

Development Committee Minutes

May 26, 2015 - 3:00 pm

Lorraine B. Good Room, BCA Center

Present: Sandy Berbeco, Billi Bosh, Michael Metz, Bill Post, Gretchen Farrar, Sara Katz, Doreen Kraft, Ally Prestridge

1. Membership and Outreach

- a. Welcome Ally Prestridge, AmeriCorps
Ally discussed her service plan to date and upcoming initiatives at BCA.
- b. Report on Phone-a-thon 5/4, 5/11 and 5/18
 - Reached over 650 households. Left around 400 voicemails that were followed by a membership letter mailing. Spoke with about 150 individuals who requested that BCA send them membership information which was then followed up by a membership mailing.
 - Received 16 pledges that added up to a total of \$1,205 in membership donations.
 - Received 31 memberships and donations that added up to a total of \$1,780.
 - Altogether, \$2,985 has been raised through the Phone-A-Thon and we expect memberships to continue rolling in over the next month or so.
 - Today we have 411 members versus one year ago today, there were only 349 members. That's an increase of 62 members.
- c. Paul Budnitz membership event – hold 7/14 and 7/15
 - We plan to host artistic entrepreneur Paul Budnitz, founder of KidRobot and Ello, for a presentation followed by Q&A's with our members. The intention is to invite BCA members only. The event is intended to add value to the BCA membership experience and enhance interest in BCA membership.

2. Online auction

- We discussed the online auction which is now due to launch June 8. The committee brainstormed additional ideas for the auction and will help us follow up.

3. Art auction

- The art auction will tentatively be September 19 at Giovanna and Michael Jager's house in Burlington.

4. Matching gift challenge

- We are working on a new challenge gift campaign for \$100,000 and aim to finish by December 31. Ideas welcome!

5. Fiscal year end outlook

- There is still approximately \$20,000 that needs to be raised before fiscal year end.

6. Other

- Pat Parsons Event - The potential for a Pat Parsons event was discussed. Other events were also discussed but not determined, such as a Lottery-esque event and an event that could be a community arts fund effort.
- Gretchen extended her deepest gratitude for the committee for their efforts during her five years at BCA.

7. Adjourned at 5:00pm