

DEVELOPMENT COMMITTEE

Meeting Minutes



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

DATE & TIME: Thursday, July 8, 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: *Susie Ball, Board Chair*

Attendees: *John Grandy, Aimee Isaac, Richard Mais, Pat Ragan, Anna Short, Ken Sigvardson*

AGENDA ITEMS

Call to Order 3:05pm

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 Update (A. Short)

-A. Short reported the spring appeal has raised \$8,360 of its \$12,500 goal. With the end of the appeal campaign period approaching at the end of July, it is unlikely that the Center will reach this goal.

-There has been a poor acquisition response so far. Many letters to waterfront property owners have been returned, indicating that the mailing list itself is composed of poor data. This could be because of the current real estate market: many properties have probably changed hands since the last list was updated.

-To address this, A. Short is looking into using mailing house services for the 2022 spring appeal, as they will have the most up to date residential information for the area.

-A. Short also suggested that an earlier mailing might perform better because folks will be less preoccupied with preparing for summer vacation.

Capital Campaign Update (A. Short)

-A. Short reported that the capital campaign has raised \$1,021M of its \$1.1M goal.

-The Center did not receive a bond bill appropriation, although it did receive a one-time allocation of \$50K for the project in the budget bill.

-C. Bason reported that Laffey-McHugh Foundation declined the Center's \$30K request as it was not competitive enough compared to the multitude of requests. Patty Hoffman, the foundation's grant manager, did express that they would be interested in funding

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.

water quality or climate change mitigation efforts such as monitoring, restoration, education, advocacy. She suggested the Center plan to submit another request during the Spring 2022 cycle. A. Short will plan to arrange a conversation with Patty in February 2022, which should include an invitation for a site visit.

-S. Ball stated that she will follow up with Pat Coluzzi in regard to the Schell Foundation and the Red Wagon Foundation.

Decked Out Planning

(All)

-A. Short reported that the floor plans are under final revision and reminded the committee that tables will not be sold as a sponsorship perk, only individual tickets. The committee reviewed the sponsorship structure and expressed their approval.

-A. Short reported that invitations for those individuals who will receive a presale ticket code have been ordered and will go out before the end of next week (July 16).

-A. Short reported that event volunteer identification is underway. Volunteers will assist with guest registration and check-out, greeting guests, silent and live auction support, and the 50/50 raffle. Board members will assist with greeting guests, passing hors d'oeuvres, and auction spotting. The Development Committee should plan to arrive at the venue at 4pm on the day of the event to assist with any last minute preparations.

-A. Short reported that, after doing some research, offering online bidding capabilities to the live auction would come at a considerable cost and would require the use of smartphones during the event. The committee agreed not to pursue this avenue.

-The committee discussed providing comped tickets to Gallery One artists and staff and agreed that event profitability takes priority. Artists will join sponsor tables where there are vacancies and select staff may be invited to join if there are vacancies.

-P. Ragan and J. Grandy announced that they will host a post-event party at the Grandy residence on Sunday, October 17 at 6:30pm. The event will serve as a thank you to Gallery One artists and major contributors to the capital campaign. The Grandy's will determine a tentative headcount that is weather dependent so that guest list development may begin.

New Business

Development Plan: Q4 Progress Update

(A. Short)

-A. Short reported that the Center has raised \$793K of its \$865K goal. Should Decked Out reach its fundraising goal, then the Development program will reach its goal.

-The committee agreed that a concerted focus on corporate giving, particularly the building and real estate development sector, will ensure continued success going forward.

Open Forum

NEXT MEETING: THURSDAY, AUGUST 12, 2021 AT 3 PM (IN-PERSON / VIRTUAL)

Adjourn

4:03 pm

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