

DEVELOPMENT COMMITTEE

Meeting Minutes



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

DATE & TIME: Thursday, May 13, 2021 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: *Susie Ball, Board Chair*

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

AGENDA ITEM

Call to Order 3:03pm

Meeting Agenda Review

Approval of Previous Meeting's Minutes

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

Old Business

Capital Campaign Update

-A. Short reported that the capital campaign has raised \$629,000, which doesn't include the forthcoming donation from US Wind.

-S. Ball reported that the Executive Committee unanimously approved the US Wind donation and also agreed on the need for an education campaign about the importance of renewable energy as a means to provide rationale for accepting the donation and get out in front of any pushback. R. Mais informed the committee that the pushback on the Orsted project was more about the planned improvements to Fenwick Island State Park and the subsequent environmental disruption. There has been no recent pushback to renewed efforts. R. Mais stated he is of the attitude to wait and see what happens. K. Sigvardson agreed with R. Mais, suggesting that the Center prepare for a future need for explanation and education, but to hold that information until we need it. K. Sigvardson would like to know more about who will be impacted by the future project, because those people are who we need to be concerned about. He feels that we need more details about the project in order to properly prepare our response. J. Grandy agreed and stated that without knowing where the project will take root and what the impacts will be, the Center can't know what sort of opposition to expect. S. Ball suggested that Mike Dunmyer be invited to attend the next Development Committee meeting to answer some of these questions. The committee agreed.

Decked Out! Update

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.

- S. Ball reported that she and A. Short met with Kathy MacDonald and visited the venue. K. MacDonald is at work on floor plan options with N. Ashton and once those are complete, the Center can determine capacity, table sponsorships, and corporate sponsorship packages. The committee agreed that table sponsorships should be offered and P. Ragan, J. Grandy, N. Ashton, and S. Ball pledged that they would sponsor tables.
- La Vida will cater the event, but the Center must still seek a raw bar donation.
- A. Short reported that the Center will be allowed to seek donations for the bar. She will approach Dogfish Head for beer. Pernod-Ricard has offered to donate a crush bar and A. Short is still working on wine.
- J. Grandy inquired as to whether sponsors could designate their donations to specific programs. A. Short stated she would discuss the possibility with Chris Bason and Brittany Burslem.
- S. Ball sought the committee's feedback on having a private VIP Area on the deck for a top sponsor or VIP ticket buyers. N. Ashton suggested offering a limited number of VIP tickets for anyone to purchase that give buyers early admission to the event. This, in conjunction with a passed cocktail, will help with bottlenecking at the registration table and the bars.
- A. Short and N. Ashton will discuss logistics for the art auction as there was some concern about how to incorporate online bidding with in-person bidding.

New Business

Spring Appeal

- A. Short reported that 2500 letters will go out to lapsed donors, waterfront property owners, and donors who have given to other environmental organizations but not the Center. The goal for the appeal is \$10,000. Letters will go out May 21, 2021.

Planned Giving Mailing

- A. Short thanked the committee for their input on the name of the Center's planned giving society and reported that S. Ball is working on the letter draft. Once this is complete, the letter will be mailed.

Board Succession Discussion

- A. Short reminded members that the Development Committee is an important recruitment tool for the Board of the Directors. Though all seats on the board are currently filled, that won't always be the case. A. Short encouraged members, while interacting with donors and volunteers, to be actively listening for cues that might indicate an individual's interest in getting more involved. Should a good prospect come along, the committee should inform A. Short so that she may discuss next steps with them.

NEXT MEETING: THURSDAY, JUNE 10, 2021 AT 3PM

Adjourn

3:50pm