BCA Development Committee Meeting Minutes  
Monday, December 6, 2021  3:30-4:30 PM  
Held via Zoom

Members of Committee Present: Billi Gosh (Chair), Laura McDonough, Lori Rowe  
Members of Committee Absent: Jon Weisbecker  
Staff Members Present: Doreen Kraft, Joyce Cellars, Meara McGinniss

1. Approval of agenda and November meeting minutes  
   a. Lori moves, Laura seconds. Approved as written.

2. Public forum  
   a. No public forum present.

3. Fundraising totals to date  
   a. Because we are meeting earlier in the month than usual, our financials from the City are not yet accurate. Joyce will share the 3rd week of the month by email.
   b. Thanks to Highlight, we have built momentum in our corporate giving category. Joyce and Doreen had a very positive meeting with Leunig’s and they are back on board as a sponsor for Highlight, a gallery exhibition, and the artist market.

4. Update on year-end appeals and Art from the Heart challenge  
   a. Year-end appeal is going well; we currently have about 40 donors and have raised $4,250 from gifts mostly <$500. Joyce will update the committee the last week of December on appeal performance.
   b. Art from the Heart $20K challenge is going well in the early stages. Joyce has three follow-up meetings scheduled with attendees of the November 11 event.

5. Discussion: next steps in re-imagining our annual fundraiser and expanding our audience  
   a. Doreen updated the group on her recent meeting with Leslie Williams, who has ideas for expanding our circle. Doreen suggested gathering people for an event/brainstorming activity where they could interact with one another. They would be asked to bring a friend.
      i. Lori asked how this ties in with the capital campaign and the events discussed at the 405 committee meeting (smaller house parties focused on particular themes).
      ii. Laura said that if we want to host an event for younger people, we need to be more fun – they don’t want to sit through a Powerpoint presentation.
      iii. Doreen suggested having some kind of game, with drawings for little prizes. Make the whole event more playful. Meara liked this idea and suggested a pub trivia type event.
   b. Group discussed an event focused on a younger audience, hosted at BCA center with games, natural wines, and fun food (oysters?). Laura suggested an art activity that people could do together.
      i. Billi asked who the target demographic would be: group agreed ages 25-45.
      ii. Lori: we have a lot to learn from this age group.
      iii. Doreen: do not underestimate this age group’s energy, activism, and motivation.
   c. Next steps:
      i. Come to next committee meeting with a few names for this event. Figure out a timeline and revenue source, including ticketing options.
ii. Doreen: is there any way to tie this to an event we’re already doing, so that we can take advantage of existing resources?

iii. Lori: can we create an event format that is quick and easy to replicate?

d. Laura moved to adjourn, Lori seconded. Meeting adjourned at 5:05 pm.

Next meeting: Monday, January 17 from 4-5 PM via Zoom.