

DEVELOPMENT COMMITTEE

Meeting Minutes



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

DATE & TIME: Thursday, January 9, 2020

LOCATION: *Center for the Inland Bays*

39375 Inlet Road, Rehoboth Beach, DE 19971

Meeting called by: Mike Dunmyer, Committee Chair

Attendees: Jerry Esposito, Aimee Isaac, Richard Mais, Mike Masciandaro, Pat Ragan (by phone), Anna Short, Ken Sigvardson

AGENDA ITEMS

Call to Order 4:01 PM

-The Development Committee welcomed M. Masciandaro, a donor and volunteer oyster gardener, to the meeting. M. Masciandaro met with Chris Bason and A. Short over lunch to discuss some project ideas and his interest in getting more involved. Because of his background in business intelligence, A. Short invited M. Masciandaro to attend the meeting.

Meeting Agenda Review

Approval of Previous Meeting's Minutes

Old Business

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

-A. Short reported that as of 1/8/20, the Annual Appeal has raised \$26,874. This leaves \$3,126 left to raise before the end of January to meet the \$30,000 goal. Tactics to raise the remaining money include phone banking and the new Thankuary initiative, which provides a means to thank folks of their past giving and subtly remind them to renew if they haven't already.

James Farm Capital Campaign Update -- A. Short/C. Bason -- (20 min)

-A. Short provided a brief overview and update on the James Farm Master Plan, and discussed the Center's need to hire a consultant for the associated capital campaign. She reviewed the candidates being considered and suggested MacIntyre Associates as the best candidate based upon experience, demonstrated successes, connections within Delaware, and estimated cost.
-J. Esposito asked for an explanation of roles for the consultant, the development committee, and CIB staff. M. Dunmyer and A. Short explained the consultant's role as overall campaign planning and management, training of staff and BOD on making asks, and assisting with the development of campaign materials such as a case for support, gift pyramids, etc. However, the consultant will not make direct asks. This responsibility falls primarily on the BOD, Development Committee, and

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.

C. Bason. A. Short will also be making asks but is primarily responsible for administrative duties such as donation processing, acknowledgments, prospect identification, etc.

-A. Isaac suggested an organized visit to the James Farm so that committee members may witness the education program first hand. This experience will help with their fundraising throughout the capital campaign. K. Sigvardson agreed. A. Short to coordinate with Hayley Hartman, CIB Environmental Educator.

-J. Esposito suggested that CIB work to secure additional State funding for the project through a Grant-In-Aid or one-time bond bill. Preparation for the ask should begin now, with the formal ask made around August 2020.

-M. Dunmyer entertained a motion to approve A. Short's selection of MacIntyre Associates as the capital campaign contractor. J. Esposito made the motion and R. Mais seconded. Approval was unanimous.

-A. Short to invite MacIntyre to the next Development Committee meeting.

New Business

FY20 Development Plan -- A. Short -- (20 min)

-A. Short reported on the development program's performance in FY19 and led a discussion on the FY20 Plan.

-M. Dunmyer stated that the goals set by the FY20 plan need to be set with the JFMP in mind. With the focus of the Development Committee and CIB Staff pivoting toward the capital campaign, it is important to consider how that might shape other fundraising initiatives, specifically events, which take a considerable amount of time to plan. Additionally, those corporate supporters who CIB has historically approached for Decked Out might need to be approached instead for the capital campaign. Further discussion on this consideration will follow at the next Development Committee meeting.

-M. Dunmyer suggested identifying some passive fundraising opportunities (i.e. existing non-CIB events) to maintain income from events without having to sacrifice sponsors or staff resources.

-A. Isaac suggested organizing a guest bartending event in conjunction with a local business based upon the success of similar events coordinated by other organizations.

Decked Out 2020 -- All -- (10 min)

-A. Short lead a brief discussion about Decked Out 2020, specifically a tentative date and venue. The committee agreed that while the Hyatt was a great venue for the 25th Anniversary Gala, CIB simply couldn't make the same investment again. The committee was favorable of the idea to follow up with Rich Garahan of La Vida Hospitality on his offer to use the tented space at Big Chill Beach Club free of charge. The committee was also favorable to planning the event for late September.

NEXT MEETING: TBD - Due to numerous scheduling conflicts among committee members.

Adjourn 5:14 PM

J. Esposito made a motion to adjourn. A. Isaac seconded. Unanimously approved.