

BCA Development Committee Meeting Minutes
Tuesday, January 11, 2022 3-4 PM
Held via Zoom

Committee Members in Attendance: Billi Gosh (Chair), Laura McDonough, Lori Rowe

Committee Members Absent: Jon Weisbecker

Staff Members Present: Joyce Cellars, Meara McGinniss

1. Approval of agenda and December meeting minutes
 - a. Lori moved, Laura seconded motion to approve agenda and meeting minutes.
2. Public forum
 - a. No public forum was present.
3. Fundraising totals to date
 - a. We continue to be on track for fundraising for FY22.
 - b. Board giving has been incredibly successful: thanks to everyone's timely and generous pledges and to some generous additional commitments, we have exceeded our goal!
 - c. Corporate giving has performed better than anticipated, due to Highlight sponsorships, some sponsors returning this year including Leunig's, and proceeds from Backside 405 concert series.
 - d. Categories to watch include major gifts (Doreen, Joyce and board members will focus on in-person meetings this quarter), special events with the online art auction, and foundation grants as we identify some new prospects.
4. Update on year-end appeals and Art from the Heart challenge
 - a. Year-end appeal 2021 has been our best ever. We have currently raised \$18,286 toward our goal of \$20,000. Last year during this period we had raised just over \$11,000. We credit this to a timely mailing and letter that resonated with people, high level of personalization, and strong digital/social media campaign in collaboration with Communications team. Other stats:
 - i. 142 unique donors this year vs. 111 last year
 - ii. 39% increase in average gift amount
 - iii. 16 totally new donors (11%)
 - iv. 55 lapsed donors who returned (38%)
 - b. Art from the Heart challenge: we have an anonymous donor who will contribute \$20,000 if we can raise \$20,000 in new money. Our strategy is to have in-person meetings with attendees of November AFTH event, a February mailing/social media mini-campaign, and time permitting a partnership with a local business to raise awareness. Committee members volunteered to review prospect list.
5. Discussion: adding outside members to Development Committee
 - a. Committee reviewed list from March 2020 and added some new names. Homework for next meeting: Joyce/Meara will finalize list of criteria committee developed, and committee will bring new names to February meeting.
6. Events: art auctions 2022 and young professionals event
 - a. Tabled until February meeting.
7. Next meeting will be scheduled by email (February 21 is a City Holiday).
8. Laura moved to adjourn, Lori seconded. Meeting adjourned at 4:08 PM.