

## DEVELOPMENT COMMITTEE

### Meeting Minutes



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

DATE & TIME: Thursday, March 10, 2022 at 3pm

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

Remote via Zoom: <https://us02web.zoom.us/j/87842184941>  
Dial-in: 301-715-8592 Meeting ID: 878 4218 4941

*Meeting called by: Jerry Esposito Chair*

*Attendees: Nicole Ashton, Susie Ball, Patti Drago, Aimee Isaac, David Keil, Richard Mais, Gus Mergenthaler, Pat Ragan, Anna Short, Ken Sigvardson*

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### AGENDA ITEMS

Call to Order 3:03pm

Meeting Agenda Review

Approval of Previous Meeting's Minutes

P. Ragan made a motion to approve. N. Ashton seconded. Unanimous approval.

Old Business

Lapsed Donor Data and Discussion

-A. Short provided follow-up data from a discussion at the previous meeting about lapsed donors from the Annual Appeal. Many had already given their annual gift in 2021 before receiving their letter. Others donated through an annual event, such as Decked Out, which constituted their annual gift. There were approximately 350 true lapsed donors from 2019-2020 and they were a mix of first-time and repeat donors.

-A. Short noted that the spring appeal is one tool to recapture donors, but that other non-ask communications need to be identified. A. Isaac shared inspiration from Johns Hopkins, who sent a handwritten note along with their newsletter to her mother.

-D. Keil agreed that personal contact, whether a note, a phone call, or face-to-face, is always most successful but that ROI on these efforts needs to be considered. A. Isaac shared that phone calls to first-time donors are a great cultivation action but also a great fact-finding tool. D. Keil suggested that the Development Committee could support these efforts. P. Drago suggested "anniversary" notifications for donors based on their last gift. This could possibly be automated through Bloomerang.

The committee discussed communication channels could be a contributing factor to attrition. It was agreed that efforts should be made to contact donors via their preferred method. G. Mergenthaler identified that the option to set preferences via email

*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.

communications is not clear. P. Drago suggested the Center consider using Contact Contact or MailChimp as they offers better options for people to indicate their preference.

#### Capital Campaign Update

-A. Short reported that progress has resumed on implementation of the James Farm Master Plan after a delay due to cost estimates. The contractor bidding process will kick off soon and groundbreaking could occur as early as this fall. Funding is being sought from the Community Redevelopment and Reinvestment Fund, though the application process is more formal this year. Foundations are also being approached. There may be a brief public phase based on the updated cost estimates. She will keep the committee apprised.

#### Decked Out Update

-A. Short reported that the Center has officially reserved Wednesday, September 14, 2022 for Decked Out. After some discussion, the committee agreed on September 13, 2023 at the Hyatt Place in Dewey Beach for Decked Out next year. Wednesdays in Dewey are ideal because parking is free.

-K. Sigvardson cautioned that the higher cost at the Hyatt should be considered in planning for 2023. S. Ball observed that an increased capacity would allow more ticket sales to help offset the additional costs. N. Ashton added that, once on a set schedule, raising tickets prices in a strategic way would be beneficial.

#### New Business

##### Corporate Gift Acceptance Policy

-A. Short stated that because the Center is working to secure more corporate gifts, there is a need to develop a corporate gift acceptance policy. S. Ball stated that this policy should be approved by the full board at the June meeting. A. Short will present a draft to the Development Committee to inform the final policy for board approval.

-A. Short asked the committee to discuss a specific prospect to determine potential conflict: OA Sotheby's real estate. The sentiment was that the Center should be cautious when accepting money made on the back of the development. S. Ball. It may not be over yet. It was agreed that the committee needs more information on the proposal and the structure of the gift before coming to a conclusion. G. Mergenthaler advised that the forthcoming policy must be generic enough to provide guidance in this case and others that come along, as well as how the board should deal with implementing the policy. Discussion will continue at the April meeting.

#### Open Forum

-Due to conflict, the date of the April meeting was changed.

NEXT MEETING: THURSDAY, APRIL 21, 2022 AT 3PM

Adjourn

4:04pm