

# DEVELOPMENT COMMITTEE

## Meeting Agenda



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

DATE & TIME: Thursday, July 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: Richard Mais, Ken Sigvardson, Dave Keil, Nicole Ashton, Jerry Esposito, Gus Mergenthaler, Christophe Tulou, Mark Carter, Marina Feeser*

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## AGENDA ITEMS

### Call to Order

*Meeting called to order at 3:02 pm. Discussion and condolences on the news of Susie's passing. We are collecting ideas on how to remember Susie's dedication and work and contributions to the Center*

### Meeting Agenda Review

*No changes to the Agenda*

### Approval of Previous Meeting's Minutes

*Dave moved to approve, Nicole seconded, minute approved unanimously.*

### Old Business

### New Business

#### Development Report

M. Carter & M. Feeser

- *Still getting annual appeal donation envelopes in the mail (from Nov. '22)- have a system in place to track donations better*
- *\$476 from Big Chill Beach Club - partial from proceeds night, partial sale of stainless steel straws*
- *\$1,500 from Coastal Cruise*
- *\$1,645 from Paddleboard Race - merch, beer, raffle sales*
- *Several memorial donations have been received recently as well - Question from Dave: is there something on the website that can direct folks to the Center's page for memorial donations?*
- *Special thank you to Ken & Sue for their very generous donation!*
- *Education team - received \$400 donation*

*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.

### Recap of Stand Up for the Bays

M. Carter

*Weather did not cooperate for actual paddling; the event brought in over \$6,000 in total. Festival still went on. Recreation category was the most popular; OC6 was popular as well. Great team representation at event with different volunteer tasks. Hopeful to move future events around the watershed (to different Bays). How did vendors feel? Vendors were pretty good - food and beer did well, 302 did great, artist who made the mugs was very successful at event, Big Chill gave feedback that it was good to see a different venue space. Nicole suggested maybe mug artist could be present at Native Plant Sale.*

### "Donor Cultivation" Events Recap

M. Carter

- *2 donor cultivation events in June - 1st one at the Wolcott's in Bay View Park. Was a meet & greet with the Center (Christophe and Dev team) with several of their neighbors. Will go back in the fall (September) for maybe a more fundraiser-focused event.*
- *June 29 at the Hardwicks in Rehoboth Country Club. Invited 60 of their neighbors and friends over for a fundraiser night with oysters, wine, beers, and snacks. Development and Science team attended, as well as Board and Dev Com team (Pat C. and Dave K.). Hardwicks contributed \$10,000, and their attendees donated about another ~\$6,000. Total at the end of the day will be nearly \$21,000. Dave's thoughts - thoughtfully planned event, spoke to Lori about the community feel of the oyster gardening program, worked together as a whole neighborhood. Community-based approach.*
- *Idea - could we do HOA programs like a community garden? Communities on the water could be more involved with projects that help protect the watershed.*
- *Observed outcome from Christophe: great volunteer interest as well as donor cultivation*

### Decked Out 2023 Plan & Sponsorship

M. Carter

Ticket link: <https://inlandbays.harnessgiving.org/events/716>

*Tickets increased to \$145 per ticket.*

- *Sponsorship Deck - has been sent out to a large number of past supporters, new level at \$250 for smaller businesses*
  - *Freeman, Ashton Pools, Linda Vista Realty (Annual Sponsors)*
  - *Sussex Conservation District, Annie Powell, DelCoast, Parker Group, Harvey Hanna, Custom Mechanical, Browse About Books, Cape Gazette, Harbour, Heather's Home Works Sovereign Consulting, Tributaries*
  - *Will need some help from Dev. Com with sponsor asks and auction asks*
- *Mark shared live auction ideas - Center Boat Trip, Shuck & Sip (shucking class), SUP with paddle & PFD, low digit tag, and possibly a pair of beach cruiser bikes. Please send any ideas to Mark or Marina*
- *30th Anniversary logo reveal - feedback from the crew - is there a way to add the names of the bays? Space constraints may prevent.*
  - *Question from Dave: Is there an annual challenge for the 30th anniversary? Could reveal the challenge at Decked Out. Will be testing waters for larger asks this year.*
  - *Need to create donor profiles to keep track of interactions/asks, keep track of relevant information*

- *Decked Out Event logistics:*
  - *1 hour of cocktail hour with Reedo playing on outside deck, oyster shucking*
  - *Slideshow constantly playing - logo reveal, sponsor acknowledgement, volunteer opportunities, upcoming events, beautiful bay photos*
  - *Band playing inside as well (later)*
  - *Donation stations set up around*
  - *Dewey Beer, Dogfish Head, Rehoboth Bay oysters will donate product*
  - *Delmarva Public Media - will start to promo Decked Out in August (3 stations)*
  - *May have a small giveaway - small soap with Center logo (no plastic container)*
- *August 23 - Concert with Dar Williams at the Listening Booth, tickets on sale now*
- *Dogfish Dash volunteer opportunity in September (24)*
- *Dewey Beer will create a Center-themed beer in November. They will also do a proceeds month that month for us*
- *Bethany Brewing Company wants to host a 5k run with us - Fresh Pond area (Nov. 12th potential date) Horseshoe Crab Hustle.*
- *Heidi Lowe - jeweler in the area, will be creating a jewelry piece for the Center. Oyster necklace (30th anniversary is pearl anniversary). \$50 from each sale will be donated to the Center. Could she do an annual Christmas ornament? Or could we explore that idea with someone else?*
- *Will be at the State Fair on July 28*
- *Will also be at the Lewes Farmers Market on July 29*

#### Open Forum

*Jerry brought up BBB Delaware award - Ashton Pools won an award! Torch Award for Ethics - Congrats!*

#### NEXT MEETING:

Currently scheduled for Thursday, Aug 10, 2023 / 3:00 PM - 4:00 PM

*Request to change to: Thursday, Aug 17, 2023 / 3:00 PM – 4:00 PM*

*Committee agreed to change the meeting date.*

#### Adjourn

*Meeting adjourned at 4:07 pm*