

DEVELOPMENT COMMITTEE

Meeting Minutes



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

DATE & TIME: May 14, 2020 at 3pm

LOCATION: *Center for the Inland Bays*

39375 Inlet Road, Rehoboth Beach, DE 19971

Meeting called by: Jerry Esposito, Committee Chair

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

AGENDA ITEMS

Call to Order 3:03 PM

Meeting Agenda Review

Approval of Previous Meeting's Minutes

K. Sigvardson made a motion. A. Issac seconded. Unanimously approved.

Introduction of New Member: John Grandy

Old Business

Board Member Recruitment -- All (10 min)

-R. Mais shared that he feels Kathi Karsnitz no longer good candidate due to conflict of interest: Karsnitz's husband, who is a judge, recently made a ruling against DNREC regarding the Mountaire violations. S. Ball agreed.

-A. Short inquired about a hard deadline to fill the vacant Board seat. S. Ball stated that there was no hard deadline. Though she would like to seat filled soon, she believes it should be done with care. soon but with care. A strong candidate would be one with some personal interest in the Center, interest in fundraising, and expertise in a field that is not currently represented on the Board.

Capital Campaign Update -- A. Short (15 min)

-A. Short informed the committee that the first draft of the campaign brochure is complete. Edits will be made based on suggestions from Bonny Anderson (MacIntyre Associates), Chris Bason, and A. Short. A. Short anticipates that it will go to print the first week of June and be in-hand by June 15.

-A. Short informed the committee that Peggy A. Short to begin application process in midsummer for fall submissions. A. Short asked the committee to suggest any national foundations that may be interested in funding the project. P. Ragan and J. Grandy suggested the Pegasus Foundation would be willing to support it. A. Isaac suggested the Campbell Foundation.

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.

-J. Grandy inquired as to whether the Center has a structured planned giving campaign. A. Short explained that while some basic materials have been developed, the initiation of a formal campaign is forthcoming. S. Ball inquired about planned giving in the strategic plan. A. Short explained that yes, a specific dollar amount and number of gifts are identified in the strategic plan, but a formal planned giving program is not. J. Grandy stated that he felt the Center could be missing out on revenue if it doesn't remind constituents at every opportunity their estate planning is critical to the Center's need. J. Grandy stated his eagerness to be involved in developing the planned giving program further.

Committee Selection

-A. Short reviewed committee structure and timeline provided by B. Anderson. Committee members are asked to submit the names of candidates to A. Short by June 5. Too many names are better than too few!
-K. Sigvardson expressed concerns about the size and number of committees and the Center's capacity to fill seats. A. Isaac echoed these concerns, stating she sees value in additional members, but the amounts recommended seem excessive. A. Short stated she will discuss these concerns with B. Anderson and report back.

Spring Appeal -- A. Short (5 min)

-A. Short reminded the committee of the goals and process of the spring appeal and informed members that their packets of letters to be signed are en route.
-J. Grandy inquired about specific metric goals beyond the dollar amount. A. Short explained that none have been set pre-mailing, but that a number of metrics will be analyzed post-appeal. A. Short to send metrics from last year's appeal to J. Grandy.

New Business

Decked Out -- A. Short/All (30 min)

-A. Short reviewed the current plans for Decked Out and expressed concerns about moving forward with planning a large in-person event in September when the future seems uncertain. She suggested that the committee consider planning an alternative fundraising initiative instead and provided a list of options, including a peer-to-peer campaign in conjunction with a small VIP fundraising event (no more than 50 people).
-S. Ball inquired as to when a decision should be made. A. Short suggested as soon as possible, as long as the committee feels they have enough information. A. Isaac asked J. Esposito for his input based on what other organizations are doing. J. Esposito suggested that the Center emphasize alternative plans, citing that taking a more "passive" approach could reduce expenses associated with the event.
-J. Grandy echoed J. Esposito, stating that it is unlikely that a large in-person event would be feasible in September.
-The committee expressed unanimous support of moving forward with an alternative to Decked Out.
-K. Sigvardson suggested that multiple options for alternatives are essential.
-S. Ball suggested a programmatic campaign similar to the pledge cards utilized at the 25th Anniversary Gala. J. Grandy inquired as to how donations would be solicited. A. Short explained that such online fundraising relies heavily on email and social media

marketing. S. Ball stated she would solicit her contact personally. A. Isaac expressed that direct mail would also be a valuable tool.

-P. Ragan suggested a virtual event in which C. Bason or others could provide a presentation about the Center's work and generate excitement among supporters.

-A. Short suggested an in-person VIP event for a small group.

-S. Ball suggested inviting other NEPs to provide updates from around the country during National Estuaries Week.

-S. Ball suggested utilizing citizen science volunteers to fundraise for their programs.

-A. Isaac expressed that good branding will be essential and that an engaging campaign name is needed.

NEXT MEETING: THURSDAY, JUNE 11 AT 3PM

Adjourn 4:35 PM