

BCA Development Committee Meeting Minutes

Monday, October 19, 2020 4-5 PM

Held via Zoom

Members of Committee: Taylor Gamache, Billi Gosh (Chair), Laura McDonough, Beth Montuori Rowles, Jacqueline Posley, Lori Rowe, Jon Weisbecker

Staff present: Joyce Cellars, Meara McGinniss

1. Approval of Agenda and Minutes from the September Meeting-Moved by Lori Rowe, Seconded by Jacq Posley. All in favor.
2. Public Forum-No public present.
3. Update on fundraising categories-State grants are performing above target due to Covid-19 relief grants. Calendar year-end priority is major gifts and board gifts. Memberships are performing below target due to loss of class registrations. Jacqueline suggested that we think about emphasizing gifted memberships over the holidays. Joyce suggested the committee talk about a membership campaign in January, as part of committee's goal to rethink membership program in FY21 for implementation in FY22.
4. Auction update/debrief-Auction went really well! Takeaways from the live event were that people had a good time, that keeping the format to 1 hour was appreciated, and that our closest friends will continue to be generous during this time. Online format went smoothly and was a good outreach tool. Lori commented that having the live auction and online auction at the same time went well. Development team will pursue this dual strategy for upcoming auctions.
5. Review major donor list-Identified contacts on the committee.
6. Next meeting is November 16<sup>th</sup> from 4-5 pm.
7. Lori moved to adjourn the meeting at 4:58, Laura seconded. All in favor.