

DEVELOPMENT COMMITTEE

Meeting Minutes



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

DATE & TIME: Thursday, August 12, 2021 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 Bailey Ashton, Susie Ball, Chris Bason, John Grandy, Aimee Isaac, Richard Mais, Pat Ragan, Anna Short, Ken Sigvardson*

AGENDA ITEMS

Call to Order 3:01pm

Meeting Agenda Review

Approval of Previous Meeting's Minutes

R. Mais made a motion to approve. K. Sigvardson seconded. Unanimous approval.

Old Business

Spring Appeal: Final Report (A. Short)

-A. Short reported that the Spring Appeal raised \$9,795 toward its \$12,500 goal. The appeal had a mixed performance overall, with a decrease in gross revenue and response rate from FY20, but an increase in net revenue and ROI. Additional information on the appeals performance is available in the supplemental document.

Capital Campaign Update (A. Short)

-A. Short reported that the campaign was, in fact, awarded \$150K through the State of Delaware's FY22 bond bill appropriation. This brings the total raised to date to \$1.14M.
-The Center is awaiting updated cost estimates for the project before determining the campaign's final public goal. Until then, the Center will not be publicizing its progress.
-A project management meeting with MacIntyre Associates is scheduled for August 23. The purpose of the meeting is to determine next steps and prepare for the public launch at Decked Out.
-The live auction and pledge drive at Decked Out will still benefit the campaign.

Decked Out Planning (All)

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.

-A. Short reported that \$28,500 in sponsorships has been secured and 52 tickets have been sold. The committee should submit any sponsor prospects to A. Short so that she may reach out.

-A. Short reported that all Sussex County legislators have been invited to attend as guests of honor. J. Esposito inquired as to whether an invitation has been extended to Gov. John Carney. A. Short stated that none has been extended. J. Esposito will reach out directly to extend the invitation.

-A. Short reported that she recently spoke with Gallery One regarding promotional plans and to invite artists to attend the event. The art listing is now available on the website and a press release about the event is in the works. The next step is for A. Short to meet with Laura Hickman to discuss logistics for the day of. Sec. Michael Scuse has confirmed that he will serve as auctioneer.

-A. Short presented a draft run of show and the committee provided their feedback. It was agreed that acknowledgment of the legislators in attendance should occur early in the evening to accommodate their schedules. Concerns were expressed over the proposed length of the live auction. The committee agrees that it should be kept as close to 30 minutes as possible.

-S. Ball suggested that the Center should be sure to promote that it is an outdoor event to alleviate concerns over the COVID-19 surge and the committee agreed.

-Center-themed experiences for the silent auction will be decided upon at the next committee meeting. Committee members should brainstorm ideas ahead of time.

-A. Short identified the need to hire a photographer to take photos during the event. She presented Maddy Goss and Matt Sprague Photography as options. Given his experience with event photography and the good work he's previously done for the Center, the committee decided to secure M. Sprague.

New Business

Open Forum

NEXT MEETING: THURSDAY, SEPTEMBER 9, 2021 AT 3 PM (IN-PERSON / VIRTUAL)

Adjourn 4:00pm

R. Mais made a motion to adjourn. J. Grandy seconded. Unanimous approval.