

Bethel Board of Education Regular Meeting

Thursday, December 18, 2025 7:00 PM

Board of Education Conference Room E, Live Stream:

<http://devos2.bethel.k12.ct.us/show?video=763ff4de0370> Materials can be viewed at: <https://meetings.boardbook.org/Public/Organization/2425> The opportunity for members of the public wishing to make comments can attend and comment in-person or may send public comments to the Board via email or letter and it will be included as part of the record of the meeting., 1 School Street, PO Box 253, Bethel, CT 06801

1. Call to Order	Speaker (s) : Policy 9326
1.A. Roll Call for Quorum	
1.B. Pledge of Allegiance	
2. Add Executive Session to the Agenda	
3. Selection of Temporary Chairperson	
4. Annual Meeting	
4.A. Election of Officers	
4.A.1. Nominations for Chairman of the Board	
4.A.2. Nominations for Vice Chairman of the Board	
4.A.3. Nominations for Secretary of the Board	
4.B. 2026 Proposed Board of Education Meeting Dates	
4.C. 2026 Proposed Standing Committees Assignments	
4.D. Code of Ethics	Speaker (s) : Christine Carver
5. Board Recognition/A Salute to Excellence	
5.A. Gifts, Grants, & Bequests	
5.A.1. Donation to Families in Need	
5.A.2. Science Viewers	
5.A.3. STEM Explorers Kits	
5.A.4. Books for Rockwell Community Service Project	
6. BOARD REPORTS - PROGRESS TOWARDS DISTRICT INITIATIVES	
6.A. Special Education Update	Speaker (s) : Christine Carver
7. Consent Calendar	Speaker (s) : Policy 9326
7.A. Approval of Minutes	

7.A.1. November 20, 2025 - Regular Board of Education Meeting

8. Correspondence

Speaker(s): Policy
9326

9. Public Comment

(Please note: The Board welcomes Public Comment and asks that speakers please limit their comments to 2 minutes. Speakers may offer objective comments of school operations and programs that concern them. The Board will not permit any expression of personal complaints or defamatory comments about Board of Education personnel and students, nor against any person connected with the Bethel Public School System.)

Speaker(s): Policy
9326

10. Administrative/Board Member Update

Speaker(s): Policy
9326

10.A. Board Chairperson Update

10.B. Administrative Update

10.B.1. 2025-2026 BOE District Data Sheet

11. Recommend Executive Session

11.A. Personnel Matter - sick bank

12. Adjourn

DS MEDIA

**EMPOWERING
SCHOOLS**

**MONETIZING
SCOREBOARDS**

A New Business Model Opportunity with DS, DS Capital, DS Media, and DS Education

**DIGITAL
SCOREBOARDS**

CAPITAL

MEDIA

EDUCATION

HOME OF THE MIDGETS!
PUTNAM COUNTY
1974-PRESENT

PUTNAM COUNTY
TRAIL RIVERS CONFERENCE
ALL SPORTS CONFERENCE

BB&T
Ford
HAMMERHEADS
MAKE SOME NOISE!
PC
0 08:00 0
Fouls Bonus Period Bonus Fouls TO ●●●
0 1 0 TO ●●●

UNTY



QUICK GLANCE

HOW OUR MODEL WORKS



Purchase the desired indoor digital scoreboard package



Provides 7-year financing with a flat annual fee. Partners with Blue Street Capital for immediate and guaranteed financing



Signs a 7-year exclusive media rights contract with school

+

Schools will pay the year 1 payment upfront upon contract acceptance, and DS Media will **guarantee repayment** annually at each anniversary date

SCHOOLS

Receive equipment at a net zero cost, plus an additional 25% of the net advertising revenue annually. Schools will also receive ScoreVision and DS Academy 7-year subscriptions at no additional costs.



A SEAMLESS

PROCESS FOR

THE SCHOOL

1

Purchase equipment from Digital Scoreboards



2

Finance through DS Capital with one flat annual payment with a 7-year term



3

Contract with DS Media to manage advertising on scoreboards across the campus



4

Generate New Revenue with DS Media and the 25% net annual advertising revenue share



5

Change lives across your school with the 7-year DS Academy curriculum and career pathway program



The Revenue Model for your School (example)

- Purchase & contract the desired package
- Finance the package with DS Capital (7-years)
- \$35,900 Payment (DSM-2)
- DS Media generates \$100,000 in ad revenue
- DS Media receives \$20,000 (20%)
- DS Media repays school payment \$35,900
- Net Advertising Revenue \$44,100
- School receives 25% of net \$44,100 ad revenue annually of \$11,025

- Summary: No Cost Scoreboards + \$77,175 in advertising revenue over a 7-year term with full ownership of scoreboards



THE VALUE PROPOSITION

Why Superintendents Will Say “Yes”

Net Zero Capital Investment

→ Schools receive an indoor digital scoreboard at no cost (with or without shot clocks).

7-Year Terms

→ Flexible agreements with 100% coverage for installation, maintenance, and warranty.

Revenue Share

→ Schools earn 25% of net ad revenue yearly, starting from year one.

Added Value

→ DS Academy Curriculum access and ScoreVision software suite built into the investment so there will be no costs pertaining to software.

Breakdown to Share with Superintendents:

"Your school gains state-of-the-art technology with a net zero capital investment while generating sustainable annual income!"

- First 20% of ad revenue → Covers DS Media's management costs.
- DS Media repays school for payment (estimated 40%)
- Remaining 40% → Split between your school (25%) and DS Media (75%).





DS Academy

**EMPOWERING STUDENTS
THROUGH VIDEO
PRODUCTION**

- Supports Student Learning within a 7 year teaching model
- Builds Career Pathways and Supports Career Preparation
- Fosters Creativity, Inclusion & Innovation
- Engages the Community
- Holistic Development

PARTNERSHIP LIFECYCLE

1**YEAR 1**

→ Net zero cost hardware purchase and installation, one flat annual payment.

2**YEARS 2-7**

→ Schools earn annual revenue and full reimbursement of annual payment at yearly anniversary date.

3**YEAR 7**

→ The school fully owns the scoreboard.

POST-TERM OPTIONS

1. Manage ads independently and keep 100% of ad revenue
2. Renew with DS Media on a (50/50 revenue split)
3. Upgrade to new equipment and restart a new 7-year partnership

Alternative OPTIONS

*High schools with existing modern digital boards or looking for a straight purchase, continue to be viable DS Media partners with high upside.

Consider the 50/50 Revenue Share Program Sales Opportunity:

- Partner with DS Media to build, launch and manage the advertising program for your school
- This is managed on a 50/50 Revenue share
- 5-year term required



Tailored Packages for Every Indoor Facility

DISPLAY PACKAGE DETAILS:

DSM-1

12x7 + 9x5

WITH SHOT CLOCKS \$35,900.00
WITHOUT SHOT CLOCKS \$33,900.00

DSM-2

12x7 + 12x7

WITH SHOT CLOCKS \$37,900.00
WITHOUT SHOT CLOCKS \$35,900.00

DSM-3

15x9 + 9x5

WITH SHOT CLOCKS \$39,900.00
WITHOUT SHOT CLOCKS \$36,900.00

DSM-4

15X9 + 12X7

WITH SHOT CLOCKS \$42,900.00
WITHOUT SHOT CLOCKS \$39,900.00

DSM-5

15X9 + 15X9

WITH SHOT CLOCKS \$45,900.00
WITHOUT SHOT CLOCKS \$43,900.00

DSM-6

17X10 + 9X5

WITH SHOT CLOCKS \$40,900.00
WITHOUT SHOT CLOCKS \$37,900.00

DSM-7

17X10 + 12X7

WITH SHOT CLOCKS \$43,900.00
WITHOUT SHOT CLOCKS \$40,900.00

DSM-8

17X10 + 17X10

WITH SHOT CLOCKS \$47,900.00
WITHOUT SHOT CLOCKS \$45,900.00

 MEDIA

The Fine

DETAILS

PACKAGE INCLUSIONS:

- Two Displays with or without Shot Clocks
- ScoreVision AV Rack
- ScoreVision Software Suite (7-year pre-paid subscription)
- DS Academy Curriculum (7-year pre-paid subscription)
- DS Creative Annual Animation Suite (7-year pre-paid subscription)
- Removal & Disposal of Existing Scoreboards
- Installation onto Solid Block Wall
- Onsite Tech, Commissioning and System Training
- Freight to Destination
- 7-year parts / 7-year labor warranty
- Guaranteed Loan Repayment (paid annually at anniversary date)
- 25% of the Net Advertising Revenue (paid annually at anniversary date)

WHY IT MATTERS

- Explosion in hyperlocal advertising
- Advertising fragmentation is at an all-time high
- Schools are under immense funding pressure
- Synergies with Digital Scoreboards, DS Media, DS Capital, DS Education, that all benefit the school community
- No other full turn-key ad + hardware partner in the country
- Will completely change the financial landscape within the entire Digital Scoreboards eco-system



FAQ/Questions from the Team?

What if a school has or buys outdoor and wants to include in the DS Media program?

Revenue share will increase to 50% of the net advertising revenue.

What if a school can't pay year 1 upfront?

They may not be the right client for us. We are looking for partner schools that understand the value proposition and the long-term opportunity of no cost scoreboards and a new potential revenue stream.

What if the school already has an active advertising program of banners, etc...?

- *They may not be the right partner as we cannot have the school competition within the school.*
- *DS Media takes over the current ads, manage, and upscale the current advertisers for more revenue.*
- *DS Media manages the project, and we negotiate a higher revenue share with schools' assistance.*

Does the annual payment cover ScoreVision and the DS Academy subscriptions?

Yes, the payment covers everything, and the school will have only the one payment.

Are the schools responsible for power & data needed for the displays?

Yes, the schools will supply the needed power and data for the installation.

What if DS Media does not generate enough advertising revenue to cover the annual payment?

The DS Media contract guarantees full annual repayment of the loan to the school regardless if DS Media generates sufficient ad revenue.