

**9.28.20**

**BCA Development Committee Meeting Minutes**

**Present:** Billi Gosh, Chair; Laura McDonough, Jacqueline Posley, Lori Rowe, Beth Rowles, Jon Weisbecker

**Staff:** Joyce Cellars, Meara McGinniss, Sally Sheperdson

**Approval of August 14 minutes.** Lori moved to accept the minutes of the August 14<sup>th</sup> meeting. Laura seconded and the minutes were unanimously accepted.

**Check-in on FY21 development budget.** Joyce asked members if they had any questions about the FY21 budget that was presented at the Board meeting. Lori noted the review was very clear and the other committee members agreed.

**Auction update.** Joyce reported that the online auction that has been live for one week has reached about 90% of its \$20K goal. She reminded members that proceeds, in most cases, will be split 50/50 with the artists. In addition, BCA received \$7K from individual donors in support of the auction. Joyce updated the committee about the decision, due to rain in the forecast, to move the live auction (September 29) to a virtual event. All attendees will receive wine/snack bags donated by Dedalus.

**Strategy for year-end fundraising.** *Board giving:* Joyce noted the most important work of this committee will be to develop and implement the year-end Board giving campaign. Billi, Lori and Joyce will be meeting this week to begin the planning. *Major donors:* setting up individual meetings with major donors is the second component of the year-end fundraising. *Year-end appeal:* After some thoughtful discussion, it was decided to set a deadline of Thanksgiving for the first mailing of the year-end appeal. This will be followed by emails and social media posts.

**Board and Friends Dinner:** The Committee briefly discussed the Board and Friends Dinner. It was the consensus of the group that this event would not be able to happen this year.

**Major gifts list review.** It was decided to devote the next committee meeting to this topic.

Lori moved and Bill seconded to adjourn, and the meeting was unanimously adjourned at 4:50PM.

**Next meeting: Monday, October 19 at 4PM**