

BCA Development Committee Meeting Minutes
Monday, May 17, 4-5 PM
Held via Zoom

Members of Committee in attendance: Billi Gosh (Chair), Laura McDonough, Beth Montuori Rowles, Lori Rowe, Jonathan Weisbecker

BCA volunteer in attendance: Deb Caulo

BCA staff members in attendance: Doreen Kraft, Joyce Cellars, Meara McGinniss

1. Lori moved to approve the minutes from the April meeting, Beth seconded
2. Joyce updated the committee on the fundraising totals as of April 30: Overall, performance is on track to meet our budget and we will know more about exactly where we land in June, when we have a sense of final expense amounts. Key categories this year have included state grants for Covid-19 relief, major gifts, board giving, and special events (we met this category goal through just one event, our fall art auction). Lori asked how we are planning to sustain this momentum, anticipating that eventually state funding for Covid relief will dissipate. Joyce shared that there is an organizational prioritization of major gifts, board gifts, and special event revenue, and that we should see an increase in corporate support through City Hall programming and a return to in-person participation in Highlight. Beth emphasized that it's important to stay in touch with our supporters and make sure they feel like they're a part of what's happening. Also asking more than 1x/year is key because people are in the habit of giving.
3. Joyce updated the committee on progress on the FY21 Spring Appeal, including personalized letters with handwritten notes, the match from Community Bank, and the social media component. Letters were mailed on 5/18 and should hit mailboxes by the end of the week. Joyce asked for volunteers to sign thank-you letters and Jon, Lori, Laura, Billi, and Doreen volunteered. Lori noted that Taylor Gamache has offered to continue to write thank-you notes even though she no longer serves on this committee.
4. Joyce and Meara updated the committee on FY22 Live Art Auction planning. The committee was joined by Deb Caulo, who will be volunteering with auction planning. Meara updated the group on the focus of the event, which will be in Stowe at Dedalus and will be co-hosted by BCA and The Current (formerly Helen Day Art Center). Target audience is BCA/Current major donors, corporate partners, and collectors. The goal of the event is to net \$100K (\$50K for each organization). Also discussed was the online auction, which will be planned for spring 2022.
 - a. Committee brainstormed a list of live auction items.
5. Adjourned at 5:00. Lori moved to adjourn, Beth seconded.