

DEVELOPMENT COMMITTEE

Meeting Minutes



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

DATE & TIME: Thursday, December 9, 2021 2pm

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: Susie Ball, Chris Bason, John Grandy, Aimee Isaac, David Keil, Richard Mais, Pat Ragan, Anna Short, Ken Sigvardson

AGENDA ITEMS

Call to Order 2:00pm

Meeting Agenda Review

Approval of Previous Meeting's Minutes

A. Isaac made a motion to approve. R. Mais seconded. Unanimous approval.

Guest Introduction: David Keil

Old Business

Annual Appeal Update

-A. Short reported that 1300 letters were mailed to 9 different segments on November 12. She thanked the committee for their assistance with hand-written notes and getting the letters out the door. To date, the mailing has raised approximately \$16,000 of the \$35,000 goal. An email blast and social media to promote year-end giving are forthcoming.

Capital Campaign Update

-A. Short reported that the campaign has received two additional foundation grants from Carl M. Freeman Foundation (\$25,000) and the Farm Credit Foundation (\$3,000). The Center also anticipated another \$10-15K from the Rock Harbor Foundation before the end of the year. The addition of these grants brings the total raised to \$1,186,000.

-A. Short informed the committee that the Center is awaiting updated cost estimates on the project due to concerns over the rising cost of labor and materials. A contingency plan for campaign fundraising is underway to be used in the event that the new estimates come in significantly higher than the previous ones. The contingency plan includes returning to Sussex County/ORPT, as well as foundations that may have declined to fund the project previously. Prospects that haven't yet been contacted are also included.

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.

New Business

Planned Giving Program Discussion

- A. Short welcomed J. Grandy as the newest member of the Inland Bays Legacy Circle and thanked him for his support. She shared with the committee that his decision sparked a conversation about how best to use existing membership to recruit new members and grow the program. The committee was asked to provide their ideas.
- D. Keil suggested a conventional press release or the Inland Bays Journal--specifically a feature about specific members of the legacy program to highlight why they've made such a meaningful gift. J. Grandy suggested S. Ball as a good first candidate given her role as Board Chair. A. Isaac suggested utilizing social media to reach a wide audience. R. Mais stated that every piece of communication should make mention of the legacy program. He cited the Beebe Foundation as good inspiration. A. Short suggested a blog post to connect with the IBJ spotlight and social media.
- A. Short will meet with the Outreach and Education team to discuss these ideas and begin coordinated implementation.

FY21 Development Plan Reporting and FY22 Development Plan Review

- A. Short reported on development performance in FY21 and shared an overview of the draft FY22 Development Plan. This information is included in the supplemental meeting materials.
- Given the success in reaching its challenge goal in FY21, A. Short stated that the Center has capacity to be a \$1M organization year after year and that the key lies in major donors, foundations, and corporate support. She stated that the FY22 fundraising goal set forth in the draft plan is merely a baseline and asked the committee for their input on how to exceed it significantly. S. Ball suggested that the Center's work on continuous water quality monitoring and reforestation are important efforts that could garner significant support and that the Center should work to promote specific programs like these to drive donations. R. Mais agreed, stating that the viability of this approach has been demonstrated in past programmatic initiatives. A. Isaac also agreed and inquired about potential conflicts between programmatic and general operating funds. A. Short suggested that the Center could approach major donors to sponsor program instead of drawing small donors away from donating to the general fund. A. Short also identified land conservation as a campaign worth exploring, given concerns over the rate of development in Sussex County. C. Bason stated that there is a considerable amount of government funding at the federal and local levels that should be sought.
- Development staffing was also discussed by the committee. Initial efforts to hire a part-time Development Associate were unsuccessful, perhaps because good candidates are seeking full-time work. In order to determine if the Development program can financially support a full-time position, D. Keil suggested identifying specific projects that the Development Associate would be responsible for and estimating how much additional funding A. Short could raise with those projects off her plate. This might help the Center to quantify growth with another full-time staff person. K. Sigvardson suggested determining ROI and Cost to Raise a Dollar (CTRD) for all Development projects to identify those which should be overseen by the Development Associate, or perhaps abandoned altogether. A. Short will gather this information and follow up in the January meeting.

Thankuary Planning

-A. Short announced the return of the Thankuary campaign, which will include a letter from S. Ball, a special eBlast with a donor survey, social media, and phone calls from members of the committee (to be assigned).

New Committee Member Process Review

-A. Short reviewed the process for admitting new members to the committee: interested parties should complete an application and submit it along with a CV or resume to the Executive Director. The materials are then reviewed and the applicant approved by the E.D, the Chair of the Development Committee, and the Development Coordinator. Finally, the full committee must approve the applicant. D. Keil is an interested party. A. Short will send him an application.

Open Forum

NEXT MEETING: JANUARY 13, 2021 AT 3PM

Adjourn 3:27pm

K. Sigvardson made a motion to adjourn. A. Isaac seconded. Unanimous approval.