

DEVELOPMENT COMMITTEE

Meeting Agenda & Notes



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

DATE & TIME: WED March 14, 2018 at 3PM

LOCATION: Center for the Inland Bays

39375 Inlet Road, Rehoboth Beach, DE 19971

Meeting called by: Mike Dunmyer, Committee Chair

Attendees: (Chris Bason will not be in attendance) Susie Ball, Jonathan Forte, Pat Coluzzi, Mary Knight, Amy Barra, Kim Butler, Katie Young

AGENDA ITEMS

Call to Order 3:05 PM

Meeting Agenda Review

New Business

Introductions (all)

Discussion of Decked Out

- Possible locations: CIB, Big Chill, James Farm (would create need for significant vendor follow up)
 - Would need to seat roughly 200
 - Issues to address: Food, Beverages, Tents (Jonathon has a contact), Tables & Chairs, Dance Floor, Porta Potty, Music, ongoing program information and long tables, slide show
- Raffle items for donation to be solicited by committee members
- ideas: kayak tour, possible beach home vacation, taste of town baskets, water taxi, sussex bird club

Event #2

- Possible fishing derby - roll into a spring festival

Big Picture

- Looking to drive increase in sponsorships
- Avoid multiple asks
- Possible spring event. Maryland coastal bays "Bay Day" event mentioned as something to look at and possibly emulate.
- Capital Campaign should use multiple targeted mailings to bay area residents. Possibility of combining asks for capital campaign and annual appeal.

Miscellaneous

- Jonathan mentioned Contractors for a Cause - Debra Fulton (Contractors for a Cause) may be able to help with boardwalk at James Farm
- Pat suggested looking into TAP funds and SEMAC

- Next meeting we should review James Farm Plan; possibly locate meeting at James Farm.
- Committee reported on donor thank you calls. Mostly received voicemail.
 - Diane Hanson - very supportive
 - Austin Oakie - major donor, planned giving. Should look to engage more closely.
- Marketing and advertising
 - WGMD Radio
 - Southern Delaware Tourism
 - Rt. 54 marquis
 - DelDOT Signage for Inland Bays

Adjourned 5:04