

## Attendees

*BCA Board Members:* Billi Gosh, Michael Metz, Lori Rowe, Beth Montuori Rowles  
*BCA Staff Members:* Lucia Campriello, Alex Allen, Sara Katz

## Minutes

### ----- Possible Executive Session to Discuss Personal Information Concerning Potential Donors -----

#### I. Development Activities & Events

##### a. Taste of Art Recap

###### Successes

- Model was successful from an engagement perspective and diversifying participation among donors and vendors/partners/in-kind contributors
- Great enthusiasm from participating vendors

###### Growth Opportunities

- ID as part of event planning the follow on strategy for new friends made during/at event
- Make promotional materials more clear; formalize workshop participation
- Incorporate raffle concept into future fundraisers; silent auction results in missed opportunities from guests who would've spent (ex) \$100 in raffle tickets

##### b. FY 2018 Board Pledges

- Distribute hard copy pledge forms at 11/14 board meeting (and electronically following the board meeting)
- Encourage recurring monthly or annual giving among board members
- Note goal of 100% participation in giving

##### c. Board & Friends Celebration – 12/6, 6 – 9 PM

- Invite (buy tix) for friends to introduce to BCA (ex: new friends who attended fall fundraiser)
- Feel free to share electronic invitation with friends
- Still seeking adventure/travel-themed auction items

##### d. Annual Campaign – Follow Up/Outreach

- Outreach during #GivingTuesday (11/28, 24-hour online giving campaign) through 12/31
- Share BCA #GivingTuesday messaging with your networks
- Encourage other board members to disseminate BCA #GivingTuesday messages with their networks and give a gift yourself!

- Rolling BED membership call to action mailer will promote accessible \$25 annual membership, First Night and the new city flag inaugural raising during First Night festivities
  - e. Revenue Stream Brain Trust Scheduling
- Doodle Poll forthcoming for 1/9, 1/10, 1/16, 1/17 from 9 AM – 12 PM
  - f. Business Memberships
- Use January meeting (2<sup>nd</sup> Monday of every month) to brainstorm business membership benefits
- Beth/Billi to invite all board members to join conversation; consider tapping a board member to spearhead initiative