

DEVELOPMENT COMMITTEE

Meeting Minutes



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

DATE & TIME: Thursday, November 10, 2022 at
3pm

LOCATION: *Center for the Inland Bays, 39375 Inlet Rd
Rehoboth Beach, DE 19971*

Remote via Google Meet: <https://meet.google.com/ura-zmxf-dde?hs=122&authuser=0>

Meeting called by: Jerry Esposito, Chair

Attendees: Jerry Esposito, Patti Drago, Richard Mais, Gus Mergenthaler, David Keil, Ken Sigvardson, Mark Carter, Marina Feeser

AGENDA ITEMS

Call to Order

Jerry called the meeting to order at 3:01 pm

Meeting Agenda Review

No amendments

Approval of Previous Meeting's Minutes

motioned to approve, seconded, approved by all

Old Business

E.D. has been offered position, next Board meeting Christophe will be voted in officially

New Business

2023 Events Plan Update

M. Carter

Winter Online merch store - 61 orders; looking at a Spring merch store as well

January Thankuary event

February - Looking at a Valentines/Love the Days Event

April - Bear Trap Dunes Event - Film Festival. Ticketed event, several environmental films; Cleanup events; Tree planting event; Quiet Resorts Coastal Cruise beneficiary/tabling event

May - Native Plant Sale / Family Water Fest

June - SUP race (75-100 paddlers) to benefit the Center

July/August - busy time - Dewey Beer Co. working on a beer to benefit Center

September - Decked Out at Hyatt

October - Fall activity at James Farm (?)

November - 5k with Bethany Brewing

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.

December - Annual Appeal donations coming in; social media - Delaware Day/302 Day

Center Trivia Nights; Dev. going to HOAs, rotaries, chambers, etc.

Ideas for 2024: 30 for 30th - \$30 donation for our 30th year

3 events for 3 different Bays

2022 Annual Appeal Taskers

M. Carter

5 trays of annual appeal letters dropped off at the post office, the rest will be stuffed and sealed and dropped off this week.

October Dev Report

M. Carter

Quick share of a few key points - Inland Bays Garden Center event. The Dogfish Dash donation is still on the way.

Giving Tuesday

M. Carter

Nov. 29 - Center's plan is to send out a teaser send the date email the week prior, in the past Giving Tuesday has brought in between \$1400-\$1500; hope to double that; will post to social media throughout the day to show the different giving levels and update how far we are to the goal. How many 1st time donors? According to Bloomerang report, it looks like only 1 from last year's Giving Tuesday donors.

Open Forum

- Annual Sponsorship Idea - \$10k sponsorship for whole year and sponsor would get logo put on several events
 - Feedback: sounds a bit more like a partnership vs. sponsorship (an elevated relationship with the Center)
 - Lewes Farmers Market sponsorship program - give a lot of publicity (logos, etc)
- Print vs. web for publications
 - Is there any legal requirement for anything to be in print vs. online? Not to our knowledge for nonprofits
 - Some publications are money-makers - idea: invest in higher quality publications less frequently
 - Give people the option - younger generations may want digital only, but some may want print still
- Mariner's Bethel trail run in Ocean View from Camp Barnes to Assawoman Wildlife Area - make sure there are no conflicts with our November event. (2022 event was 10/23)
- Ocean View Brewing tasting event at Fire and Ice on Friday - Center could potentially table
- Are we participating in Delaware Do More 24? (March 2023)
- Will need publicity for all of the events - newsletters, etc.
- Progress on James Farm? Construction would likely start in Spring. Event(s) at Farm once complete? Possible celebration of 30 years at James Farm.
 - Completion Event
 - Groundbreaking Ceremony
 - Naming opportunities?
- Film Night - partner with local schools at film festival/festival contest about the Bays; potentially partner with Art League?

DRAFT

NEXT MEETING: Thursday, December 15 · 3:00 – 4:00pm

Adjourn

Adjourned at 4:00 pm