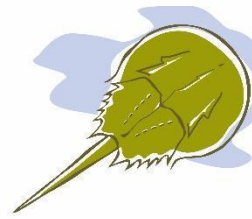


## DEVELOPMENT COMMITTEE

### Meeting Minutes



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

DATE & TIME: WED May 15th, 2019 at 3PM

LOCATION: Center for the Inland Bays

39375 Inlet Road, Rehoboth Beach, DE 19971

Meeting called by: Mike Dunmyer, Committee Chair

Attendees: Susie Ball, Pat Coluzzi, Aimee Isaac, Ken Sigvardson, Sue Sigvardson, Anna Short

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### AGENDA ITEMS

Call to Order                      3:09pm

Meeting Agenda Review

Approval of Previous Meeting's Minutes

K. Sigvardson motioned to approve. P. Coluzzi seconded. All members were in favor.

Approval of Consent Agenda (see next page)

P. Coluzzi motioned to approve. K. Sigvardson seconded. All members were in favor.

Old Business

Committee & Board Membership -- All. (5 min)

Each committee member to report on progress toward potential members.

-S. Ball shared with the committee that Jonathan Forte has stepped down from the Board and resigned from the Development Committee.

-S. Ball introduced Sue Sigvardson, member of the gala committee.

-M. Dunmyer entertained a motion to invite prospective member Mary Deroo to join the Development committee. P. Coluzzi motioned to approve. A. Isaac seconded. All members were in favor. M. Dunmyer to work with A. Short on a formal invitation.

25th Anniversary Gala -- Susie/Anna. (45 min)

-Table sponsorships: S. Ball expressed hope that all Board Members could commit to sponsoring a table. S. Ball, P. Coluzzi, and K. Sigvardson committed. A. Isaac and M. Dunmyer considering a commitment.

-S. Ball to approach Diane Hanson for a table sponsorship.

-Corporate Sponsorships:

-M. Dunmyer to touch base with S. Montgomery/Jimmy O'Connell regarding the most effective way to reach businesses in Dewey.

- M. Dunmyer to contact Bill Lauer (Liason to Town of Dewey) to inquire about project progress at the Hyatt because of concerns about the timeliness of previous construction projects.

-K. Sigvardson suggested including the Hyatt renderings of the event space in sponsorship packets to increase appeal. A. Short to follow up with Hyatt contacts.

-Silent Auction/Live Auction Items:

- A. Isaac will approach Shell We Bounce, Funland, Rehoboth Toy & Kite.
- P. Coluzzi will approach Paul Cullen
- M. Dunmyer inquired about the possibility of I.G. Burton donating a car for auction. S. Ball shared with the committee that Councilman Burton is largely uninvolved in the dealership business.
- A. Short to request Indian River cottage.
- Music: Jazz duo Chris Anthony & Sam Nobles secured by P. Coluzzi.
- S. Ball to seek help with volunteer recruitment from CIB Volunteer Coordinator Pat Drizd
- M. Dunmyer suggested incorporating thanks to major donors of 2019 in the Gala speaking program.

#### New Business

##### "Elevator Speech" Discussion and Crafting -- Mike/All. (45 min)

- The committee participated in a detailed discussion about shaping the elevator pitch concept as a way to approach new donors and proceed down the path to an ask.
- The discussion revealed three primary components of a successful pitch: emotional connection, credibility, and urgency.
- M. Dunmyer tasked committee members with crafting a 2-minute fundraising pitch based on the information included in the 2016 State of the Bays report to be shared at the next meeting.

NEXT MEETING: THURSDAY, JUNE 13, 2019 AT 4PM

Adjourn

4:42pm

## Consent Agenda

### 1. Spring Appeal Update

The primary goal of the Spring Appeal is to reach 3,000 mailboxes and raise \$5,000. Anna Short, Chris Bason, and Andrew McGowan worked together using GIS to compile a list of Bayfront residents to target for the Spring Appeal. The raw list is over 3,800 names, which we aim to pare down to approximately 2,700 by eliminating duplicates and LLCs. The residents on the final list will either receive an Inland Bays Journal, an introductory letter (with an ask), or a postcard orienting them to the Center (with an ask). 300 lapsed donors and attendees of the 2018 holiday party will receive a segmented appeal letter inviting them to become supporters in 2019.

### 2. Donor Cultivation Update

A. Short has continued on with the next steps in the donor cultivation planning process. Using DonorSearch, she has begun compiling information on existing and potential donors in the Donor Cultivation Document, which will help the Center to better identify those with capacity for major and planned gifts. A. Short has also begun taking one-on-one meetings with donors and will continue to schedule these meetings on a regular basis. She has yet to begin work on a regular donor communications plan but anticipates that taking shape after the Spring Appeal.

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