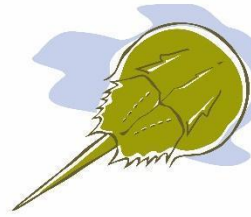


DEVELOPMENT COMMITTEE

Meeting Minutes



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

DATE & TIME: *THU Jun 13th, 2019 at 4PM*

LOCATION: *Center for the Inland Bays*

39375 Inlet Road, Rehoboth Beach, DE 19971

Meeting called by: Mike Dunmyer, Committee Chair

Attendees: Susie Ball, Aimee Isaac, Ken Sigvardson, Jerry Esposito, Anna Short, Chris Bason

AGENDA ITEMS

Call to Order 4:06 pm

Welcome and Introductions

Meeting Agenda Review

Approval of Previous Meeting's Minutes

K. Sigvardson made a motion to approve, A. Isaac seconded. Unanimously approved.

Approval of Consent Agenda (see next page)

K. Sigvardson made a motion to approve, A. Isaac seconded. Unanimously approved.

Old Business

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

Each committee member to report on progress toward potential members.

-C. Bason asked about engagement with Pat Drizd. S. Ball informed the committee that she had spoken with her about finding volunteers for the Gala, but not about general participation in the Development Committee. C. Bason will reach out to Pat.

-K. Sigvardson inquired about Mary Deroo. M. Dunmyer reported that A. Short sent her a formal invitation, on his behalf, to join the committee but that M. Deroo has been preoccupied with visiting family, so A. Short has yet to hear back.

25th Anniversary Gala -- All. (30 min)

Each committee member to report on progress toward sponsorships and auction item donors.

-A. Short expressed concerns about progress toward sponsorships so far and her limited hours left in the project. She assigned specific solicitations to committee members and asked that they make contact by Thursday, June 27th. A. Short will follow up with committee members to keep tabs on progress and answer any questions they may have.

-A. Short also encouraged committee members to think about other prospective sponsors they would like to reach out to. Committee members should notify A.

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.

Short of any additional prospects so they may be incorporated into planning documents.

- S. Ball to follow up with auctioneer Dave Wilson to update him on change of location.

- C. Bason provided an update on the Center's progress toward their goals for the Gala. He and A. Short will convene on updated numbers for the next meeting.

New Business

"Elevator Speech" Presentations -- All. (45 min)

Each committee member to present their two-minute elevator speech based on the 2016 State of the Bays.

- M. Dunmyer reported that there is a lack of clear victories that are easily accessible on the website. K. Sigvardson agreed and expressed that it would be helpful to have a list that is easily brought to mind and repeated to others. C. Bason to work with Center staff to produce such a list with supporting information.

- Committee members shared their two-minute elevator speeches and received feedback from others. The biggest takeaways were:

- Ask questions of the prospect to identify connections to the Center's work. Share some of your own stories, but focus on the prospect.

- Then, pivot and give your pitch: introduce the problem, create a sense of urgency, establish credibility and demonstrate the impact of the organization, then ask for their support.

- Your pitch should elicit an emotional response, without overexaggerating or being predatory.

- If your pitch is successful and you've recruited a donor, ask permission to pass their contact information along to A. Short so that she may follow up.

NEXT MEETING: THURSDAY, JULY 11TH AT 4 PM

Adjourn 5:51 pm

Consent Agenda

1. Spring Appeal Update

Approximately 1,000 letters and 1,000 postcards went out to lapsed donors and bayfront property owners on Friday, May 31st. 1,000 Inland Bays Journals will go out to additional bayfront property owners next week. These will be supplemented by an email blast and social media posts throughout the month of June. The primary goal of the Spring Appeal is to reach 3,000 mailboxes and raise \$5,000 through various types of communications to gauge the effectiveness of their content and identify which has the best return on investment.

2. James Farm Master Plan Implementation and Capital Campaign

Last week, A. Short and C. Bason met with two prospective contractors to assist the Center with the capital campaign for Phase 2 of the JFMP implementation: Barry Goodinson and Tony Ferlanda. The meetings were strictly introductory in nature, and both prospects are at work preparing proposals for the Center to review. No formal decision about hiring a contractor has been made at this time.