

BCA Development Committee Meeting Agenda
Monday, April 19, 2021 4pm
Held via Zoom

Members of Committee in attendance: Billi Gosh (Chair), Laura McDonough, Beth Montuori Rowles, Lori Rowe

1. Lori moved to approve the minutes from the March meeting, Beth seconded
2. Joyce updated the committee on the fundraising totals as of March 31st. Overall, performance is on track and we will know more about exactly what our budget gap looks like once we have current revenue numbers from Sara Katz. Corporate solicitations have been going better than anticipated due to planned lifting of Covid restrictions.
3. Joyce updated the committee on the strategy for the FY21 Spring Appeal, including personalized letters with handwritten notes, the match from Community Bank, and the social media component. The committee asked about the reach of the email campaign and felt that it should go to the widest audience possible.
4. Joyce and Meara updated the committee on plans for the FY22 Live Art Auction. Billi has some ideas for the guest list. Meara will try to be directly in touch with Dedalus to find out capacity before our next meeting with Rachel. The committee will brainstorm ideas for the event sub-committee in preparation for the next meeting.
5. Adjourned at 4:45. Lori moved to adjourn, Laura seconded.