

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.