

## BCA Development Committee Meeting Minutes September 20, 2021 4-5 pm

Board members present: Beth Montuori Rowles, Billi Gosh, Laura McDonough, Lori Rowe

Board members absent: Jon Weisbecker

Staff and volunteers: Joyce Cellars, Meara McGinniss, Deb Caulo

- Approve August meeting minutes. Lori moved, Laura seconded.
- No public forum.
  
- Update on fundraising totals to date.
  - It is still early in the fiscal year, so we don't have a lot of data yet, but so far we are on track in most categories. Counting pledges, we are at 32% of our FY22 goal of \$909,000.
  - FY22's fundraising goal is an ambitious goal within an overall ambitious budget.
  - Corporate: category has performed well due to Festival of Fools sponsorships, which are counted in FY22. In the next quarter we will focus on Highlight sponsor recruitment.
  - Special events: we hope to earn most of this budget line through our September auction. Other events that will feed into this category are the online art auction (early 2022) and house parties.
  - State and federal grants: thanks to an NEA grant, we have met our FY22 target of \$20,000 for federal grants, and anticipate that we will be able to get close to our state grants goal due to ongoing availability of Covid recovery funds.
  - Categories to watch: foundation grants and major donors. We have lost some of our regular foundation grantors, so we will need to identify new prospects in this category. Our major gifts goal is ambitious, and one of our major challenges will be Covid-related donor burnout, but we do feel that this category continues to have the highest growth potential.
  
- Determining committee's focus for FY22:
  - Committee asked Joyce to re-share the FY22 development plan so that they can identify areas they'd like to work on at our next meeting.
  - Committee members asked for a brief 405 Pine Street update at the beginning of each meeting so they can stay informed on progress of capital campaign.
  - Laura, Lori, and Billi will help solicit other Advisory Board members for their FY22 gifts, and Billi will mention it during the annual meeting.
  
- Art auction September 26:
  - Reviewed RSVP list and assigned last-minute reminder emails. Lori volunteered to follow up with the Wettsteins, Laura will send a note to Eric and Annie Ode, and Lori will follow up with the Posts.
  - Discussed event flow and logistics.
  
- Laura moved to end meeting, Lori seconded. Meeting adjourned at 5:01 PM. Next meeting: Monday, October 18 from 4-5 PM via Zoom.