

DEVELOPMENT COMMITTEE

Meeting Agenda



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

DATE & TIME: *THU Jul 11th, 2019 at 4PM*

LOCATION: *Center for the Inland Bays*

39375 Inlet Road, Rehoboth Beach, DE 19971

Meeting called by: Mike Dunmyer, Committee Chair

Attendees: Susie Ball, Chris Bason, Pat Coluzzi, Gerard Esposito, Aimee Isaac, Richard Mais, Anna Short, Ken Sigvardson, Sue Sigvardson

AGENDA ITEMS

Call to Order 4:06 pm

Meeting Agenda Review

Approval of Previous Meeting's Minutes

G. Esposito made a motion to approve. R. Mais seconded. Unanimously approved.

Approval of Consent Agenda (see next page)

K. Sigvardson made a motion to approve. G. Esposito seconded. Unanimously approved.

Old Business

Committee & Board Membership -- All. (5 min)

Each committee member to report on progress toward potential members.

-C. Bason reached out to Pat Drizd, who respectfully declined due to previous commitments. However, she stated she would be happy to help with miscellaneous tasks here and there.

-C. Bason to contact Roy Miller about assisting with the Gala.

25th Anniversary Gala -- All. (20 min)

Each committee member to report on progress toward sponsorships and auction item donors.

-M. Dunmyer

- Starboard: Pledged, but is still decided on the level. CIB can expect a check next week.

- RBSA: Will participate with auction items, but sponsorship unlikely.

- Freedom Boat Club: No response.

-A. Isaac to contact a friend who just joined.

-C. Bason

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.

- DNREC: Not yet responded.
- Town of Dewey: Not yet responded.
- GMB: Not yet responded.
- Diane Hansen: Lunch ask on 7/16.
- Cape Gazette: Not yet responded.
- Urban Float: Auction Item.
- S. Ball
 - La Vida: Not yet responded.
 - Envirotech: Not yet responded. A. Short and B. Collins to follow up.
 - Delmarva Environmental: \$500 sponsorship
 - Gary's: Not yet responded.
- P. Coluzzi
 - Fins: Jeff Hamer busy building empire, unlikely to sponsor.
 - Ocean Atlantic: \$2500 ask. Awaiting response.
 - Cape Water Taxi: \$1000 ask + auction item. Awaiting response.
 - Bennett Orchards: \$500 ask. Awaiting response.
 - Fifers Orchards: Awaiting response, though unlikely to sponsor.
 - Rehoboth Beach Farmers Market: \$500 pledge + auction item.
 - Nassau Valley Vineyard/Peggy Raley: To contact.
 - **Lewes-Rehoboth Canal Association: Suggests that CIB consider a donation.
- A. Isaac
 - Clean Energy, USA: Schell subsidiary. Sponsorship would come through Schell.
 - Coastal Point: In-kind trade (2 full page ads)
 - DNS: \$250 pledge.
 - Logomotive: No response.
 - Touch of Italy: No response.
- J. Esposito
 - Had no assignments, but compiled a list of places he will reach out to or follow up with:
 - Carl M. Freeman Companies
 - Chesapeake Utilities
 - Clean Delaware
 - Dogfish Head (committee suggested soliciting a personal contribution from Sam & Mariah)
 - G&E Hocker. Assigned to C. Bason. G. Esposito to follow up if no response is received
 - Jack Lingo
 - NV Homes
 - John Schneider and Susan Moerschel.
 - The Nature Conservancy. C. Bason to reach out to Natasha.
 - Waste Industries. C. Bason/B. Collins
 - Sussex County Legislators
- R. Mais
 - Still catching up and will have update soon.

- K. & S. Sigvardson
 - Bethany Blues: M. Dunmyer suggested that we do not contact, as we already have an ask in to Monty.
 - Atlantic Refrigeration. Not yet responded.
 - Heather's Home Works. Not yet responded.
 - Harry Caswell. Not yet responded.
 - EcoBay Kayaks. Not yet responded.
 - 99 Sea Level. Not yet responded. M. Dunmyer suggested that we do not follow up, as we already have an ask in to Monty.
 - Salted Rim. Not yet responded.
 - Parkway Restaurant. Not yet responded.
 - Taylor Knox. Pledged an auction item.
 - Capano Property Management. Not yet responded.

-A. Short reviewed task group assignments, and committee members committed to the following:

- Silent and Live Auctions: S. Ball, S. Sigvardson, M. Dunmyer
- Guest List and Registration: S. Sigvardson, A. Isaac
- Signage and Decorations: J. Esposito, R. Mais
- CIB Presentation: K. Sigvardson

New Business

Capital Campaign Discussion -- C. Bason (10 min)
Update and next steps.

-C. Bason informed the committee that CIB has decided to enter a capital campaign for the James Farm Master Plan and will begin work on it AFTER the gala. CIB is currently in the assessment phase and has identified funding needs and developed a timeline.

-C. Bason explained that during the restructuring of the development program, CIB decided to seek assistance via consultants. DANA is helping to identify prospects and would like to select a consultant within the month.

-C. Bason requested help from the committee on deciding the structure of a campaign committee. Needs include:

- Honorary Chair: provides a lead gift; encourages others to give; not heavily involved in the day-to-day.
- Campaign Chair: leader of the committee, involved in the day-to-day.

-C. Bason inquired as to whether the campaign committee should be a separate entity or fused with the Development Committee?

- Committee members requested that the Capital Campaign be made an agenda item for a future meeting to discuss further.

DRAFT

-M. Dunmyer suggested finding someone who is willing to work on a commission-based fee structure.

Development Plan Review -- A. Short (20 min)
Report on progress towards goals after Q3.

NEXT MEETING: THURSDAY, AUGUST 8TH AT 4PM

Adjourn 5:24

G. Esposito made a motion to adjourn. R. Mais seconded. Unanimously approved.

Consent Agenda

1. Spring Appeal Update

Approximately 1,000 letters and 1,000 postcards went out to lapsed donors and bayfront property owners on Friday, May 31st and 1,000 Inland Bays Journals went out to additional bayfront property owners the second week of June. The primary goal of the Spring Appeal was to reach 3,000 mailboxes and raise \$5,000 through various types of communications to gauge the effectiveness of their content and identify which has the best return on investment. The appeal has exceeded its goal and will conclude July 26th.

2. Association of Fundraising Professionals Networking Happy Hour

CIB will host a happy hour for AFP members of southern Delaware at the inlet facility on Thursday, July 25th from 4:30 to 6 pm. Beer, wine, and light appetizers will be served. Members of the Development Committee are encouraged to attend and network with fundraising professionals from all over Sussex County.

3. Kayak/SUP Race to Benefit the Bays

The Town of Dewey Beach, in partnership with Dogfish Head and East of Maui, are organizing a kayak/paddleboard race on Rehoboth Bay on Saturday, September 21, 2019. The race is intended to become an annual event with proceeds benefitting CIB. A. Short is working with Drew Martin (Town of Dewey), Bob Singer (East of Maui) and Mark Carter (DFH) to coordinate. The launch point will be the Hyatt beach and there are 3 events: a 1-mile fun paddle for children and novices, a 3-mile race, and a 5-mile race. Registration is live on the Paddle Guru website and promotional materials are forthcoming.