

DEVELOPMENT COMMITTEE

Meeting Agenda



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

DATE & TIME: August 18, 2022 at 3pm

LOCATION: *James Farm Ecological Preserve*
30048 Cedar Neck Rd, Ocean View, DE 19970

Remote via Zoom: <https://us02web.zoom.us/j/87842184941>
Dial-in: 301-715-8592 Meeting ID: 878 4218 4941

Meeting called by: Jerry Esposito, Chair

Attendees: Jerry Esposito, Nicole Bailey Ashton, David Keil, Susie Ball, Ken Sigvardson, Patti Drago, Richard Mais, Mark Carter, Marina Feeser

AGENDA ITEMS

Call to Order 3:00 pm

Meeting Agenda Review

Approval of Previous Meeting's Minutes

Old Business

Hiring Updates S. Ball

- Watershed Coordinator has been hired - Bryanna Lisiewski
- Director of Finance has started as well - Laurie Snyder
- ED position search continues; hopeful for January start date

Patagonia Grant Update M. Carter

- Mark gave an update on an opportunity for a Patagonia grant in the amount of \$15,000. Our application has been completed and submitted as of this week. It is for general operating purposes and should be awarded by (calendar) year end.

Decked Out Update M. Carter

- Mark gave an update on Decked Out ticket sales, current sponsorships and potential for a few more sponsors, and an update on our silent/live auction items. Once Mark and Marina meet next week to put together the package items, they will send the list out to the Dev. Committee to see where we may have any gaps to fill.

New Business

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.

Merchandise Pilot Program Brief

M. Carter

- Mark shared with the group a plan to help brand our events/market the center through some merch sales
 - Initial costs ~\$2,100; will generate \$4,000 in sales, ~\$1900 profit
- Start with hats and t-shirts from Logomotive - shared the design with the group
- Feedback from group
 - Is there a way to incorporate a graphic/map/icon representing the 3 bays on the next version of the merch?
 - Could translate into other items - maybe a Christmas ornament that features a different Bay creature each year (collectible/keepsake/unique)

Open Forum

- The committee had an informal brainstorm session about potential for some new events in the future. Key points included:
 - Hope to organize some smaller events, with more frequency
 - Lower ticket cost in order to appeal a younger audience
 - New, outside-of-the-box ideas; events to include both outreach and education elements
 - Nassau Valley winery could be potential location/venue for a new event
 - Idea: Bluegrass & Bivalves festival series - 3 years (for each of the bays - Indian River, Assawoman, Rehoboth)
- Also briefly discussed the DCYS program
 - More outreach needed to share program with the public
 - More restaurant outreach needed as well
 - could have proceeds nights at DCYS restaurants (possibly 2x/yearly)

NEXT MEETING: TBD - Scheduled for Thursday, September 8 : 3:00 – 4:00pm but after discussing with the group, we may push this to after Decked Out in order to debrief from Decked Out.

Adjourn and Assist with Citizen Science Potluck and chat with volunteers

3:24 pm