

Burlington City Arts Development Committee Meeting Minutes

2nd Floor, BCA Center

Monday, April 29, 2019

In attendance: Lori Rowe, Billi Gosh, Laura McDonough(by phone)

Staff: Jill Badolato, Sara Katz, Doreen Kraft, Meara McGinniss

1. Called to order, 3:07
2. Approval of Minutes of February 21 Meeting-Approved.
3. Updated statement on income in all categories, as of 3/31.
4. General check in on progress of development plan for FY19(including updates on board gifts/pledges, foundations, corporations, major gifts, general donations and memberships)
 - Membership is up, close to goal. We are planning another email(similar to fall renewal email that will tie in with summer campaign)
 - Major gifts: Development has been down a team member, as a result Major Gifts have been mostly in Doreen's court. Is there a way that the Development Committee can help?
 - Corporate sponsorships are going great! Had a little trouble finding sponsors for Summer Concerts and Gallery Exhibitions.
 - Summer Scholarship Campaign-All in for Art, start with lawn signs, donations from businesses and individuals. Expanding the campaign from the south end to the whole city.
 - Jill asked if it was worth having a working session of a board meeting to let board members help with Development.
 - Spring appeal mailing went out-definitely seeing returns.
 - Phon-a-thon-need to set a date. Need help from Dev Comm. Evening, pizza, staff invited. Follow up on appeal list, anyone who hasn't given by then.
 - Replace Day of Giving with a targeted email with link to Scholarship campaign page, staff and board to help. Coordinate with follow up phon-a-thon for spring appeal, hold them at the same time. Date set: Tuesday May 14th, 4:00pm
5. Update on Art Auction-We have 26 pieces, not all in hand. Working this week to get everything photographed, uploaded to website. Invite will go out 4 weeks before(May 15). Save the date(digital) went out. If committee has more folks they want to add to the invite list, now is the time. Follow up with Doreen about "co-hosts", purpose is to engage/ensure attendance. Discussion of bus or limo to auction site.
6. Capital Campaign-
 - Billi to meet with Fran Stoddard to discuss strategy for both boards to engage with capital campaign.
 - Joyce Cellars to help strategize first steps of the campaign, in an interim capacity.
7. Development Committee Member Recruitment-A few names of Advisory Board Members, community members and Foundation board members were brought up. Billi will contact suggested people.
8. Other Business
 - Corporate Sponsorships-Jill asked for suggestions, financial advising companies suggested
9. Next Meeting Scheduled-Monday, June 3rd at 2:00pm
10. Meeting Adjourned 3:25