

DEVELOPMENT COMMITTEE

Meeting Minutes



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

DATE & TIME: WED March 20, 2019 at 3PM

LOCATION: Center for the Inland Bays
39375 Inlet Road, Rehoboth Beach, DE 19971

Meeting called by: Mike Dunmyer, Committee Chair

Attendees: Aimee Isaac, Ken Sigvardson, Mary Deroo, Jonathan Forte, Richard Mais,
Anna Short, Amy Barra

AGENDA ITEMS

Call to Order 3:02 pm

Meeting Agenda Review

Approval of Previous Meeting's Minutes

Motion to approve by R. Mais. Seconded by K. Sigvardson.

Approval of Consent Agenda (see next page)

Motion to approve by J. Forte. Seconded by K. Sigvardson.

Old Business

Introduction of Prospective Member Mary Deroo -- Anna/Mary (10 min)

-M. Deroo introduced herself to the committee and provided her background in development and fundraising.

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

Each committee member to report on progress toward potential members.

-J. Forte informed the committee he is targeting Sean Cummings (son of Mike Cummings) of Miken Builders, a family construction business. Sean is a regular Bay user and is involved in Contractors for a Cause.

Donor Cultivation Planning Update -- Anna. (10 min)

-A. Short updated the committee on recent cultivation efforts, including a two-part donor letter introducing her to donors (one from C. Bason, one directly from A. Short) and a donor survey. A. Short shared the results of the survey with the committee, who were pleased with the responses.

-A. Short detailed the next steps in cultivation planning, which include continuing donor research through DonorSearch, updating the Donor Cultivation Document, scheduling one-on-one meetings with donors, developing a regular communications plan specifically for donors, and identifying prospective members of the proposed Major Giving Society.

-M. Dunmyer reiterated the importance of using a programmatic focus when cultivating donors, particularly when making an ask.

-K. Sigvardson inquired as to whether there is a donation box at the James Farm, to which A. Short responded there was. She explained that it brought in

occasional cash donations, but that she was unsure of its exact location and condition. R. Mais inquired about the James Farm Master Plan and whether or not it included plans for a new donation box and kiosk, to which A. Short responded that there was.

-M. Dunmyer informed the committee that the Center still needs to develop a Major Giving Program, but that its important to start identifying potential members now. M. Dunmyer to meet with Steve Montgomery in the near future, as well as Rob Lisle of Insight Homes to discuss.

-M. Deroo inquired about our current relationship with Rob Tunnell. A. Short mentioned a recent exchange between R. Tunnell and C. Bason, but informed the committee there was no connection beyond that. M. Deroo knows Jim Kuhns, Vice President of Construction for Tunell, and mentioned he may be a good contact.

-K. Sigvardson expressed the importance of clear communications with donors, specifically stating when touches are intended to be non-ask.

25th Anniversary Gala -- Susie. (15 min)

-A. Short provided brief update regarding the last Gala meeting. She informed the committee that a planning timeline and sponsorship packages were nearly finalized, and that solicitations for sponsorships and auction items will begin in early April.

-K. Sigvardson advised that in promoting the Gala, the committee should be clear about the Gala as special anniversary edition of Decked Out so as to avoid confusion.

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

-A. Short informed the committee of the first Native Plant Sale sponsor (Coastal Plant Care) and asked the committee for suggestions for other target sponsors. The committee responded with a number of suggestions, which A. Short will follow up on.

New Business

CIB Presentation -- Amy Barra. (20 minutes)

-A. Barra provided an outreach presentation to demonstrate her tactics and what topics are covered when informing members of the general public. After A. Barra finished, M. Dunmyer asked committee members to be ready to discuss the presentation and its content at the next development committee meeting so that the committee may begin work crafting a pitch, or elevator speech, to potential donors in the community.

NEXT MEETING: April 17, 2019, 3pm

Adjourn 4:18pm

Consent Agenda

1. James Farm Master Plan Implementation Update

C. Bason met with Todd Lawson from Sussex County Council to discuss FY19 funding for implementation. T. Lawson committed $\frac{1}{3}$ of the cost for Design, Engineering, Permitting for Phase 2, which equals approximately \$41,000. The Center will apply to the 2019 ORPT Program to match that amount with a high likelihood of being approved. The Center will need to secure an additional \$41,000 to cover all costs (totaling \$125,000). A. Short submitted a capital grant proposal to the Delaware Community Foundation for \$25,000 and will receive notification of status in April. Additional funding sources still need to be identified.

2. Perdue Foundation Grant

A. Short met with Kim Nechay from the Perdue Foundation on March 13, 2019, to discuss a grant proposal for funding for the James Farm Education Program. She said that the program would be a great candidate as long as we can effectively demonstrate a positive impact on the Milford area, which is where Perdue is located. We also need to identify a Perdue Associate to write a sponsor letter to be included with the proposal. The deadline for the grant cycle in which we are applying is July 1 and we will be requesting \$30,000/year for three years.

3. Dogfish Head

A. Short met with Mark Carter from Beer and Benevolence/Dogfish Head on March 12, 2019, to discuss their partnership with CIB and FY19 funding. Mark offered beer and spirits for any upcoming events, as well as a silent auction item for the Gala. He informed A. Short that the \$5,000 they donated toward oyster gardening last year came from excess funding they had available and that unfortunately, they will not be able to make the same contribution this year. In terms of capital campaign funding, they are all tied up for 2019 but should have funds available in 2020 as long as existing projects wrap up like they are supposed to. We will get M. Carter out to the James Farm this fall to see our progress and at that time, he will have a better idea of what funding will be available.