

# DEVELOPMENT COMMITTEE

## Meeting Minutes



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

DATE & TIME: Thursday, January 13, 2022 at 3pm

LOCATION: 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, Gus Mergenthaler, Richard Mais, Pat Ragan, Anna Short, Ken Sigvardson,

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### AGENDA ITEMS

Call to Order 3:02pm

Meeting Agenda Review

Approval of Previous Meeting's Minutes

K. Sigvardson made a motion to approve. P. Ragan seconded. Unanimous approval.

Introductions - Patti Drago and Gus Mergenthaler

Approval of New Member - David Keil

K. Sigvardson made a motion to approve. P. Ragan seconded. Unanimous approval.

Old Business

Annual Appeal Update

-A. Short reported that the appeal has raised \$42,540 to date. It will likely outraise the 2020 annual appeal. Tracking will wrap up at the end of January.

Capital Campaign Update

-A. Short shared the updated cost estimates received by Contractors for a Cause, which indicate that total project cost falls at approximately \$1.5M. Given the amount raised to date, the Center must still raise approximately \$375K to complete the project.

-A. Short informed the committee that the Center may be able to use funds provided to NEPs through the Bipartisan Infrastructure Bill. However, guidelines on use of the funds are not yet available, so it would be wise to continue campaign fundraising as if they will not be used for the project. She asked the committee for their input on doing so.

-S. Ball inquired about estimated costs of continuing campaign efforts and stated that the likelihood of success in continuing the campaign is high. R. Mais and P. Ragan agreed that the best approach would be to continue on with the campaign until we know more. J. Esposito asked if reapproaching legislators for a bond bill appropriation had been considered. If we intend to do so, he suggested that now is the time as budget discussion will begin soon. Committee agreed that the Center should reapproach legislators thru

*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.

Ron Gray ASAP to develop a plan of attack. A. Short will check in with Chris Bason and if appropriate, call Rep. Ron Gray.

-P. Drago recommended a public campaign of any scale, as it will increase visibility of the project and attract annuitant donors. She suggested looking into the Do More 24 campaign, which A. Short agreed to do.

#### Planned Giving Promotion Update

-A. Short reported that she and Lisa Swanger met to discuss promotion of the planned giving program, which will include: regular social media posts, feature through the Inland Bays Journal (IBJ) Donor Spotlight, and a standing "ad" in the IBJ. Other options A. Short is also exploring a paid advertising campaign in local newspapers and outreach to financial advisors in the area to plan an information meeting and/or seek inclusion on any recommended NPO lists they might have for clients interested in planned giving.

#### FY22 Development Plan Follow Up

-A. Short asked the committee to share any insight they had on the FY22 Development Plan. None was shared.

-After identifying a challenge goal of exceeding the Development program's FY21 revenue, A. Short suggested that an additional \$210K must be raised in unrestricted and programmatic support to accomplish this. She asked the committee to come to the February meeting with prospects to be considered by the group. The committee agreed to do so.

#### Thankuary Update and Action Items

-A. Short informed the committee that the Thankuary campaign is underway, with social media ongoing and letter to top donors from S. Ball is going out next week. She will be assigned the committee phone calls. J. Esposito suggested that A. Short send the full list of donors to be called to the committee so that they may volunteer for individuals. After this exercise, any unassigned donors can be assigned to committee members. A. Short and the committee agreed that this is a good approach.

#### New Business

#### Open Forum

-A. Short informed the committee that Big Chill Beach Club does not have any September Thursdays available for the 2022 Decked Out. The committee agreed that Wednesday would be okay. A. Short will circle back with K. MacIntyre. N. Ashton suggested reaching out to the Hyatt, too, to see what they might offer. She shared that changing venues keeps events fresh and the Center should consider this as part of their event planning. P. Drago suggested looking at other organizations' event schedules to ensure no conflict.

-A. Short informed the committee that the Center is prospecting the Corporation Service Company as a potential donor. She will share their profile with the committee and asked that they review the leadership list to see if there is anyone they know affiliated with the company.

DRAFT

NEXT MEETING: FEBRUARY 10, 2022 at 3PM

Adjourn