

BCA Development Committee Meeting Minutes
February 18, 1:30 PM
Held via Zoom

Members of Committee present: Billi Gosh (chair), Lori Rowe, Jon Weisbecker, Laura McDonough
Staff members present: Joyce Cellars, Meara McGinniss, Elena Rosen

1. Approval of agenda and January meeting minutes
 - a. Laura moved to approve the minutes, Jon seconded.
2. Public forum
 - a. No public forum was present.
3. Fundraising totals to date
 - a) At roughly 88% of our annual goal. Mostly due to Highlight fundraising exceeding budget expectations. Board giving is phenomenal for the second year in a row-definitely a result of the careful, personal solicitations by the Development Committee. The major gift category is slower than usual but the recent AFTH challenge was a huge success. Donors would like to see funding come from UVM MC. Funding came through from a private donor for the new public art position.
4. Joyce introduced the committee to Elena Rosen, who is in a new role split between communications and corporate sponsorship.
5. Discussion was had on additional names for potential Development Committee members. Joyce will send follow up assignments and notes under separate cover. Billi will contact Deb Caulo.
6. Update on the online auction-Meara gave a brief update on planning for the upcoming Spring Virtual Art Auction.
7. Discussion on potential for an event targeted at younger potential donors(25-45). The committee decided to move forward with planning this event and discussed doing something on the back BCA patio, perhaps piggy-backing on an event we are already doing. Meara will discuss possibilities, especially Twilight concerts that might be a good fit, with the BCA events team and report back to the committee.
8. Rethinking the fall Art Auction was table until next meeting. The next meeting was set for Monday, March 7 at 4pm.
9. Adjourned at 2:35 pm. Moved by Lori, seconded by Laura.