

BCA Development Committee Meeting Minutes
Monday, October 18, 4-5 PM
Held via Zoom

Board members present: Billi Gosh (Chair), Laura McDonough, Lori Rowe, Jon Weisbecker

Board members absent: Jon Weisbecker

Staff members present: Joyce Cellars, Meara McGinniss

- Approval of agenda and September meeting minutes
Lori moved to approve the agenda and minutes, Laura seconded. All in favor.

- Public forum
 - No public forum present

- Fundraising totals to date
 - Overall, fundraising is on track. Between deposited and pledged amounts, we are at about 47% of our FY22 goal.
 - Categories performing robustly include corporate (due to summer events), major gifts, and federal grants (fully funded due to an NEA grant).
 - Board giving is anticipated to perform well again this year. Joyce will circle back with Billi, Laura, and Lori about their solicitation assignments for the Advisory Board.
 - Special events and foundations categories will need additional focus as we have lost some key foundation funders due to spend-downs, and because the art auction did not reach its fundraising target. We hope to get closer to our goal with the online art auction scheduled for late winter 2022.

- Discuss development committee focus in FY22
 - Committee would like to focus on engaging a younger demographic through relationship building and events. Would like to be involved in planning a young professionals-oriented event in partnership with natural wine stores and local restaurants.

- Discuss committee composition & recruitment
 - All agreed that we need to add members to this committee. Lori and Laura suggested looking outside of the Advisory Board for new members. We will brainstorm a list of prospective members at our next meeting.

- Debrief on art auction and next steps
 - Billi said that the event was great and the partnership was a good idea, but holding it as a fundraising event was hard; there was some awkwardness around fundraising for BCA with the Stowe attendees. Enjoyed the passed wine and food; it made guests feel special. The fancy port-a-potties were excellent!
 - Lori agreed, also questioned whether an art auction continues to be the best way for us to raise money at an event.
 - Discussed what BCA's "signature event" might look like in the future.
 - Lori emphasized that it's important that the entire board is invited and involved.

- Lori: do we want it to be the event of the season or do we want it to be about acquiring art? What's the goal of this event?
- Laura: is there another type of art that we could incorporate into an event? Music, fashion?
- Discussed forming a separate event planning committee that consists of board members and community members. Will discuss further at next meeting.
- Billi wanted to make sure that we are honoring Deb and John Caulo's extraordinary commitment to this event.
- Laura moved to adjourn, Lori seconded. Meeting adjourned at 5:05 pm.