

BCA Development Committee  
Meeting Minutes  
February 17, 2021 4-5 pm

In attendance: Beth Montuori Rowles, Billi Gosh, Jon Weisbecker, Laura McDonough, Lori Rowe, Doreen Kraft, Joyce Cellars, Meara McGinniss, Sally Sheperdson, John Flanagan

Absent: Jacq Posley

- Approval of agenda and January meeting minutes
  - Billi asked for motion, Lori moved, Jon seconded
- Public Forum
  - No members of the public present
- Budget update
  - Fundraising is on track thanks to state grants, board giving, and special event categories
  - Discussed the challenges of forecasting fundraising results in FY22 and beyond
    - Anticipating more safe, distanced in-person gatherings this summer due to Zoom fatigue
    - Increased support for local and state governments through Biden administration
  - Continue to be bold in asks and outreach, remain conservative in spending
- Corporate partnerships
  - Our summer event lineup is forming, and our sponsorship packets are ready
  - Joyce will follow up with board members who indicated relationships with specific businesses
- Membership program
  - Staff have come up with a plan for phasing out the membership program effective immediately. The timing is right because camps and classes will go live the first week of March; this is the typical trigger for membership subscriptions and renewals
  - New “one price for all” rates will replace the membership price (discount of around 10 percent)
  - Committee discussed the implications of this
    - General agreement that this is the right path forward
    - Allows more flexibility in finding creative ways to engage people in different ways
    - Important to tell the story of the scholarship fund
    - May attract general donors who support inclusivity and access
  - Communication will be key: outreach will happen first to BCA boards, then to members, then to general mailing list
    - Development committee asked to be able to review the member e-mail before it is sent
- Next meeting dates
  - Next meeting is Monday, March 15 from 4-5 pm
- Adjourned at 4:45 pm
  - Beth moved to adjourn, Jon seconded