

DEVELOPMENT COMMITTEE

Meeting Agenda



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

DATE & TIME: *THU Aug 8th, 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, Jerry Esposito, Aimee Isaac, Richard Mais, Pat Ragan, Anna Short, Ken Sigvardson

AGENDA ITEMS

Call to Order 4:01 pm

Meeting Agenda Review

Approval of Previous Meeting's Minutes

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

Approval of Consent Agenda (see next page)

K. Sigvardson made a motion to approve, R. Mais seconded. Unanimously approved.

Old Business

25th Anniversary Gala

Each committee member to report on progress toward sponsorships and auction item donors -- All. (15 min)

M. Dunmyer:

-Freedom Boat Club: A. Isaac leveraged contact to acquire contact information for the owner. She expressed interest in dredging issues and would like to meet with Chris. Need to be cultivated.

-RBSA: Followed up and they are unlikely to sponsor. However, they will likely provide an auction item.

-Sam and Mariah Calaggione: Have been traveling. Will request meeting upon their return.

A. Short (On behalf of C. Bason):

-Cape Gazette: Offered \$750 cash and \$750 in gratis advertising in exchange for a table sponsorship. A. Short shared with the committee that she is inclined to reject the offer due to the availability of tickets and asked for the committee's guidance on negotiating an alternative arrangement. The committee suggested a conversation to ascertain the Gazette's priorities, i.e. attendance, advertising, or simply support. A. Short to follow up.

S. Ball:

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.

- La Vida: Following up with owner's contact information.
- Envirotech: Declined.
- Gary's: Followed up in person. Awaiting response

G. Esposito:

- Chesapeake Utilities: Purchased tickets.
- Jack Lingo: Awaiting response. Will follow up.
- NV Homes: Awaiting response. Will follow up.
- Waste Industries: Sponsorship secured via B. Collins.

Other prospects:

- M. Dunmyer: Insight Homes, Nora Martin (ReMAX), Coldwell Banker
- G. Esposito: Community Bank, WSFS, Meoli Companies
- P. Ragan: Crowley Associates
- S. Ball: Suggests omitting Shirley Price from solicitation list.

Task Group Follow-Ups -- A. Short/All. (15 min)

- A. Short provided updated duties for task group lists and reviewed duties with group members.
- A. Short provided an event tick-tock and reviewed with committee members.

New Business

Capital Campaign Consultants -- C. Bason (10 min)

Discussion and next steps.

- On behalf of C. Bason, A. Short informed the committee that the search for a consultant is on hold until after submission of the ORPT grant and the gala.

Spring Appeal Update -- A. Short (10 min)

Report following the close of appeal.

- A. Short presented the results of the Spring Appeal, which exceed fundraising goals and revealed that the format which prompted the greatest response is the traditional appeal letter, but the most cost-effective is the postcard.

Major Donor Development -- M. Dunmyer/A. Short (5 min)

Latest prospects and next steps.

- M. Dunmyer reminded the committee of the Center's efforts to cultivate major donors through donor research software and one-on-one meetings. These efforts will continue with greater focus following the gala.
- A. Short reported that the spring appeal generated new leads and that those individuals will receive invitations to the gala.

NEXT MEETING: THURSDAY, SEPTEMBER 12TH AT 4 PM

Adjourn 4:59

R. Mais made a motion to adjourn, K. Sigvardson seconded. Unanimously approved.

Consent Agenda

1. James Farm Master Plan Update

CIB is in the process of completing the 2019 ORPT grant for Phase 2 of the JFMP, a matching grant program offered through DNREC that assists with public park land acquisition and outdoor recreation facility development in Delaware. A. Short is completing the application with assistance from B. Collins, C. Bason, and representatives from Sussex County. CIB and Sussex County are still deliberating about the scope of work that will fall under the 2019 ORPT cycle, but decisions should be finalized following a meeting with Sussex County on August 9th. The application is due September 6th and requests \$82,250. Probability for receiving the grant is high due to the programs long-standing support of the JFMP.

2. Annual Appeal Planning

Planning for the 2019 Annual Appeal will begin in September to ensure that letters hit the mail in late October/early November. The Development Committee should begin considering any prospects that they would like to receive an appeal and anticipate the scheduling of a letter stuffing party in late October.
