

Attendees

BCA Board Members: Billi Gosh, AJ LaRosa, Michael Metz, Lori Rowe, Beth Montuori Rowles
BCA Staff Members: Lucia Campriello

Agenda

- Donor/Member Outreach
 - Outreach is going well and committee members feel good about continuing this effort; email outreach works really well and people are more likely to receive a response from an email v a voicemail

- Fun!-draising Activity Sign Up Sheet
 - Sign-up sheet was reviewed; committee members feel that it's a useful tool to use when onboarding new board members to articulate ways to engage in a variety of fundraising activities; feedback from other board members who are participating has been positive (*board members who have not yet shared their preferences will follow up with Lucia via email*)

- Art Auction
 - Event was a success and has improved over time; discussion around how to make it more even successful occurred; ideas included longer lead time with prospective hosts and ability to promote more broadly (live auction site; enhanced proxy capacity, etc.); ID'ing a co-host scenario to spread costs; increasing ticket price to \$100 from \$50 for this type of event if lead time and promotion are in place
 - Next Steps
 - Provide a 5 year recap of event history (# of pieces, revenue goal v actual, attendance split between new to BCA v longtime friends, etc.)
 - Ensure all donors of artwork have received acknowledgement letters for their in kind contributions

- Schedule of Activities: March – June
 - Upcoming activities were reviewed with a focus on the 3/31 Coffee Talk with the Curator; and a brief discussion re: online/social media giving initiatives, stemming from upcoming Vermont Day of Giving (6/7 – 6/8); committee members volunteered to invite guests to 3/31 breakfast and offered additional guests to include
 - Next Step
 - Lucia to send email blurb re: event + outreach list to committee members
 - Lucia to disseminate activity list at board meeting, and invite all board members (both boards) to 3/31 event

- Next Meeting was adjusted from 4/3 to 4/17; proposed agenda items include:
 - FY 2018 Planning & Fundraising Financial Targets
 - Auction analysis