

Attendees

BCA Board Members: Lori Rowe, Billi Gosh, Michael Metz, Laura McDonough
BCA Staff Members: Doreen Kraft, Alex Allen, Deb Caulo

Agenda

- I. Approval of January 8, 2018 Minutes
 - a. All in favor.

- II. Update on fundraising status
 - a. Board Pledges status
 - i. Billi Gosh to reach out to last remaining board members
 - b. Major Gifts, follow up letter sent in early February
 - i. Personalized letters were mailed out the second week of February
 - c. General Donations, follow up letter deadline for March 15
 - i. Development team is writing a new letter for the general donations follow up to the annual appeal. This will reach approximately 1,200 households.
 - d. Special business appeal for scholarship fund, deadline for late February
 - i. Development Team is refining a letter to go out to local businesses, with a specific focus on supporting the scholarship fund and sending children to BCA Camps.

- III. Update on upcoming development events
 - a. Coffee Talk with BCA Education, February 20th
 - i. Anticipated attendance of 15-20.
 - b. Art From The Heart fundraising event, pushed to April 2018
 - i. Michael Metz will be hosting this event in either late April or early May.
 - c. Discuss topic of next coffee talk event in March, date TBD
 - i. The next Coffee Talk will focus on gallery and gallery education. Tentative date is March 27.

- IV. New corporate sponsorship proposal for gallery exhibitions and education studios
 - a. Brainstorm list of businesses to approach
 - i. Development Committee discussed businesses to approach and different contribution level, dependent on the exhibition schedule and type of studio.

- V. Update on annual art auction
 - a. Location
 - i. Doreen is drafting a letter to a prospective host.
 - b. Number of art pieces donated to date and number of pieces to be included
 - i. No updates.

- VI. Update on search for Development Director



- a. Second interview with a prospective candidate is scheduled for Wednesday, February 14.
- VII. Other Business
 - a. Discussed a bus trip for BCA members and non-members to Peabody Essex Museum to view the Georgia O'Keeffe exhibit. Deb will contact Goodspeed and Bach about the details.