

DRAFT.

## DEVELOPMENT COMMITTEE

### Meeting Minutes



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

DATE & TIME: Thursday, January 14, 2021 at 3PM

LOCATION: Remote via Zoom:

<https://us02web.zoom.us/j/87842184941>

Dial-in: 301-715-8592 Meeting ID: 878 4218 4941

Meeting called by: Jerry Esposito, Committee Chair

Attendees: Nicole Bailey Ashton, Susie Ball, John Grandy, Aimee Isaac, Richard Mais, Pat Ragan, Anna Short, Ken Sigvardson

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### AGENDA ITEMS

Call to Order 3:02pm

Introduction of Nicole Bailey Ashton

Meeting Agenda Review

Approval of Previous Meeting's Minutes

K. Sigvardson made a motion to approve. P. Ragan seconded. Unanimous approval.

Old Business

Annual Appeal Update

-A. Short reported that the Annual Appeal has raised \$43,397 to date, over \$10K more than the original goal of \$32,500. Approximately \$11K has come from Patron-level gifts, \$27K from renewals, and \$5K from first-time donors. Tracking will continue through January 31 and A. Short will provide a comprehensive report on the campaign's performance at the February meeting.

Capital Campaign Update

-A. Short reported that the Capital Campaign has raised \$375K to date, leaving \$475K left to be raised to complete Phase 2 Construction. Of the \$1.5M cost for the entire project, approximately \$1M has been raised, or 67% of the total goal.

-The Center and MacIntyre Associates are now looking ahead to applications to Longwood Foundation, Welfare Foundation, and Perdue Foundation. She and Chris are working to schedule site visits with their leadership prior to submitting. Renewal of MacIntyre's contract has been initiated.

-The next meeting of the Steering and Major Gifts committee will meet Thursday, January 21. The agenda includes progress updates on their prospects, a presentation from Chris about design, engineering, and permitting for the improvements, and discussion of the kick-off of the public phase.

-A. Isaac reported on meeting with Contractors for Cause and their support seems promising. Contributions might include: labor, cash, materials, assistance with the trail

*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.

system and boardwalks. R. Mais shared that they are Ocean View-based and have a great connection to the area, so he is optimistic about their involvement.

## New Business

### FY2020 Development Plan Report & FY21 Development Plan

-A. Short reported on the Center's FY20 performance in relation to the FY20 Development Plan. The full report can be found in the supplemental presentation.

-A. Short presented on a draft of the FY21 Development Plan. More information can be found in the supplemental presentation.

-S. Ball and J. Esposito expressed concerns about plans for the Spring Appeal, specifically donor fatigue. They advised that consideration should be given to whether it is worthwhile and how much time is required for the project. The committee also asked if the Spring Appeal should support the James Farm Capital Campaign. A. Short acknowledged that it and the campaign's public phase launch are tentatively scheduled for the same time-frame but that little discussion of a direct mailing for the capital campaign has been had. S. Ball suggested raising these questions at the next meeting of the Steering and Major Gifts Committee. R. Mais suggested that response to the Spring Appeal might be better if a specific programmatic ask is made. J. Grandy echoed this, suggesting different versions of letters that each focus on different animal-related science programs like the Horseshoe Crab and Terrapin Surveys. N. Ashton alternatively suggested presenting donors with a "menu" of items for donors to choose from, structured by donation amount relative to program.

-While presenting on the Events goal for FY21, a discussion was had about plans for Decked Out. This discussion is detailed later on in the minutes. A. Short reported that she is beginning coordination with volunteers for the 2021 Race to Benefit the Bays in September. N. Ashton frequently participates in paddle races and cautioned that she already has a race planned for every weekend in September and is worried that other racers might be in the same boat. A. Short will address with the volunteers.

-While discussing Other Income goals, A. Short explained the status of the Facility Rental program. N. Ashton suggested that the Center begin promotions and booking very soon, so as not to miss out on current high-demand. A. Short and N. Ashton will meet to discuss further.

### Decked Out Planning Kick Off

-A. Short confirmed with the committee that the Center will continue on with planning Decked Out as if the event would not be hindered by COVID-19. The committee agreed to late September on a Thursday or Friday (not the 22nd). A. Short will reach out to Kathy Mac to determine availability of the Big Chill Beach Club.

-A. Short expressed need to designate an Event chair and identify additional volunteers to assist with planning and execution. J. Esposito shared that he has contact who could potentially organize and help. He will reach out. N. Ashton stated she is happy to serve on the Event committee but cannot chair due to a conflicting event with Meals on Wheels.

-S. Ball reminded the committee that pledge opportunities offered at the 25th Anniversary Gala were successful and suggested doing them again. She also reminded the committee that the event will require an auctioneer. J. Esposito suggested Sec. Michael Scuse as a candidate.

- After a lengthy discussion, there was a consensus that Decked Out should benefit the James Farm Capital Campaign. S. Ball suggested that A. Short check in with Brittany Burslem and C. Bason to determine the need for general operating expenses and whether or not such a designation would compromise the FY21 budget.
- The committee will discuss Get Out for the Bays at the February meeting.

#### Open Forum

- J. Esposito was please to report that HB200 received no negatives votes in the House Natural Resource Committee. While some amendments to vague language may be forthcoming, all signs point to passage. J. Esposito stated that the Center needs to weigh in at the right time, suggesting that C. Bason should write a short letter of support.
- J. Esposito also inquired about the status of A. Isaac's appointment to the Board of Directors since a new Senate pro tem has been elected. A. Isaac reported that she intends to wait a few more weeks before she reaches out to Sen. Sokola about reappointment. J. Esposito stated that the Senate will be In session until the end of January and he suggested reaching out before then.

NEXT MEETING: THURSDAY, FEBRUARY 11, 2021 AT 3PM

Adjourn      4:42pm