lights with led lights throughout the building. Since there is a rebate program we are getting many of the lights for free. The instructor said if we were going to have an electrician replace all the lights, he estimated it would cost \$60,000. As it is, we only need to pay for a few lights, and some other supplies and the MGM Funds can cover the \$2,000-\$2,500 cost.

The leaking pipes under the recreation room floor are due to a leak in the closed steam heat system. We have been using a great deal of water and there was an unusual sound which lead us to detect the issue. The submerged pipe need to be jack hammered out, the pipe replaced and the new flooring poured and painted. It is estimated this will cost \$3,000.

We had issued with the new boiler shutting off the pilot light and it was remedied by moving the oil filters higher so the air would not get trapped in the lines, causing the problem. That repair was covered under the warranty.

Our building inspection for 2018 had very little to be addressed, there were some emergency lights to be replaces which have already been taken care of by the Tantasqua Electrical Students.

The fire escapes need to be inspected every 5 years by a certified structural engineer. That will need to be done again in 2023. We had minor repairs needed, which Curt addressed and the fire escapes need touch up paint to prevent rusting.

New recommended projects for 2018:

- Paint north exterior of the building , cupola and the flag pole \$5,600 Trafford Painting
- Paint the ceiling of the Upper Auditorium \$1,500 Trafford Painting.
- Hire Curt Jameson at \$25 hour handyman rate: Repoint Bricks on west side of building 30 hours labor @\$25 hour \$750 + \$125 supplies Total \$875* MGM Funds
- Hire Curt Jameson at \$25 hour handyman rate: Cement pads along west and north sections of the building to reduce or eliminate water in the boiler room
- Hire Curt Jameson at \$25 hour handyman rate: Rec Room entryway cement pad to eliminate mud tracked into the Rec Room
- Solar lights for the sidewalk and parking lot cost? MGM Funds*

General Maintenance

Project	Amount
Exterior Painting north side of building	5,600
Interior Painting UA ceiling	1,500

MGM Funds Project Requests

Project	Amount
Install Copper or Aluminum caps on ramp posts	Awaiting bid ballpark \$600?
Repoint Bricks estimate 30 hours	875
Cement pads along the west and north sides of the building to divert water away from the foundation estimate 18 hours \$300 supplies	1,300
Crosswalk – awaiting the town's update	?
New Lighting upgrades estimated	2,500
Burst steam return pipe in the Rec Room Floor	3,000
Total	8,275

Building & Grounds Committee,
Richard Costa, Alia Abaid, Susan Gregory, Curt Jameson

Annual Scholarship Report 2018

The former Scholarship Committee members, Belinda Winkler, Bev Tetreault, and Shelly Winiarski have all resigned from the committee in 2018. New Members include Susan Overbey, Camille Collins Lovell and Alex Keddy

With a budget of \$1,000, 2 scholarships of \$500 each. Were awarded to:

Kevin Reil 61 John Haley Road Brimfield and Alison Senecal 30 Warren Road, Brimfield.

The committee asked for an essay which would represent how they would give back to the community as Mr. Hitchcock did.

It was implemented that Hitchcock should seek donations from the community to fund scholarships in order to alleviate the burden on the organization's operating budget going forward. A donation bucket for restroom use during the flea market was advertised as supporting scholarships. We raised \$636 through tips and designated donations for scholarships.

In addition a recommendation for future fund raising for scholarships to reach out to those who received scholarship money 2000 -2005. Unfortunately, this was not able to be completed but remains a recommendation for the 2019 scholarship.

Respectively submitted, Susan Gregory

Charles Field 2017 – General Mowing and cleanup was done. No meeting, No report.

Memorial Room 2017 – No meeting, No report, some sorting and filing needed to be done.

Elevator Project 2017 – No meeting, No report.

INVESTMENT COMMITTEE REPORT

Our committee did not meet very often this past year. It might be said that we were enjoying the investment portfolios gaining ground without much input. That feeling ended abruptly with the large down swing at the end of the year. Although we had nothing to do with that either.

Sue, Chris, and I had a telephone conference call with our investment managers a short while ago. We listened and attempted to understand the discussion. Bottom line is that our investment policies are still sound, particularly with using a three-year average to apply our 4.25% withdrawal rate against. They missed the boat a bit with the MGM investments in that they suggested that we merge them with our other portfolio once the roof loan gets paid off. We pointed out that we had no intention to do that even though the investment policies are identical, we felt it imperative to segregate MGM investments since they will be used for significant building repairs that may come up. I believe most of you received an email from Sue regarding the water leak.

Charlotte Corey, Deb Christensen & Ron Christensen—Investment Committee

Governance Committee Report

The Governance Committee is composed of only 2 board members: Tom Faxon and Mike DeFalco. The committee was formed to “assist the Board of Directors in fulfilling its legal, ethical, and functional responsibilities through adequate governance policy development, recruitment strategies, training programs, monitoring of board activities and evaluation of board members’ performance”.

The Governance Committee shall oversee the Board’s ability to govern the organization effectively through:

1. creation of governance policies and procedures;
2. recruiting and nominating suitable board members;
3. providing orientation and training programs for board members, and
4. evaluating the performance of the board a whole.

To accomplish this goal, the Governance committee is in need of active members to recruit new Trustees, provide any necessary training and to keep the full Board of Trustees fully functioning.

With Sue Gregory’s retirement approaching, it is vital that this committee become more active in recruiting and training Trustees to meet the mission of the Academy.

Treasurer’s Report

The Executive Director and staff have done an excellent job of keeping under the deficit (\$7,982) budget, and actually achieving a surplus of \$1,906! Still providing the services for which Hitchcock Free Academy is known.

The following should be noted:

- The 2018 monthly draw from US Trust, \$6558, increased \$298 from the previous year. At the 2019 4.25% Spending Rule rate, the monthly draw will be \$6370, a decrease of \$188 monthly.
- Two \$500 scholarships were granted to 2 well qualified college students in 2018.
- Grants covered the following cultural events:

Constellation	\$500	December Delights
Country Bank	\$500	Concerts on the Common
Mass Cultural Council	\$1315	Concerts on the Common & Science Tellers

We are in the fifth full year of funding the new roof. HFA took out a \$35,000, five year, 5.25% loan from Country Bank using the MGM funds as collateral. The monthly payments of interest and principal of \$665.69 is drawn from the MGM funds, \$7,988.28 annually.

We had a lot of repairs done to the building in 2019, some of which are continuing! Using MGM funds, approved by the trustees in 2018, we replaced oil tanks which included a boiler room abatement, installed water spigots outside, replaced the vinyl flooring in hallway to the restrooms, installed a cement pad outside of the rec room, and created a closet on the stage in the main hall upstairs. Thank you to Curt Jameson, our custodian, for all of his hard work!

I have almost completed 2 years with HFA. It has been a delight to work with everyone!

Regards,
Chris Bolte
Treasurer

Additional Excel reports attached separately include:

- Columbia Management Funds Transfers
- Columbia Management Funds Breakdown
- 2019 approved budget with 2018 Actual
- January 1 – March 11, 2019 Profit and loss statement