

DEVELOPMENT COMMITTEE

Meeting Agenda



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

DATE & TIME: Thursday, April 9, 2020 at 3pm

LOCATION: *Center for the Inland Bays*

39375 Inlet Road, Rehoboth Beach, DE 19971

Meeting called by: Jerry Esposito, Committee Chair

Attendees: Susie Ball, Aimee Isaac, Richard Mais, Pat Ragan, Anna Short, Ken Sigvardson

AGENDA ITEMS

Call to Order 3:02 pm

Meeting Agenda Review

Approval of Previous Meeting's Minutes

R. Mais made a motion to approve. A. Isaac seconded. Unanimous approval.

Old Business

Board Member Recruitment -- S. Ball (10 min)

-S. Ball and P. Ragan suggested John Grandy of Pegasus Foundation as a candidate, citing his educational background and experience with fundraising. Through a unanimous vote, it was agreed that John would be invited to join the development committee first. P. Ragan is to make initial contact regarding interest. J. Esposito to make formal invitation.

-A. Short suggested Eul Lee on behalf of Chris Bason, who was not in attendance. A. Short explained that Eul is a community organizer in the Angola area and is involved with the Center's efforts to promote the Sussex County water quality ordinance. She is not a donor and has an unknown giving potential, but she is a worker and good communicator who would bring diversity to the Board. The committee agreed that more information was needed and that C. Bason should reach out to learn more about Eul's background and interest.

-R. Mais suggested Kathy Carznitz, an attorney that lives in the watershed. R. Mais will reach out to learn more about Kathy and her interest.

Capital Campaign Update -- A. Short (10 min)

-A. Short notified the committee that the Center received a grant award from Delaware Nature Society and Delmarva Power in the amount of \$10,000 for Phase 2 design, engineering, and permitting. Total raised to date is \$169,727, which is approximately 20% of the capital campaign goal.

-A. Short reported that the first working group meeting occurred on March 26th, in which members discussed the first draft of the case for support and the development of a promotional brochure to be distributed to attendees at the Native Plant Sale on June 13, as well as via mail to nearby residents and other prospective campaign supporters.

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.

-During the working group meeting, it was agreed that given the current situation and that length of time before the public announcement in September, the campaign should not take priority over fundraising for the Center's general operating expenses. For this reason, Bonny Anderson will continue to attend working group meetings but will remain absent from development committee meetings until further notice.

New Business

COVID-19 and Fundraising -- A. Short (40 min)

-A. Short summarized recommendations being made by experts, and identified priorities for the Center: remain relevant to donors; adapt and persevere; maintain connections; ensure financial stability.

Crisis Donors Communication Plan

-A. Short detailed the plan, which includes: a letter from the Board Chair to the Center's longest and most loyal donors and volunteers; continuation of personal touches through calls and emails; social media campaign to thank those donating during this time and offer support to corporate sponsors; inclusion of donor advised funds promotion in spring/summer Inland Bays Journal.

FY20 Development Plan

-The committee reviewed overall objectives of the plan and discussed, program by program: fundraising tactics; assigned actions; necessary adjustments that may be needed.

Spring Appeal

-A. Short reviewed the objectives and targeted audience of the appeal. When printed and ready, A. Short will mail letters with pre-addressed and pre-stamped envelopes to committee members, so that they may provide handwritten notes for lapsed donors.

State Funding Update

-J. Esposito informed the committee that the Delaware Economic and Financial Advisory Council will be meeting on April 20 to provide a forecast for the state budget, including impacts of the downturn related to COVID-19. It is unlikely that there will be any surplus funding for FY21, which will impact funding for clean water, bond bill appropriations, and more.

NEXT MEETING:

CAPITAL CAMPAIGN WORKING GROUP - THURSDAY, APRIL 23 AT 3PM
DEVELOPMENT COMMITTEE - THURSDAY, MAY 14 AT 3PM

Adjourn 4:00 pm