

DEVELOPMENT COMMITTEE

Meeting Minutes



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

DATE & TIME: Thursday, June 10, 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: *Susie Ball, Chris Bason, Mike Dunmyer, Aimee Isaac, Richard Mais, Pat Ragan, Anna Short, Ken Sigvardson*

AGENDA ITEMS

Call to Order 3:01 pm

Meeting Agenda Review

Approval of Previous Meeting's Minutes

P. Ragan made a motion to approve. R. Mais seconded. Unanimous approval.

Special Guest: Mike Dunmyer, US Wind

Old Business

Spring Appeal Update (A. Short)

-A. Short reported that the correct goal for the appeal is \$12,500, not \$10,000. To date, it's raised \$5,830. The latest Inland Bays Journal is in the mail, which should help bolster donations.

Capital Campaign Update (A. Short)

-A. Short reported that the campaign has a revised goal of \$1.1M and to date, it's raised \$983K with \$280K in pending requests. Of these requests, \$250K has a high outlook.
-Despite the likelihood of outraising the revised goal, MacIntyre Associates has advised the Center to continue raising funds while identifying "wish list" components that can be incorporated into the campaign.
-The Steering and Major Gifts Committee will meet on 6/24 and members will be encouraged to continue their efforts. The committee will likely take the month of July off and reconvened in August to plan the public phase kickoff at Decked Out.
-Depending on updated costs estimates and campaign progress, it's possible that the public phase will last only for the duration of Decked Out.

Decked Out Planning (All)

-A. Short presented a draft event budget and a corporate sponsorship pyramid that detailed the number of sponsors needed at each level and potential prospects. The

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.

committee discussed the possibility of offering a \$10,000 level that would include a private seating area and bar. N. Ashton expressed concerns about this offering because having an additional bar would be difficult to stock with donations, and would also require additional staffing. S. Ball echoed her concerns and also dislikes the idea of a segregated group of people. A. Short stated that weather would also be a concern, as the area is not under cover and rain would displace the group.

-The committee discussed sponsorship perks, specifically whether or not to offer seated tables. They decided that they were not a necessity and limit the number of sponsorships available. C. Bason stated that some seating should still be offered for those who might require it. The committee also felt that more tickets should be made available to high level sponsors, so the perks were adjusted accordingly. A. Short will look at the 2019 guest list to see how many sponsorship tickets went unclaimed.

-J. Esposito stated that the legislators we intend to invite should receive comped tickets. C. Bason stated we should think carefully about any others that should be comped.

-A. Short will refine sponsorship packages with guidance from N. Ashton and then begin solicitation.

New Business

Dine and Donate (All)

-A. Short stated that the 2021 EPA workplan includes an action item to coordinate three "dine and donate" events to benefit the Don't Chuck Your Shucks program. Two of these event have been successfully coordinated (Lefty's Earth Day fundraiser and the Millville Boardwalk Gives Back day), but a third has yet to be identified. The committee will share any potential events with A. Short.

Return to In-Person Meetings (All)

-A. Short stated that the Center is slowly returning to in-person meetings and asked if the committee would like to return to the Center's office for the July meeting. J. Esposito stated that he prefers the virtual meeting format due to his long commute. The committee will use a hybrid approach moving forward so that those who wish to meet in person may do so, and those who wish to meet virtually may do so.

Open Forum

NEXT MEETING: THURSDAY, JULY 8, 2021 AT 3 PM (IN-PERSON / VIRTUAL)

Adjourn 4:20pm

R. Mais made a motion to adjourn. K. Sigvardson seconded. Unanimous approval.