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 vs 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 on-boarding 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 vs actual, attendance split between new to BCA vs 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