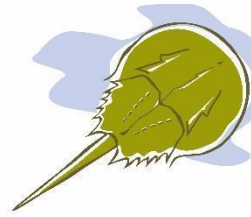


DEVELOPMENT COMMITTEE

Meeting Agenda & Notes



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

DATE & TIME: WED January 23, 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, Richard Mais, Ken Sigvardson, Chris Bason, Anna Short*

AGENDA ITEMS

Call to Order 3:06pm

Meeting Agenda Review

Approval of Previous Meeting's Minutes *Approved with one edit*

-M. Dunmyer called attention to a typo ("illicit" used in place of "solicit"). A. Short to amend.

Approval of Consent Agenda (see next page) *Approved with further comment*

-Re: Holiday Party: M. Dunmyer suggested targeting donors who did attend holiday party with a mini campaign to further cultivate them individually (i.e. boat tour, site visit, etc.).

Old Business

Annual Development Plan Update -- Chris. (20 min)

-Review of Performance Measures 2013-2018 provided (C. Bason).

-Review of Development Dashboard tool provided (A. Short).

-Presentation of Annual Development Plan (A. Short).

-Included call to action for committee members to assist with foundation grants and corporate donor cultivation.

-P. Coluzzi called for list of foundations and corporate donors to be distributed to committee members. A. Short to distribute when completed.

-M. Dunmyer raised concerns about workload for such a small development staff. Emphasized the importance of prioritizing most important goals to ensure successful implementation of plan.

Annual Appeal Update -- Anna. (15 min)

Review of goals, progress report, and assignments.

-While still ongoing, revenue from the Annual Appeal is expected come in under fundraising goal of \$58,080.

-Preliminary discussion suggests possible reasons for this to be associated with letter format (general ask rather than project based), date of mailing (later in 2018 than in years past), lack of sufficient segmentation, and volume of asks from other organization.

-Upon conclusion of Appeal period, comprehensive reporting on metrics will be completed by A. Short to inform the Annual Appeal process going forward.

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

Each committee member to report on progress toward potential members.

-Linda Lewis - current member of Events Committee (S. Ball)

-Steve Maternick - former CIB Development Coordinator (A. Short)

-Rob Lisle - Insight Homes (M. Dunmyer)

-Steve Montgomery - still trying to connect amidst his busy travel schedule (M. Dunmyer)

New Business

25th Anniversary Gala -- Susie. (10 min)

-Formation of Events committee successful. First meeting held January 2nd.

-Net fundraising goal: \$50,000

-Ticket price (\$125) and ticket quantity (200) decided. CIB staff to attend: C. Bason, A. Short, A. Barra.

-A. Short and S. Ball to investigate additional cost associated with pre-Gala cocktail hour.

-Auctioneer yet to be identified. Potential auctioneer T. Protack will not commit until summertime.

-Silent Auction and Live Auction item solicitation begun.

Donor Research Tool -- Anna. (5 min)

-Brief demonstration of tools provided for the committee.

-A. Short to provide donor research data to committee members as needed.

Adjourn 5:05pm

NEXT MEETING: WEDNESDAY, FEBRUARY 20 - 3PM

Consent Agenda

1. Holiday Party

Overall turnout for the event was disappointing, with only 20 non-board donors attending out of nearly 200 invites sent. One-on-one time with those who attended was still beneficial and it was a good opportunity to showcase the potential of the facility for private events. However, the total event cost was \$1,506.21 which is a questionable investment considering the low turnout. Propose discontinuing event in the same fashion, but will explore other ways to thank donors and cultivate more meaningful relationships with them.

2. Donor Cultivation

As the annual appeal concludes, the Development program will be shifting its focus toward cultivating new and major donors through one-on-one meetings. As fundraiser, Anna will be the primary point person for arranging and attending meetings, but there may be times that others are asked to arrange and attend meetings, too. Target frequency of the meetings is 1-2 per week.

3. Planned Giving Program

An important priority of the Center's Strategic Plan is to achieve \$3 million in average annual revenue to the CIB and its coordinated projects. One associated goal designed to help achieve this priority is to initiate a planned giving program with three initial bequests totaling at least \$15,000 in FY19. Pledges for 2 gifts totaling \$15,000 have already been secured. Work toward securing a third gift is underway.

4. James Farm Master Plan Implementation Update

The groundbreaking for Phase 1 construction was a success and received attention from local press. To cover the \$43,600 cost increase for Phase 1, the Center appealed to Rep. Ron Gray, Sen. Gerald Hocker, and Councilman George Cole for CTF funding and a councilmanic grant. Rep. Gray and Sen. Hocker each put up \$15,000 and Councilman Cole put up \$5,000. The Center allocated funding from other projects to cover the rest of the difference.