

BCA Development Committee Meeting Minutes
Monday, July 19, 2021 4 pm via Zoom

In attendance: Billi Gosh (chair), Beth Montuori Rowles, Laura McDonough, Jon Weisbecker, Deb Caulo, Doreen Kraft (staff), Joyce Cellars (staff), Meara McGinniss (staff)
Absent: Lori Rowe

1. Approval of agenda and minutes from June meeting
 - a. Laura moved, Beth seconded
2. FY21 fundraising totals and FY22 fundraising goals by category
 - a. We ended FY21 meeting our fundraising goal of \$847,000. Areas that performed particularly well were state grants, board gifts, major gifts, and our art auction.
 - b. We have set an ambitious fundraising goal of \$909,000 for FY22. This is more than we have raised within the past few years. Assumptions include continued receipt of Covid-related relief and recovery grants from federal and state sources; an increase in corporate support due to being able to have in-person events and festivals like Festival of Fools and Highlight again; a successful art auction and online auction; and continued success in board giving and major gifts.
 - c. Doreen pointed out that we have been able to grow our budget ambitiously this year thanks to significant City of Burlington support, resulting from Covid relief funds. It will be critical to build up fundraising success in all categories to ensure long-term sustainability of this increased operating budget.
3. FY22 workplan
 - a. Joyce presented the draft FY22 development workplan. It is available for all committee members to review in more detail upon request.
 - b. There was discussion around the general donations category. Joyce and Meara explained that they would like to focus more on donor appreciation for those at the <\$500 level. Beth suggested giving some kind of small giveaway (a sticker, pin, etc.) for donors at grassroots level so there is a symbolic benefit exchange, which in her experience has encouraged greater generosity and loyalty.
 - c. Focus on young professionals as a target demographic in FY22.
4. Art auction
 - a. General updates included that the Save the Date will go out this week by mail/email, and that Meara has had difficulty finding fancy portable toilets. Billi suggested another company to pursue.
 - b. Reviewed list of secured and prospective artists and artworks. Meara will follow up with committee members individually on their suggestions.
 - c. Reviewed list of secured and prospective sponsors. Hoping to secure all sponsors by first week of August.
 - d. Deb and Billi will be at Dedalus on Friday, July 31 and will review the site and
5. Jon moved to adjourn, Laura seconded. Meeting adjourned at 5:03 pm.