

BCA Development Committee Meeting Agenda
January 9, 2023 1:30-2:30 pm
Held via Zoom with an in person option at the BCA Center (135 Church Street)

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

Members of Committee absent: Lori Rowe

Staff members present: Joyce Cellars

- Approve December meeting minutes
Deb moved, Susan seconded. The minutes were approved unanimously, with no corrections or additions.
- Public forum
No public forum was present.
- Fundraising totals YTD
Fundraising totals from Dec 31 are not yet available. Joyce will share via email in advance of next week's Advisory Board meeting.
- Annual appeal report and report on upgraded donors
Annual giving is on track to meet fundraising goal as donations are counted through January 31. We also plan to follow up with LYBUNT donors (last year but not this year) in January to ask them to renew their giving.
Out of the ~66 donors who have given \$200-499 in the past two fiscal years, 8 have upgraded (about 12%). Development team will make working with this \$200 giving group a priority this fiscal year.
- Board giving check in
Committee members have solicited all of their assigned board members. A few board members have not given and committee members will follow up with them this week.
- Virtual art auction & annual fundraiser planning
Virtual art auction: Workplan is underway, focusing on developing branding/communications strategy, recruiting participating artists and physically acquiring artworks. Meara and Jess are taking the lead on this work. Joyce will ask Meara to produce a quick update and share list of participating artists with committee this week, and to produce a brief presentation for the January 17 board meeting.
Annual fundraiser planning: Committee agreed that planning work should begin, at the latest in March when virtual art auction is complete. If we want to use an external venue we potentially need to secure a date and venue sooner.
- Additional business
 - o Billi recommended inviting Sarah Rogers to join the development committee. Laura will ask Sarah to join.
 - o Fundraising menu
 - Billi would like to share an updated fundraising checklist with board members at Tuesday's board meeting. Joyce will prepare the checklist. Deb noted that she helped create original version to encourage board members to participate in fundraising in a variety of ways.
 - o Annual appeal
 - Billi shared The Current and Vermont Council on Natural Resources mailers – beautiful, would like Joyce/Development Team to explore producing a more graphically designed piece for next year's annual appeal. Deb agreed. Joyce will

talk to The Current and BMAC about performance of their mailed pieces, as fundraising coaches typically encourage personalized and customized direct mail pieces rather than brochures.

- Schedule February meeting
Thursday, February 13, 12-1 pm. Joyce will send a Zoom link.

Laura moved to adjourn the meeting, Deb seconded the motion. Meeting adjourned 2:12 pm.