

DEVELOPMENT COMMITTEE

Meeting Minutes



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

DATE & TIME: Thursday, December 15, 2022 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: David Keil, Richard Mais, Mark Carter, Marina Feeser, Gus Mergenthaler, Jerry Esposito, Ken Sigvardson, Patti Drago

AGENDA ITEMS

Call to Order

Jerry called the meeting to order at 3:02 p.m.

Meeting Agenda Review

Approval of Previous Meeting's Minutes

Richard moved to approve the minutes, Patti seconded, unanimously approved by all.

Old Business

Mark shared that the Board officially approved Christoph as our new ED and the Gazette ran an announcement last week - January 9 is Christoph's first day.

- Dave asked if we send announcements to Coastal Point in addition to Gazette?
Richard said to check this week's Point for the news.
- South of the inlet folks read the Point.

New Business

2023 Events Plan Update

M. Carter

- Annual Sponsorship program - thanks Dev Com for the feedback!
- Quarterly social recognition (vs. monthly) due to Center staff capacity
- Included check presentation as perk (great publicity for both organizations!)
- Merch store from November made about \$1,400 - ordered extra hats for the annual sponsors as a benefit
 - Annual Events Plan (recognition included with annual sponsorship) :
 - Environmental Film Night (April) - 70 minutes of short environmental films (various topics), oysters and beer on the patio,

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.

films, raffle, education inside, 150 attendees. Will email the sponsor deck to Dev. Com. to help spread the word.

- Native Plant Sale / Water Family Fest (May) - similar format to last year, new event layout to encourage folks to stick around, food trucks, a kid's event (passport)
- Paddleboard Festival (June) - partnered with CheSUPeake, race will be at Holts Landing this year, but will rotate around the watershed to other locations, route will paddle past the farm on course
- Decked Out (September) - will be at Hyatt Dewey this year; great space (indoor and outdoor spaces)

November Dev Report

M. Carter

- Mark shared snapshot of the November development report
- Giving Tuesday and Annual Appeal played huge parts in the donations in Nov.
- First lecture series brought in a sponsorship of \$750 + small cash donation
- Lot of first time donors thanks to Giving Tuesday social media posts, graphics, email blasts
- Feedback from Dave: Dev. report is an easy to understand format (*thanks!*)

Giving Tuesday After Action

M. Carter / M. Feeser

- Marina shared the Giving Tuesday successes through the graphic created
- Goal of \$3,000 - reached over \$10k for the day
- Worked with Caitlin Chaney to blast out graphics the weeks before, during the day, and a thank you after
- Curry family matched \$3,500 during Giving Tuesday and are on board for next year too!
- Asked for feedback - Dave said he donated on his phone and the platform was easy to use. Also asked the question: Can we source where the donors came from? Facebook, Instagram, website, newsletter, word of mouth etc.

DoMore24 Plans

M. Carter

- Mark shared DoMore24 plans - United Way and Spur Impact host 24 hour giving event every year - March 2
- DoMore24 event will replace a formal spring appeal - this event has extra incentives and prizes that are given throughout the day when certain donation levels are reached
- Opened up to discussion - Patti shared this will require a very active marketing campaign leading up to the event as well as during the event; individuals can create a fundraising campaign for the organization on the day; think of a way to connect to today's "hot buttons" - like land preservation, etc.;
- Dave - comments/concerns - worry about the 24 hour time period that we may miss some donors during that 24 hours; asked if we have access to donor info (yes)
- Mark - could host an in-person event too; or some kind of gimmick to pull people in; branded to be under DoMore 24 umbrella, not a huge lift for staff; mentioned there are not a ton of organizations on the Southern DE side of thing (could benefit us)

DRAFT

- Marina - noted that we are also in a new category for the prize matches (environment, not in animal welfare category)
- Gus - asked about if this effort was going to replace annual appeal (with thinking that Nov/Dec is THE giving time frame. Would replace spring appeal, not annual though)

Open Forum

- Dave asked if we can get a Dev. Committee folder on the drive for minutes / graphics / spreadsheet for annual sponsor etc (Marina and Mark will create)
- Patti - noticed our 10k followers on FB; is someone analyzing that? (Mark and Marina will check in with Caitlin); look for businesses who are actively liking; Dave mentioned look at Instagram too and to look for active individual donor interactions too
- Jerry - Development Committee activities were recognized at the last board meeting (*thank you, thank you*)

NEXT MEETING: Thursday, January 12, 2023 / 3:00 – 4:00 pm

Adjourn

Adjourned at 3:45 p.m.