

# DEVELOPMENT COMMITTEE

## Meeting Minutes



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

DATE & TIME: Thursday, August 17, 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: Jerry Esposito, Pat Coluzzi, Dave Keil, Patti Drago, Ken Sigvardson, Richard Mais, Gus Mergenthaler, Mark Carter, Marina Feeser*

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## AGENDA ITEMS

Call to Order

*Meeting was called to order at 3:00 pm*

Meeting Agenda Review

*Agenda reviewed, no changes made.*

Approval of Previous Meeting's Minutes

*Dave moved to approve the July meeting minutes, Jerry seconded. Minutes approved.*

New Business

### Development Report

M. Carter & M. Feeser

*Mark reviewed the Development Report for July. A few large key donations that helped boost that monthly number. First time donors amount is higher due to a donor cultivation event. Monthly donors stay about the same. In Honor/In Memory donations were due to several donations in Hal Hiemstra's memory. Fifer Orchards change jar donation was ~\$500. Decked Out ticket sales and sponsors (went on sale 7/14) totaled ~\$22k for the month.*

*Donors of note were Austin "Pete" Okie - \$20k (Pat C & Richard M. added. - Pete has a lot on rt. 1 in Fenwick Island, was maybe willing to donate/trade the lot to the Center in the past, maybe it is time to revisit that?)*

*Hardwicks - donor cultivation event with ~50-60 neighbors*

*Dempseys - part of ReWild Delaware*

Discussion / Donor Resources

M. Carter

*Mark led discussion of creating more donor resources to make it easier for folks to give in various ways - In Memory donations, bequests, donor-advised funds, legacy gifts, real*

*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.

*estate, stocks etc. Mark asked for committee members to give input/feedback that other organizations have done that is helpful. Dave mentioned looking into a partnership with an estate planner, estate attorney. Could be a tool or set of tools, not necessarily an event/seminar. Ken likes the idea of developing some guidance, to help donors. Question for Mark/Marina to look into: Would an estate planner do this pro-bono/discounted? Patti asked where we are with gift policy also. Patti mentioned there are some organizations in the area that do education on donor-advised funds, Lewes Public Library has resources on bequests, etc.  
Orgs to look into: Lewes Foundation, Delaware Community Foundation  
Goal is to have a very basic starting block online, but also we would create a package of materials to bring to talk to donors (like a donor/development toolkit), will be a living document so as to easily make changes in the future.  
Please continue to share ideas/thoughts with Mark / Marina.*

### **Giving Tuesday Brainstorm**

M. Carter & M. Feeser

*Date: November 28, 2023*

*Last year we front-loaded it - used a campaign on Harness giving, worked with Caitlin to make it a social media campaign; hope to continue that model this year. We have a \$3,000 donation to start with this year. Should we do a matching challenge or other ideas for the day? Theme ideas for the day - Terrapins, oysters, horseshoe crabs, Inland Bays creatures*

*Could/should we focus on a certain area - education? science & restoration? etc.  
Theme idea from Dave - Underlying causes of concern - like thoughtful development, the drivers behind why the Center exists. Emotionally driven  
Pat suggested perhaps a living shorelines focus, seagrasses  
Patti suggested a water (quality) focus - "adopting" a gallon of water, could be cleaned by oysters, trees, baygrasses (helps with general focus, unrestricted focus), talk about the negative impacts on the water and what the Center does to help, something tangible, something we can see (like a sped up video of oysters cleaning a tank, or checking in on the water throughout the day)*

### **Decked Out 2023 Update**

M. Carter

*Decked Out coming up - Sept. 21*

*80 tickets sold - goal is 300 people. DPR is running an ad for Decked Out that started this week.*

*New space at Hyatt, bigger space. Passed heavy hors d'oeuvres, oyster shucking on the deck, mellow music outside, fun party band inside. Christoph will speak, then we'll do the live auction and then more music.*

*Informational tables around the space - one from each team from the Center.  
Will also unveil the 30th anniversary logo.*

*Live Auction updates - Low digit tag from DelDot, Stand Up Paddleboard package (paired with beer, restaurant gift card), beach cruiser & two nights stay at Beacon Inn and restaurant gift card, Center Sip N Shuck experience, Center boat cruise(s), Center inspired painting from artist.*

*Mark posed the question about the Decked Out 2024 venue - what about bringing it back to the Center like the first ones in the past?*

*At the mercy of the weather at the Center. Not as thrilling of a venue. Could be cramped, not a relaxed feel. Patti asked about capacity.*

*Pat asked about Life Saving Station (ocean vs. bay), Patti asked about James Farm as potential, or Paradise Grill. Richard mentioned the huge grassy area at the marina that is a wedding venue. Dave mentioned weather concerns are not necessarily an issue at Big Chill anymore with the covered deck. Mark talked about Camp Arrowhead for the Center birthday party / flannel formal party.*

#### Open Forum

*If anyone wants to help beat the streets for silent auction items, we can send you flyers with Decked Out info.*

*Dave mentioned that his wife Theresa is running for town council in Bethany (Go Theresa!)*

*Pat and Jerry brought up the idea of inviting 6-8 (small number) of people to take a cruise of the Inland Bays to introduce them to the Center (a donation-based cultivation event, donate \$1,000 (just an idea) to get to go on the cruise). Mark added the idea of the trips/tours of the Bays - a surf and turf, sea and sand (also a donation to participate), smaller groups.*

#### NEXT MEETING:

Thursday, Sept. 14, 2023 / 3:00 PM - 4:00 PM

#### Adjourn

*Meeting adjourned at 4:01 pm*