

DEVELOPMENT COMMITTEE

Meeting Minutes



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

DATE & TIME: Thursday, March 9, 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: Mark Carter, Marina Feeser, Jerry Esposito, Christophe Tulou, Dave Keil, Richard Mais, Ken Sigvardson, Susie Ball, Aimee Isaac, Nicole Ashton

AGENDA ITEMS

Call to Order

Meeting was called to order at 3:02 p.m.

Meeting Agenda Review

Jerry reviewed the agenda, no amendments were made

Approval of Previous Meeting's Minutes

*Richard asked for clarification on the merchandise sales - was that all profit? Yes, \$1,014 in profit
Nicole motioned to approve, Richard seconded, minutes were approved*

Old Business

February Development Report

M. Carter / M. Feeser

Mark reviewed the Feb. Dev. Report; went over major donors / donation sources

Dave asked - Is there a QR code on the donation sign at JF - we should put one up on the board if not. Ken suggested putting one at the beach also. Question: Is there a way for ClB to open a Venmo account for donating easier?

Exploring new option to replace Amazon Smile - Harness Roundups

License Plates - more plates appearing around DE, Dev. Team is going to really start to promote that program more.

Dewey Beer is coming on-board more with the Center, brewing a beer for the Center for July, donating beers for events. Nicole suggested maybe there is a merch co-branding opportunity with Dewey.

New Business

DoMore24 DE Recap

M. Carter

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.

Mark recapped Do More 24 - in 2021, Center raised \$6,515. In 2022, we raised \$9,775. Doubled participation in donors. 2 sub-fundraisers helped reach new donors. Benefits: new donors, some good press in the paper, on TV, made a good relationship with the Do More 24 staff. Rise Up did a donation morning and donated \$350.

Dave suggested that we promote the live stream video times more next year so folks can tune in.

We also had a UD social media ambassador to help us promote the fundraiser.

March 7-8 2024 for Do More 24 / 2024

*Can use lessons learned from Do More 24 to help with Giving Tuesday
Do More 24 was an all online fundraiser, no costs to us other than staff time.*

Could certainly replace a mailed Spring Appeal, as we actually made more from Do More 24 than the 2021 mailed Spring Appeal. And it used less resources than the mailing.

Spring Merch Plan

M. Feeser

*Working with Logomotive to set up a new store for the Spring (April); would deliver before the summer. Some new items for the summer - sun shirts & hats
Nicole asked if the sun shirts could be ready for paddleboard race?*

Events Planning Update

M. Carter

- Green Screen
 - *April 19 - Environmental Film Festival. Oysters and beer happy hour from 5-6 pm; movies start at 6 pm \$15 GA, \$30 tickets for happy hour*
- Water Family Fest & NPS
 - *Saturday, May 6 - 10 am - 3 pm*
 - *DNREC and Center co-hosting; beer garden, food trucks, music*
 - *Raffle: Fifer's donating a CSA, Ecobay is donating a tour, Center is donating Decked Out tickets*
- Stand Up for the Bays
 - *June 3 at Holts Landing State Park*
 - *Artwork almost ready to launch*
 - *10 registered paddlers already*
- Decked Out
 - *Sept. 21*
 - *Mark asked if anyone has ideas for sponsors for Decked Out to let us know*
- Misc
 - *Quiet Resorts Chamber donated \$2500 to us from Fire & Ice*
 - *Earth Day (Month) - April 28 & April 29 - Chamber is donating proceeds from the Coastal Cruise to CIB; Also hosting an Earth Day cleanup with the Chamber on April 22 (Center will be hosting clean ups along adopted road (Fred Hudson Rd), several other sites.*

- *Dine & Donate - Crooked Hammock is hosting a dine & donate night in April; Dewey Beer is hosting another Dine to Donate night with Trivia again on March 27. Surf Bagel is also hosting a donation day on 3/21.*
- *Also shared the new Center branded tents*
- *CIB is hosting a canned food drive through 3/21 if anyone would like to bring in cans to donate for that.*
- *Annual sponsorship ideas are welcome; we've brought in several already.*

Open Forum

- *Dave asked if we considered some stand up banners to go with the tents - great suggestion, we will certainly look into them!*
- *Nicole suggested an area at Decked Out that is for photo-taking, photo-booth like setup, make sure everyone tags and shares on social media, a selfie frame or something like that with the Center's logo. Check with the florists to see if they have something that we could borrow/use.*
- *Decked Out will be kind of a kick-off to the Center's 30th year*
- *Ken commented that the creative mix of events is really nice; Center is growing and learning what works. Dave added that several things are long-term and contributing to progressing the Center's growth*
- *Dave asked: Has Center ever done anything with the Bethany Nature Center - O&E team has done a class or two there before. Becomes very busy in the summer, which could be good for outreach.*

NEXT MEETING: Thursday, April 13, 2023 / 3:00 – 4:00 pm

Adjourn

Meeting adjourned at 3:46 pm