

DEVELOPMENT COMMITTEE

Meeting Agenda & Notes



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

DATE & TIME: *WED February 27 2019 at 3PM*

LOCATION: *Center for the Inland Bays*

39375 Inlet Road, Rehoboth Beach, DE 19971

Meeting called by: Mike Dunmyer, Committee Chair

Attendees:

AGENDA ITEMS

Call to Order

Meeting Agenda Review

Approval of Previous Meeting's Minutes

Approval of Consent Agenda (see next page)

Old Business

Annual Appeal Final Report -- Anna. (15 min)

Review of results and metrics. Discussion of next steps and 2019 Annual Appeal.

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

Each committee member to report on progress toward potential members.

New Business

Donor Cultivation Planning -- Anna. (20 min)

25th Anniversary Gala -- Susie. (5 min)

Native Plant Sale Sponsors -- Anna. (5 min)

Oyster Tasting Event -- Anna. (5 min)

NEXT MEETING: March 20, 2019, 3pm

Adjourn

Consent Agenda

1. James Farm Master Plan Implementation Update

Construction at the Farm continues without issue. B. Collins and A. Short have secured additional in-kind donations to complete Phase 1, including electrical work from Denney Electric and compost from Perdue AgriRecycle. A. Short submitted a capital grant proposal to the Delaware Community Foundation for Phase 2: Design and Engineering and will receive notification of status in April. The Center will also be requesting 2019 funding from Sussex County and the state's ORPT Program this spring/summer.

2. Spring Appeal

Detailed planning will get underway in March and appeals are projected to hit mailboxes early June, coinciding with the mailing of the Spring 2019 Inland Bays Journal. There are two target segments: the first will be lapsed donors (approx. 300) who will receive a project-based appeal letter and a donor survey so that we may discover why they stopped giving; the second will be prospective new donors with waterfront or near waterfront residences, plus any other special targets. These prospects (approx. 3,000) will either receive an introduction/appeal letter, a postcard, or a copy of the Inland Bays Journal.