

BCA Development Committee Meeting Minutes  
Monday, August 30, 4-5pm  
Held via Zoom

In attendance: Billi Gosh (Chair), Laura McDonough, Beth Montuori Rowles, Lori Rowe, Deb Caulo

Staff: Joyce Cellars, Doreen Kraft, Meara McGinniss

1. Beth moved to approve the minutes from the July meeting, Laura seconded. All were in favor.
2. Public Forum – No public was present.
3. Joyce Cellars presented the fundraising numbers to date, noting that as it is reporting on July 30 totals, not many gifts have come in except in the corporate category, primarily for Festival of Fools. Joyce will update with pledges/projections once the new donor database, ACC, is fully set up and these totals will be included in next month's reports.
4. The committee discussed the transition from Salesforce to ACC for BCA's customer and donor management database.
5. The committee discussed donations made by visitors to the gallery. Meara McGinniss explained the current cash box and dip jar set up. The committee agreed that QR codes on the wall and Venmo were two options for increasing engagement. Beth shared that it has been worth getting an extra phone for the Venmo account in her experience at Waterwheel. Meara agreed to discuss both options with Sara Katz and the communications team to find out more about logistics. Committee recommended trying a base gift of \$10 for the dip jar, but encouraged experimentation with different dip amounts.
6. Board giving for FY22-Billi and Lori volunteered to solicit fellow board members again this year. Joyce will follow up with Laura to find out if she is able to continue as well.
7. Auction updates & action items-The committee discussed the site layout and ways to improve the feel of the event. Lori agreed to contact Jana at Home and Garden Vermont to ask about flowers. Meara agreed to contact the garden center in Stowe. Deb offered her trailer to use as a staging area for art work. Deb and Meara will find a time to do a site visit (September 14<sup>th</sup>). Deb will gather lantern and strings of Edison bulbs.
8. Adjourned at 5:06.

**BCA's mission is to nurture a dynamic environment through the arts that makes quality experiences accessible regardless of economic, social or physical constraints. We do this by:**

- Supporting and promoting Vermont artists and advancing the creation of new work
- Offering a wide spectrum of arts education and engagement opportunities

- Presenting exhibitions and events that place Burlington in a global context, promote critical dialogue and encourage local participation
- Serving as the City of Burlington's cultural planner by making the arts integral to the area's economic and civic development, urban design, and livability.