

**BCA Development Committee Meeting Minutes**  
**November 9, 1pm**

Members of Committee: Billi Gosh (Chair), Laura McDonough, Lori Rowe, Deb Caulo, Susan Skalka

Staff: Joyce Cellars, Meara McGinniss

1. Billi Gosh called the meeting to order at 1:05pm. Laura McDonough moved to accept the agenda and minutes of the October meeting, Deb Caulo seconded the motion and all were in favor.
2. Public forum-No public present
3. Fundraising totals. We are 75% to our FY23 goal. Fundraising in FY22 was strong and benefited FY23 performance to date, but some of these funds were grants using one-time ARPA money and many sponsorships were focused on City Hall Park programming, which has changed tenor this past summer. We do feel that the next two fiscal years are more precarious than this one, and will try to raise as much money as possible this year. Major gifts will be a focus moving forward. The special events category performed especially well compared to last year, thanks to the committee's hard work planning the Twilight Series and More Than a Party events. General donation numbers should increase after the annual appeal.
4. Meara McGinniss gave an update on the fall appeal, explaining the process, strategy and timing. Letters were mailed on November 7 and should hit mailboxes by November 11. This is similar timing to last year's appeal, which performed well. The appeal will also have a strong digital and social media component as well as two video testimonials from BCA community members.
5. The next meeting is scheduled for December 13th, 1pm.
6. The committee discussed its board giving strategy. Development committee members will not need be solicited, but should determine their own level of giving. Prior giving history outlines will be distributed. Committee members were given ask assignments. The committee will mention board giving as part of the committee report during the board meeting on the 15<sup>th</sup>.
7. A motion was made to adjourn at 2:02 by Billi, seconded by Lori Rowe-all were in favor.

**BCA's mission is to nurture a dynamic environment through the arts that makes quality experiences accessible regardless of economic, social or physical constraints.**

**We do this by:**

- Supporting and promoting Vermont artists and advancing the creation of new work
- Offering a wide spectrum of arts education and engagement opportunities
- Presenting exhibitions and events that place Burlington in a global context, promote critical dialogue and encourage local participation
- Serving as the City of Burlington's cultural planner by making the arts integral to the area's economic and civic development, urban design, and livability.