

DEVELOPMENT COMMITTEE

Meeting Agenda



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

DATE & TIME: Thursday, May 11, 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: Richard Mais, Patti Drago, Dave Keil, Gus Mergenthaler, Aimee Isaac, Nicole Ashton, Mark Carter, Marina Feeser

AGENDA ITEMS

Call to Order

Meeting called to order at 3:04 p.m.

Meeting Agenda Review

No additions added to agenda

Approval of Previous Meeting's Minutes

Dave moved to approve minutes, no additions made

New Business

[April Development Report](#)

M. Carter & M. Feeser

Mark reviewed Dev. Report from April. Major source of revenue was event sponsorships, misc. events, Breakthru/Bulleit Bourbon donation (for reforestation/afforestation), DePaolantonio realtor donated \$250 after house sale (client-requested donation to Center) Dave suggested - could we create a realtor-specific flyer for others to do the same?, Coral Cove Earth Day sales donation, Jaime Howard, Chris Vanuga.

Recap of Green Screen / WFF & NPS

M. Carter

Mark gave a recap of Green Screen - \$855 in ticket sales / \$95 in raffles (cost was only \$105); overall positive feedback, venue was a little noisy (mostly during just the one film). Any ideas for next year, send them to Mark or Marina. Feedback: maybe don't host from YouTube. Maybe coordinate with Henlopen or Indian River schools to have student submissions of videos. Oysters were good! Consider subtitles on films.

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.

Native Plant Sale recap - beer / raffles / merch sales \$1450, sold down merch supplies, income from the event was over \$10k this year (vs. \$3k last year) Net profit of \$6,600 or so. 492 counted attendees. Dave asked how can we gather more data from festival attendees.

Spring Merch Update

M. Feeser

The Spring Merch store raised \$683.00. Orders should be in the first week of June. Most popular items were: L/S hoodie sun shirt and regular L/S sun shirt, ladies tank, crew tees, and canvas totes

"Donor Cultivation" Events Discussion

M. Carter

Center is starting to host events where donors host an event at their home and invite friends/neighbors to learn more about the Center/bring in potential new donors. Hoping to expand reach to the other Bays. Dave asked the question - Is there a way to host an event on someone's boat? Is there a way to host something on the VFW property? Or maybe at James Farm itself. Using the landings at the Assawoman Wildlife Refuge? Bus/vehicle tour of watershed/tributaries, then get on a boat to see the Bays via the water too. (Land and Sea Tour) Rent buses from Jolly Trolley perhaps. Ticketed event that ends in an oyster feast. Could be a seasonal event that happens 4 times a year (to demonstrate how the seasons change in the Bays watershed). If it's a bus tour, use the time to talk to the folks attending while you have a captive audience - show a film, speak on a topic, etc). Could invite donors who give above \$1000/2500 donation, they get an invite to the bus tour)

Dev Com / Task Force(s) Discussion

M. Carter

Center is working on a gift acceptance policy, naming policy. Mark asked if anyone on the committee is interested in serving on the task force for that (need 1-2 people; or could send docs out virtually for the committee to review). Will need some folks to help with the 30th year planning ideas/events also. Always open to general feedback from the committee also!

Open Forum

Will need help with Decked Out soon - recruiting sponsors, rounding up auction items around town, etc.

Question from Dave - have we approached the media for some in-kind donations? Meeting with Delmarva Public Media next week, we have good relationships with Cape Gazette, WRDE.

NEXT MEETING: Thursday, June 8, 2023 / 3:00 – 4:00 pm

Adjourn

Meeting adjourned at 3:53 pm