

DEVELOPMENT COMMITTEE

Meeting Agenda



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

DATE & TIME: Thursday, April 11, 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: Ken Sigvardson, Jerry Esposito, Dave Keil, Richard Mais, Patti Drago, Nicole Ashton, Marina Feeser, Mark Carter

AGENDA ITEMS

Call to Order

Meeting was called to order at 3:01 p.m.

Meeting Agenda Review

Agenda was reviewed, no changes were made.

Approval of Previous Meeting's Minutes

Dave motioned, Patti seconded, March's meeting minutes were approved.

Old Business

No old business to discuss.

New Business

March Development Report

M. Carter

Mark went over the March Dev. report. March was an improvement over Feb. in terms of donations. Monthly donations has increased again and we will put more emphasis on the monthly donation program in the future. 1st time donors # was also up this month, most likely due to Do More 24. Big Oyster Dine to Donate night was successful - \$1400 donation from Big Oyster. Ches & Maine event also successful - \$2,000 + merch and raffle sales + proceeds from night + cocktail sales until early May. \$1,000 donation to James Farm. \$350 from Heidi Lowe Gallery for oyster necklace sales. \$250 from Rise Up from DoMore24.

DoMore24 total - \$9,671.60 total, down a little from last year. No prizes won this year, no environmental prize this year. Avg donation (\$65) was up, 32% first time donors.

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.

Upcoming Events

- *Salted Earth Film night (4/17 at 5 pm at Bayside Community in Fenwick, 44 tickets sold currently) Dave mentioned film festival sites where you submit that you're having an event and producers will submit their films for viewing*
- *Coastal Community Cleanup (4/20 from 8 am - noon - Center hub location is Inland Bays Garden Center and other locations in the Quiet Resorts areas)*
- *Ocean View Brewing Co. is doing 2 happy hour Bay Banter & Brews - \$15/ticket which includes beer and a snack; April 24 - Eels talk with Morgan, May 22 - Ospreys with Jodi, June 6 - James Farm Preserve Beer Dinner \$100 ticket (Center gets \$25 donation per ticket) Tickets on sale at the Ocean View Brewing website <https://www.oceanviewbrewingde.com/events/bay-banter-amp-brews-eels>*
- *Ken shared that the community partnerships with the dine to donate events are great and really enjoyable (thanks Ken!)*

Center merch store is open now until 4/24 - new colors and styles. Sun shirts are back, tanks and tees in new colors, bucket hats & totes.

Center launched a new website! Caitlin worked very hard leading the way with D3 Corp to redesign our new website. Tried to simplify, clean up, and modernize the site. Very mobile-friendly also. Will have commerce capability so that we can have an online store when we want. Donate page is also updated - broke down different ways to give - in memory, in honor, DAF, stocks/bonds, license plates, etc.

Feedback from group: Very visual, super clean, imagery is outstanding

James Farm Public Campaign Update M. Carter

Mark gave an update on the JF campaign. Shared the sign that will get placed on-site at JF (1-sided) and also one on Rt. 1 / 26 (2-sided). Couple of options for placing - Millville Boardwalk, Rehoboth Ale House, Rehoboth Oyster Co., Fifer's (somewhere on Forgotten Mile), Dave suggested maybe Hocker's also. Richard mentioned we will need to talk to the county/town where the sign will be placed because of ordinances. Dave will ask Theresa on rules in Bethany. Lots of grant writing will take place in the summer.

Decked Out Concept Discussion M. Carter / M. Feeser

Hyatt Dewey is the location for Decked Out. Seated dinner, having a paddle raise vs. a live auction, very curated silent auction.

Potential idea: Could use Decked Out as an opportunity to unveil a donor society that we are working on creating (Watershed Society) . \$30,000 seems to be the number to start the society at.

- *Donor wall is a motivating factor - it would either be at the Center or at the Preserve*
- *Will there be multiple tiers or just one? On donor wall, there will be levels, but the society would be one level*
- *How do we add new folks to the donor wall? Does it get redone each year? Like is it a " class of 2024" Art League of OC does a yearly party with a new donor wall unveiled.*
- *30th anniversary - Pearl Anniversary, will use that a guide for theme*
- *Would still have deck outside for cocktail hour and music*

- *Brick drive for James Farm - could that be kicked off at Decked Out?*
- *No live auction this year, watershed society would be unveiled (but no ask that night, we will acknowledge those who are founding members of it), ask will be determined in the next few weeks - will it be James Farm or will it be unrestricted?*
- *Captive audience - do we do a live auction then since people will be seated? Is there going to be disappointment without a live auction?*
- *Ticket pricing - thoughts on price point for this year? Will a higher price deter people from buying tickets next year? Is it called something other than Decked Out?*
- *What is the event cap? 250 people max*
- *Price would need to be more than \$145 than normal Decked Out ticket prices - would need to be more in the \$200-\$250 price range and what is the draw to get folks in the seats?*
- *Needs a different name - The Pearl Gala? Something with pearls*
- *Band - would be 3-piece band and a podium for presentation*
- *Lots of younger people at Decked Out, will they be deterred? yes probably but the higher price ticket will draw in people who will raise paddles and bid on things*
- *Event will need to have a target goal for the night*
- *25th anniversary gala tickets were \$125 ea. / \$1500 for table of 10 (looks like about 150 tickets sold that year - 2019)*
- *Sit down dinner may not appeal to younger crowds - do we need to do a sit down dinner?*
- *Maybe we just need to draw everyone into the room when we have the auction/ask part of the evening, how do we get everyone together? Use the middle room instead?*
- *Do we do a sit down? Does that fit our org? Do we do a higher ticket price for VIP happy hour? And then a lower price for the event itself.*
- *Is there a name draw that we can pull in that would get people to a VIP happy hour?*

Open Forum

- *Got a grant from VIA for \$1250 for a boat canopy for our pontoon boat*
- *JF question from Jerry - waterline project, is there going to be a meeting with Sussex Shores? - connect with Christophe on that*
- *Jerry had a short convo with Nick Calgione, Jr. about potentially supporting*

NEXT MEETING:

Thursday, May 9, 2024 / 3:00 PM - 4:00 PM

Adjourn

Meeting adjourned at 4:05 pm