

DEVELOPMENT COMMITTEE

Meeting Agenda



DELAWARE CENTER FOR THE
INLAND BAYS
Research. Educate. Restore.

DATE & TIME: Thursday, March 14, 2024 at 3pm

LOCATION: *Center for the Inland Bays
39375 Inlet Rd
Rehoboth Beach, DE 19971*

Remote: Use google calendar link

Meeting called by: Jerry Esposito, Chair

Attendees: Dave Keil, Ken Sigvardson, Richard Mais, Pat Coluzzi, Christophe Tulou, Patti Drago, Aimee Isaac, Jerry Esposito, Mark Carter, Marina Feeser

AGENDA ITEMS

Call to Order

Meeting was called to order at 3:03 pm

Meeting Agenda Review

Meeting agenda was reviewed, no changes were made

Approval of Previous Meeting's Minutes

Ken moved to approve the meeting minutes, Aimee seconded, minutes were approved unanimously

Old Business

No old business

New Business

February Development Report

M. Carter

Mark reviewed the February development report. February & October are our slower months for donations. Repeat donors are still going strong, Annual Appeal and IBJ are still bringing in donations. \$380 from DoMore24 passport sales. \$850 so far in Green Screen ticket sales. Dewey Beer donation - \$467. Annual Sponsors coming in also (\$1,000 from Anne Powell Del Vecchio in Feb.) 3/11 Big Oyster Dine to Donate night was a success - packed restaurant, \$600 in raffle sales, DCYS t-shirt sales to benefit Center as well. 3/26 Chesapeake & Maine dinner party night - 38 tickets sold, promised at least a \$2,000 donation. Center will talk about DCYS, living shorelines, soft launch JF campaign that night as well. Reservations can be made through Ches & Maine's reservation site. Jerry asked for Development Report to share with Board

Statement of Purpose: The Development Committee of the Delaware Center for the Inland Bays is a network of Board members, loyal donors, business and community leaders working to achieve the philanthropic goals of the Center through a collaborative effort with the Board and the Center's staff.

The Delaware Center for the Inland Bays mission is to preserve, protect and restore Delaware's Inland Bays and their watershed.

DoMore24DE Recap

M. Carter / M. Feeser

Mark recapped DoMore24. Goal was \$12k, we are currently a bit over \$9k. Tabled at Rise Up and got \$270 in donations on site and Rise Up donated \$250 from proceeds that morning. 3 personal fundraisers - Art (Marina), Karaoke night (Anna), Running (Mark). Waiting for stretch pool amount from organizers and bonus prize winners. Donations still coming in from DE Gives website. Dave mentioned the functionality of the website was great!

James Farm Public Campaign Working Session M. Carter

County has now awarded the project. Christophe updated the committee with some background info - the project was about a million dollars short. The County had to have the bid amount (\$2.1 million) in hand to award the project. The Center secured a loan through Community Bank to fill the gap. We will be launching a public-facing campaign to raise the funds. Mark led the JF fundraising discussion - 1 million dollars is the goal. Question to the committee: Do we want to include the funds raised previously or do we want to start at \$0?

- *Dave - initial thought is goal # should be the number that gets the preserve and building to be fully usable and then building a buffer on top of that as unexpected things can come up*
 - *Is an empty thermometer motivating for people to give?*
- *Richard asked if we have costs yet for the additional costs (O&E is collecting costs)*
- *Pat - are we using a thermometer that will be public? Will it be online or on-site? (There will be a physical sign, and there will be a virtual version) Is there any way to put it on Rt. 1? For more visibility because more people drive down Rt. 1*
- *Aimee - how soon will the thermometer be put in place? Does that give us time to raise some funds to get some of the thermometer filled in the meantime? (Thermometer sign will be put in place by Native Plant Sale - May 4)*
- *Christophe mentioned that using the start as the \$1.6 million we already raised could build credibility. Pat mentioned that maybe the indicator being empty may motivate people to give more. Richard and Aimee agreed with Christophe's points. Aimee reinforced that we can change the increments/tick levels in a way to help it look the most visually appealing.*

-Mark talked about other signage - a few foam boards to show visuals at events we may be attending.

-Campaign tools - we will have a brief info sheet (2 pager), time lapse camera to show progress, we will have targeted mailings, JF entrance progress marker sign, stickers liked Beebe's 1916 campaign, JF merch.

-Dave - What programs and activities will exist in the future that don't exist now? That's an important marketing piece/storytelling piece to communicate to potential donors.

-Grants potential - Red Wagon, Draper Holdings Charitable Trust, Crystal Trust, M&T Charitable Giving, Arthur Perdue Foundation, Delmarva Power, and more. Longwood Foundation - can't ask again yet. If there are any other grant opportunities that pop up, please let Mark or Marina know.

-Naming opportunities - don't want to over or undersell the possibilities.

- *Benches, seats, classrooms, outdoor, podium, buildings, meadows, birdhouses, trees, etc.*
- *Education building & AV suite already are named, one bench also named*

- *Are there other naming opportunities we aren't thinking about? If you have ideas, let Mark or Marina know*
 - *Christophe mentioned bricks being a naming opportunity (can have both a small brick or larger ones for different donation levels)*
 - *Dave mentioned an art or sculpture garden*
 - *Aimee mentioned an idea naming in dog's memory*
 - *Trail naming? Observation points? (Would be high dollar donation)*
 - *Jerry asked a question about policy on who we should/shouldn't accept donations from (gift policy) - there would be discussion internally about who we would accept gifts from*
 - *From Christophe - If there is a direct conflict with the Center and how we do our work, that is when we would not accept (or return) (like US Wind example)*
 - *Need to finalize gift policy before naming opportunities are made available*
 - *Patti - written policy can't possibly predict all possible scenarios; how might other potential donors react? Policy should include the process to determine final say on donations as well*
- *Will have naming/recognition wall inside of building*
 - Public Awareness Events - all existing Center events, Ocean View Brewing events, Decked Out - is Decked Out JF focused this year?, summer time private donor dinners, Center birthday celebration, social media campaign (weekly JF posts), presentations to other organizations (Chamber of Commerces, mixers, etc.)*
 - *Is Decked Out a sit down dinner? Pat suggested a sit-down dinner with pledge cards at the table, just needs a theme. Example - like what was done at 25th anniversary party (lessons in nature)*
 - *Live paddle raise event for pledges, call out people who pledge*
 - *Still a party, but with a focused sit down portion*
 - *We'll still have the Grateful Shellabration to celebrate, but Decked Out should maybe be focused on JF with an exciting pledge element*
- Any other ideas - let us know!*
- Donor events - Dinners, DCYS partners, private dinner events, Decked Out*
- Timeline - groundbreaking, NPS marker sign, press events, Decked Out (to update progress and challenge), construction milestones, and a year end push*

Open Forum

- Question from Aimee - Have we done a proceeds day with Surf Bagel? Yes, but they have taken a pause on donation days currently*
- Dave will ask Bethany Blues for a dine to donate night*
- Question from Aimee - Do we have testimonials from kids or teachers that have used the farm? (We should get them!) Compile a 5 minute video to unveil at Decked Out.*
- Idea from Jerry - Digital 3D model of what the project will look like to have at events (3D printer project)*
- Question from Pat - can Southern Delaware Tourism help promote?*

NEXT MEETING:

Thursday, April 11, 2024 / 3:00 PM - 4:00 PM

DRAFT

Adjourn

Meeting adjourned at 4:19 pm