

DEVELOPMENT COMMITTEE

Meeting Agenda



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

DATE & TIME: Thursday, October 12, 2023 at 3pm

LOCATION: *Center for the Inland Bays, 39375
Inlet Rd*

Rehoboth Beach, DE 19971

Remote: Use google calendar link

Meeting called by: Jerry Esposito, Chair

Attendees: Dave Keil, Richard Mais, Patti Drago, Ken Sigvardson, Nicole Ashton, Aimee Isacc, Jerry Esposito, Marina Feeser, Mark Carter, Christophe Tulou,

AGENDA ITEMS

Call to Order

Meeting called to order at 3:02 pm

Meeting Agenda Review

Agenda reviewed by Mark, no amendments made

Approval of Previous Meeting's Minutes

Dave motioned to approve August meeting minutes, Nicole seconded, meeting minutes approved

New Business

Development Report

M. Carter

Mark reviewed the development report for September, mentioning Decked Out and Dogfish Dash events, Tyler Smiley photography donations (15% of calendar sales), Dar Williams benefit concert. Question: can we promote calendar sales on social media?

Decked Out Recap

M. Carter & M. Feeser

Mark reviewed Decked Out 2023 event - compared this year from last year. Factors contributing to cost were - venue cost. Ticket sale revenue were comparable to last year (higher price point), Nicole mentioned that there were several other charity events that same week so that could have affected attendance. 2024 will be a week earlier. Sponsorships were a little lower this year, but were calculated a little different this year due to the annual sponsorship program.

Auctions - silent auction was on par, live auction raised less. Is there silent auction burnout? Nicole mentioned that maybe not everyone made it inside to the live auction to

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.

participate (beautiful weather so folks were outside), Dave mentioned there were folks hanging out in the back of the ballroom by the silent auction so it made it difficult for folks to engage. Patti mentioned that one person mentioned they would bid on an item if it was broken apart from the package.

Venue - Was the venue TOO big? Possibly move the food into the ballroom? Should the live auction be outside? Band inside was also not well attended due to the great weather. Venue was largest expense, but it is great to have for weather.

Band feedback - Is there something to encourage folks to come inside? Do we create a good weather plan and a bad weather plan? Aimee mentioned it's more of a mingling event, than a dancing event. Maybe a different genre of music would be better (something more mellow). Nicole said Reed out on the deck was great.

Food - Need more oysters, great to have oyster farmers onsite, food stations, passed hors d'oeuvres, signature cocktail was fun, drinks were plentiful. Richard said the food selection was good, passed food was higher end, stations were easier to eat (grab and go). Early in the event hor d'oeuvres were passed at a good pace, but slowed down later in the night.

Staff - great on staff participation - they were not running food up and down stairs and could engage with attendees.

Department displays - great idea, important to know what we're working on. Was there a feel for engagement? The volunteer display was staffed with volunteers so that one was well-visited. Is there a way to further engage with displays?

Giveaway (soap) - well-received

Ticket pricing - Some feedback that ticket prices were too high; Patti said it was reasonable, Dave agreed it's on par with market prices for other events. Definite mix of demographics - noticed some younger folks attending. Ken mentioned there has been more community engagement with younger audiences throughout the year so that could have caused younger folks to attend Decked Out also. Is there a young professionals rate? Nicole mentioned the discounted rate is great to fill the event, but not to contribute to auction events. Aimee agreed.

Next year - It's our 30th anniversary. Is it seated? Buy a table? With a donation challenge? Pledge cards at each table. Or do we keep it casual? Question from the group: How much did we raise for the gala we hosted? Ken suggested we make a list of other events in September when we are considering planning for 2025. Music has to be background music if it is a seated event. How do we make a more formal event not feel "stuffy"? Aimee mentioned there was still a happy hour before the seated event in 2019 and there was still time to mingle before the seated portion of the event. Patti mentioned the idea of themed tables to make it more fun. Nicole mentioned that it shouldn't be called Decked Out though, it should be called something else (related to the 30th birthday). Is it two events? Is it a hybrid?

Dogfish Dash Recap

M. Carter & M. Feeser

Mark reviewed Dogfish Dash 2023 revenue - donation from the Dash, Benevolence Nights, raffle and tour tips programs approx. donation will be \$70,000.

Fall Merch Online Store

M. Feeser

Store is open now through October 20, items will arrive right after Thanksgiving just in time for the holidays. Lots of fall items - sweatshirts, beanies, flannels. Last store for the year, the next one will be in the spring.

Misc Upcoming Events

M. Carter

Mark discussed the Grateful Shellabration 30th birthday party - this event will be for everyone to attend. Either super low entry fee or donation based. Nov. 2 2024. Festival vibes. Education, information tables, oysters, beer garden, music.

Mark will work up a list of the 2024 events to send out.
34 registrants - \$850 + \$1,000 sponsor

We will get to keep and use the photos.

Volunteer Appreciation & FOB Awards

M. Feeser

Everyone is invited to the Friends of the Bays - Nov. 2 at Crooked Hammock. Food is included, cash bar.

NEW Volunteer Impact Software - all development committee members will need to sign up to track your volunteer hours for the Dev. Committee.

Open Forum

Upcoming Event: Winter Lecture Series - starting up in November - Nov. 9 at Georgetown Library. Please attend if you can, or share the word! Can we skip Nov. Dev. Committee meeting?

Feel free to send any Giving Tuesday text to the committee to review.

NEXT MEETING:

CANCELED - Thursday, November 9, 2023 / 3:00 PM - 4:00 PM

Next meeting - Thursday, December 14, 2023 / 300 PM - 4:00 PM

Adjourn

Meeting adjourned at 4:01 pm