

BCA Development Committee Meeting Minutes
March 13th, Noon

Members of Committee: Billi Gosh (Chair), Laura McDonough, Lori Rowe(absent), Deb Caulo, Susan Skalka, Sarah Rogers, Robin Pierce(absent)

Staff: Joyce Cellars, Meara McGinniss

1. Billi Gosh called the meeting to order at 12:05pm. Laura McDonough moved to accept the agenda and minutes of the January meeting, Deb Caulo seconded the motion and all were in favor.
2. Public forum-No public present
3. Fundraising totals. We are 87% to our FY23 goal. Several major gifts coming in March. The Virtual Art Auction will raise funds in the Special Events, the Spring Appeal coming up in April and May.
4. Art From the Heart Update-A small fundraiser was hosted by Jon Wettstein and Nancy Schoenfeld in February. A mini campaign is underway to follow up with people who were at the event and some other donors with a particular interest in AFTH. The goal for this campaign is \$15K—we are halfway to our goal. Professional photographer Renee Greenlee visited the hospital and photographed participants program with Rebecca. A donor who was in attendance at the event reached out to a reporter they know and AFTH was highlighted in a short WCAX segment on February 14th: <https://www.wcax.com/2023/02/14/valentines-day-art-brings-smiles-uvmmc-patients/>. Deb also gave an overview of 100 Women Who Care-Deb has nominated AFTH and she encouraged other members of the committee to check it out and join. <https://www.100wvcvt.com/nominate>
5. Meara McGinniss gave an overview and update on the upcoming Virtual Auction. The committee viewed the website together and discussed the communications strategy. The auction is scheduled for is scheduled for March 17th through the 25th. virtualauction.bid/BCAVirtualAuction2023
6. Joyce Cellars and Meara McGinniss gave a quick over view and update on the Twilight Social event and asked the committee to think about possible food and beverage partners and art activities. Here is a link to the facebook album from last year's Twilight Social: <https://www.facebook.com/media/set/?vanity=BTVCITYARTS&set=a.10158527740856631>
7. Joyce Cellars asked the committee to begin thinking about the Annual Fundraiser, including timing, location, and auction in terms of what has worked well at fundraisers in the past. Deb Caulo pointed out that the size of the guest list determines a lot. The committee discussed various auction formats and event spaces. It was identified that either Thursday, September 21st or 28th would work well. Deb is going to check the availability of Hula.
8. The next meeting will take place on April 10 from 12-1 pm via Zoom.

9. A motion was made to adjourn at 12:56 by Sarah Rogers, seconded by Deb Caulo-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.