

# DEVELOPMENT COMMITTEE

## Meeting Agenda



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

DATE & TIME: Thursday, October 13, 2022 at 3pm

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

Remote via Google Meet: [meet.google.com/oha-gsoe-erf](https://meet.google.com/oha-gsoe-erf)

*Meeting called by: Jerry Esposito, Chair*

*Attendees: Susie Ball, Ken Sigvardson, Jerry Esposito, Richard Mais, Patti Drago, Nicole Bailey Ashton, Aimee Isaac, Gus Mergenthaler*

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### AGENDA ITEMS

Call to Order 3:01 pm by J. Esposito

Meeting Agenda Review J. Esposito

Approval of Previous Meeting's Minutes postpone until after meeting

*Meeting agenda and minutes live online here:*

<https://www.inlandbays.org/about/committees/development-committee/development-committee-meeting-agendas-and-minutes/>

### Old Business

#### Decked Out Debrief

M. Carter

- *Mark gave a debrief on Decked Out, started with a thank you for volunteering, sponsoring, attending the event.*
- *Net of \$45k for the event. Auctioneer said the auction items were some of the best he ever had*
- *Live auction items per package increased, and the silent auction didn't pull in quite as much as last year.*
- *Asked for any more input and shared Dave's input.*
- *Bar back ups at the event, but attendees stood in line in front of the auction items.*
- *Positive feedback on diversity and amount of food, oysters were a hit and correct quantity ordered*
- *Check-in glitch at the beginning of the event with name tags. Susie suggested Companies on name tags as well.*
- *Live auction items - because we had a lot of local folks, maybe we look at items/places that are a bit more far away - St. Michaels, Easton, etc., could encourage interactions with other environmental groups.*
- *Jerry feedback - acoustics still not great at the outdoor venue; Susie thought it was a little louder but still hard to talk over big groups talking.*

*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.

- *Committee thought the event was very successful, perfect weather for the event.*
- *Nicole suggested VIP hour again to help with cutting down lines.*
- *Thursday night event next year - Sept 21.*
- *Event Theme for next year?*
- *Patti suggested bar is in middle for multiple walk-up points; acoustics are always a challenge with a big group*
- *Staff and volunteers were all amazing during event*

Dogfish Dash Debrief

M. Carter

- *Benevolence Night at Brewery on 9/17 - generated \$1619 + \$295 raffle; \$1200 Benevolence Night two weeks prior*
- *Tabled at Brewery - met a good business contact, \$200 in merch, good outreach event*
- *\$11k from tips program*
- *\$41k from Dogfish Dash weekend*
- *Branded merch given out at DFD weekend - reusable water bottle and tote bags with Dogfish and CIB logos*
- *Oyster tank, outreach and education, science team tabled*
- *\$3k in raffle and merch from weekend*
- *Is this an annual event or will next year be a different beneficiary? Mark said we would know in December if they would repeat*

Merchandise Pilot Update/New Ideas

M. Carter/

M. Feeser

- *T-shirts and hats - very little merch left*
- *Ken mentioned surprised at how people weren't buying at Decked Out more but attributed that to not wanting to carry something around*

[Development Report September](#)

New Business

2023 Events Plan

M. Carter

- *Meeting with other directors on staff to plan out 2023*
- *Decked Out (Sept. 21), Native Plant Sale (tentative date May 6, 2023)*
- *Active Lifestyle Event: Paddle Board Race (East of Maui) - canceled in 2022; Development will help support / organize this event for 2023 to help boost event*
- *NEW active lifestyle event idea: 5k running/walking event (couple hundred people); could add on to Native Plant Sale event day; Fresh Pond Prickly Pear Trail*
- *Run targets a demographic that might not know about us*
- *Bethany Brewing would like to do some kind of benefit event – run, bike ride, etc.*
- *NEW event idea: something unique like RAGNAR events; 10-person team relay with longer distance; James Farm could be base camp; bring in next generation of supporters; larger registration fee due to team aspect (could be 2024 event)*
- *Speaking Events to put our name out there across the watershed*
- *Trivia Nights: At DCYS participants' restaurants to host Inland Bays trivia nights*
- *Aimee suggested a Guest Bartender event as another addition to event list for 2023*

Amazon Smile

M. Feeser

- *Amazon will donate 0.5% from each purchase to the Center once you designate us at your charity*
- *Aimee said the app will automatically designate; you don't have to go smile.amazon.com*

Target Circle

M. Feeser

- *Target Circle members (free program) when they use their app, get votes for non-profits and then you vote for your favorite (CIB)*
- *\$200 minimum donation, but we hope to get more*

Merchandise - Next Steps

- *Logomotive can make us an online store that they run, it would be open for a 2-3 week window; has shipping capabilities; or pick-up at Center*
- *Would need to pick out items - hats and t-shirts; hooded sweatshirt, long sleeve tee; beanie cap*
- *Getting pricing*
- *Still have a few items on hand to sell at events*
- *Jerry suggested a collared polo shirt; possibly a vest, fleece jacket*
- *Example store: <https://www.logomotivede.com/active-stores/>*

New Sponsorship Idea

- *Year-long sponsorship like a \$10k sponsorship and they would be sponsors for all major events in the year*
- *Smaller sponsorships would be included in less events*
- *Patti mentioned the Lewes Farmers Market did a seasonal sponsorship and it was really well-received, exceeding expectations; keep it classy*
- *Only have to sign on/send logos, etc. once.*

Inland Bays Garden Center Tabling Event

- *\$150 in donations; \$50 in merch*

Volunteer Appreciation Event on November 3

- *Crooked Hammock Brewery, 5-7 pm*

Development Committee can help stuff annual appeal letters before next meeting

- *Thank you!*

Open Forum

Delaware DoMore - are we participating?

NEXT MEETING: Thursday, November 10 ·3:00 – 4:00pm

Adjourn

3:58 pm