

DEVELOPMENT COMMITTEE

Meeting Minutes



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

DATE & TIME: Thursday, October 14, 2021

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, Pat Ragan, Ken Sigvardson*

AGENDA ITEMS

Call to Order 3:01pm

Meeting Agenda Review

Approval of Previous Meeting's Minutes

K. Sigvardson made a motion to approve. J. Grandy seconded. Unanimous approval.

Old Business

Decked Out Report and After Action Discussion (A. Short / All)

-A. Short reported that the event brought in \$52,936 in profit, a new record for the Center. Detailed reporting can be found in the supplemental presentation.

-The committee engaged in an after action discussion, providing insight on what they felt went well and what didn't.

-J. Esposito expressed satisfaction with the Big Chill Beach Club venue and the committee agreed that they should be approached to host the event next year. They also agreed that Secretary Scuse should be invited back as auctioneer.

-A. Isaac observed that the end of the live auction seemed to signal the end of the event with guests filtering out at the auction's close. This may be one reason why the pledge drive didn't do as well. She suggested that pledge cards be handed out to guests as they arrive, and then reminded of the cards throughout the evening. This ensures that cards make into every person's hand and the pledge drive doesn't become an afterthought following a live auction.

-J. Esposito shared that he felt passing the appetizers was a good idea for board engagement with the crowd.

-C. Bason observed attrition from the speaking program when it came time for him to speak. He felt this was due to sound (i.e. guests in the back had trouble hearing) as well as the length of the program (i.e. guests losing interest). He acknowledged that this year

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.

warranted a special program, but in the future, suggests keeping it to two people: one to make an introduction and one speaker to provide a brief (5 minute) speech and work hard to engage the crowd. He stated that a shortened program would also allow more time for one-on-one interactions. The committee agreed that the sound issue should be addressed next year with speakers at both ends of the tent. C. Bason also suggested a stage to draw attention to speakers. K. Sigvardson expressed that the Center should engage in these conversations with the venue now for next year.

-A. Isaac recalled that the video feature shown at the 25th Anniversary Gala was compelling and suggested also looking into projector or screen rental for next year. If this can't be done logistically, then consider a smaller experience on an iPad and tie into pledge cards.

-A. Isaac commented that the stationed food attracted fruit flies, which may have deterred some guests from eating. She suggested requesting a fan to disperse flies. A. Short shared that N. Ashton, who could not attend, shared her thoughts in an email. She suggested providing a greater selection of more passed appetizers, as some of her party left hungry.

-The committee agreed to approach Big Chill Beach Club for September 15, 2022 at the same time of day (5pm-9pm). C. Bason asked for the committee's thoughts on the VIP happy hour. Committee agreed it helped with flow, preventing a bottle neck at the door. S. Ball also felt that it was a nice tool to make people feel special. K Sigvardson agreed that it allows for more focused interactions.

-C. Bason and A. Short expressed that they did not get the chance to speak directly with many of the guests in attendance, namely because of program responsibilities and lengthy interactions with guests. C. Bason suggested training on how to work a crowd for staff and the committee. The committee was amenable.

- J. Esposito inquired about next steps on the capital campaign and the status of the Center's relationship with MacIntyre Associates. A. Short reported that the contract has been satisfied and a return check for unspent funds received. Thus, the professional relationship between the two parties has ceased. As for public announcement of the campaign's success, this is slated for mid-January, at which time costs will be refined further. J. Esposito suggested that the Center capture progress videos on the construction when it commences in early to mid-spring. K. Sigvardson stated he would be happy to capture this and Center staff will keep him apprised of opportunities to film.

New Business

Open Forum

Development Associate Update

-A. Short reported that the top candidate for the position ultimately declined. She stated that she desired full time employment, but the Development program is not yet prepared to support another full-time position. A. Short stated that the Center will revisit the hiring process in January 2022. If the second attempt is not successful, then the Center should revisit and consider hiring for a full-time position.

Annual Appeal

-A. Short reported that work on the annual appeal has commenced. The committee should pick up their letters for signing between November 2 and November 12. Target

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mail date is November 12. P. Ragan will be traveling and will pick up her letters on November 12 to be mailed the following week.

NEXT MEETING: THURSDAY, DECEMBER 9, 2021 AT 3PM

Adjourn

K. Sigvardson made a motion to approve. J. Grandy seconded. Unanimous approval.