

DEVELOPMENT COMMITTEE

Meeting Minutes



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

DATE & TIME: Thursday, February 10, 2022 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, Chair

Attendees: *Nicole Ashton, Susie Ball, Patti Drago, Aimee Isaac, David Keil, Richard Mais, Gus Mergenthaler, Anna Short, Ken Sigvardson*

AGENDA ITEMS

Call to Order 3:04pm

Meeting Agenda Review

Approval of Previous Meeting's Minutes

K. Sigvardson made a motion to approve. N. Ashton seconded. Unanimous approval.

Approval of New Member: Gus Mergenthaler

K. Sigvardson made a motion to approve. D. Keil seconded. Unanimous approval.

Old Business

Annual Appeal Wrap-Up (A. Short)

-A. Short reported that the annual appeal raised over \$46K, the highest amount to date. The full report can be found in the supplemental document.

-D. Keil asked for insight on the decrease in renewal donations from 2020 to 2021. A. Short suggested that perhaps those folks had already given in 2021 but outside of the annual appeal. She also suggested that some could be event donors who don't also give annually. N. Ashton also suggested that 2020 could've been an anomaly due to the pandemic. P. Drago asked if the donor database could provide some insight. A. Short said she will work on gathering this information.

Prospect Brainstorm (All)

-The committee participated in a prospect brainstorming session that was very productive. A. Short will begin conducting research and coordinating outreach.

Decked Out Update (A. Short / N. Ashton)

-A. Short reported that she and N. Ashton had been in touch with both Big Chill Beach Club (BCBC) and the Hyatt in Dewey Beach. The only available Thursday at the Hyatt is September 8. D. Keil pointed out that Dewey Beach parking meters would still be in effect at this time.

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.

- N. Ashton suggested moving forward with BCBC in 2022. The committee agreed on a date of Wednesday, September 14. A. Short will reach out to Kathy McDonald to secure.
- N. Ashton sought committee input on cycling through venues to give organizers a break and keep the event fresh. K. Sigvardson, S. Ball, and the committee were supportive. N. Ashton suggested sending complimentary tickets to event organizers in their respective off-cycles as a thank you. A. Isaac and the committee felt this was an excellent idea.

Planned Giving Update

(A. Short)

- A. Short reported that the Inland Bays Legacy Circle has welcomed a new member, the first that is not a staff or board member. She shared that J. Grandy reached out about the need to discuss an approach for signaling others to follow suit. A. Short suggested an in-person meeting in early to mid-March between her, C. Bason, S. Ball, J. Grandy, and J. Esposito. All agreed this was a good idea. A. Short will follow up to coordinate.
- P. Drago inquired about a structured series of events to convene legacy circle members. A. Short shared that there isn't anything currently in place. R. Mais further explained that the Center's planned giving efforts are fairly new and that the committee is slowly fleshing things out. P. Drago suggested the Lewes Public Library as a good model for efforts going forward.

Development Staffing Update

(A. Short)

- A. Short reported that efforts to hire a Development Associate have begun and encouraged the committee to share the position with their contacts.

New Business

Open Forum

- J. Esposito inquired about progress on approaching state legislators for another round of funding for the capital campaign. A. Short reported that based on J. Esposito's guidance, C. Bason is preparing an ask for Rep. Ron Gray.
- S. Ball shared her excitement for the energy and new perspectives brought by new committee members. She is happy to see the already excellent committee grow and extended thanks to all involved.

NEXT MEETING: THURSDAY, MARCH 10, 2022 AT 3PM

Adjourn 4:04pm