

DEVELOPMENT COMMITTEE

Meeting Agenda



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

DATE & TIME: Thursday, April 13, 2023 at 3pm

LOCATION: *Center for the Inland Bays, 39375
Inlet Rd*

Rehoboth Beach, DE 19971

Remote via Google Meet: <https://meet.google.com/ura-zmxf-dde?hs=122&authuser=0>

Meeting called by: Jerry Esposito, Chair

Attendees: Marina Feeser, Mark Carter, Patti Drago, Jerry Esposito, Dave Keil, Richard Mais, Nicole Bailey Ashton, Gus Mergenthaler

AGENDA ITEMS

Call to Order

Meeting was called to order at 3:01 p.m.

Meeting Agenda Review

Agenda was reviewed; no amendments made

Approval of Previous Meeting's Minutes

Meeting minutes Dave motioned to approve, Richard seconded, approved unanimously

Old Business

No old business to discuss

New Business

DoMore24 DE Deep Dive

M. Carter / M. Feeser

Mark recapped DoMore24 and went over the breakdown for event; key takeaways were 50% were first time donors; donors from 12 different states; avg. donation \$62; 3 challenges won, totaling \$1,100; ~\$400 in stretch pool funds.

Question from Dave: Is there anything we can do to target specific challenges?

Yes, Mark and Marina will reach out to organizers of Do More 24 to see how we can best benefit from the stretch pool / challenges

Caitlin gave us a social media snapshot from the day - huge increases in engagement across platforms (from prior week) Shares help drive the total fundraiser money

No cost associated with DoMore24 - no printing, stamps, etc.

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.

Spring Merch Shop Update

M. Feeser

*Spring Merch shop is open from now until to April 23 - 50 orders so far
Merch will arrive by first week of June
Can we push again on socials*

Events Update

M. Carter

- *Green Screen Film Festival - hoping to push the event more and sell more tickets this last week; about 30 tickets; cost was ~\$100 for film rights, all other aspects were donated.*
- *Mark will be in New Orleans at the AFP conference Saturday-Tuesday; meet with Bloomerang, DEIJ topics to be covered.*
- *Break Thru Beverage and Custom Mechanical will be planting trees on Friday, April 21 (9-noon); Break Thru also donated \$5,000 for reforestation effort*
- *Coastal Community Cleanup on April 22 - different areas to target for the cleanup working with the Chamber, State Parks, Surfrider Foundation DE*
- *Coastal Cruise - 10 mile bike ride part of entry fee to benefit the Center*
- *Water Family Fest & NPS - coming up on May 6, could use a few more volunteers for the day*
- *Miscellaneous (i.e. Dine to Donates, HTCo, etc)*
 - *Crooked Hammock is hosting a Dine to Donate night - 4/26 (15% of proceeds, 4-9pm)*
 - *Big Chill Surf Cantina Cinco de Mayo event (Friday) - 5/5 (proceeds day)*

M. Carter

Development Report

M. Carter

Mark went through the Development Report from March. Dewey Dine to Donate ~\$400 + merch and raffles. Do More 24 and sponsorships were a large portion of proceeds for March.

Sponsor Update / Decked Out Sponsor Solicitation

M. Carter

Will start to approach sponsors for Decked Out specifically now. Want to plan to launch 30th year at Decked Out event

Open Forum

Mark shared an idea about a 30th year running event - 5k (and 1 mile walk) / 10k / 15k options over one weekend. Sunday would be the final race of the series and a big party; food, beer, music, etc. Market as "30th birthday party"; Dave mentioned BBQ and Brews event as being a cool off-season event idea. Nicole mentioned that if the finisher's medal is really cool, runners will come just for the medals (100%!) Potential event timeframes - early spring or November (Veterans Day weekend). Bethany Brewing is interested in partnering with the Center for an active event - run, bike ride, etc. Ideal location right by the Preserve. Would the Bayside community host us for one of the races? Patti mentioned we should also loop in the non-runner community too, with the birthday bash party being open to the runners & non-runners. Maybe a 1 mile walk, or a scavenger hunt (Bay-centric). Potential conflict with November - would be the sun setting early.

DRAFT

Question from Patti: State of the Bays report findings - is there going to be a tie-in to the results to fundraising for the Bays? Mark said it would be highlighted/focused in the upcoming Journal. How do we communicate the science of it to the public in a way everyone can understand? The letter grade got latched onto in a lot of the media. Nicole suggested launching a social media campaign over several months deconstructing the report; use sound bites / videos / pictures to draw attention. Tagline?

Suggestion from Dave: Time lapse with photos from the same area over 30 years to show how the area changed over the years. (Maybe focus on the bridge for imagery). How do we end that on a positive note? Jerry suggested a way to depict water quality year after year? (Graphically). Show what the Center has done over the years to help. Patti relayed that it would be great to focus the message on forward progress, not just maintaining, more needs to be done. Motivational tone, not hopeless or lecture-y. "What if the Center wasn't here?" "What more could the Center do with your support?"

DCYS - exploring a public drop-off spot idea. Will hopefully trial it at SUP race.

NEXT MEETING: Thursday, May 11, 2023 / 3:00 – 4:00 pm

Adjourn

Meeting adjourned at