

BCA Development Committee
Meeting Minutes
January 11, 2021 4-5 pm

In attendance: Beth Montuori Rowles, Billi Gosh, Jacqueline Posley, Jon Weisbecker, Laura McDonough, Lori Rowe, Taylor Gamache, Doreen Kraft, Joyce Cellars, Meara McGinniss, Sally Sheperdson

- Approve November meeting minutes
 - Billi asked for motion, Laura moved, Beth seconded
- Public Forum
 - No members of the public present
- Budget update
 - We are still facing a significant funding gap due to Covid and decreased earned revenue
 - State grants, special event, and board giving categories either have exceeded or are on track to exceed budgeted totals
 - Corporate, membership totals anticipated to perform under target (despite better than anticipated corporate sponsorship performance for Highlight).
 - Key categories to continue to focus on: board giving (BCAF), major gifts, and general donations (second personalized appeal will be Spring Appeal 2021)
 - Discussion about forecast for fundraising in FY22: many nonprofits have performed well this year; sustaining relationships will be key to maintaining momentum.
- Corporate partnerships
 - Vermont's small business sector is made up of many small businesses who have been hit hard by Covid. Companies that have been very generous this year may be adjusting their future giving accordingly to reinvest in employees, community-based goals, etc.
 - Committee decided to focus on the corporate partnership program during the February meeting.
 - New potential prospects:
 - Delivery services
 - Outdoor recreation industry
 - Grocery stores
- Deep dive: optimizing membership program
 - Committee members shared about their own experiences in membership programs
 - Virtual memberships are appealing for organizations people care about – offering minimal benefits plus social good
 - “Insider experience”
 - Meara presented the history and past strategies for BCA's membership program, including recruiting younger donors, expanding audience, and simplifying admin
 - Discussion around whether membership is exclusive or allows room for inclusivity, and whether this is the right approach for BCA
 - Donated/sponsored memberships
 - Suggestion to break out donor/friend from BCA Studio Member – move into more of a “frequent flyer” program for those who frequently use classes
 - Suggestion that the goal of a membership program is to communicate with/bring in as many people as possible
 - Suggestion of a “friendship campaign” rather than “membership campaign”
 - Next steps:

- BCA staff will make a recommendation for meeting FY21 membership target for committee to review by e-mail between now and February meeting
 - BCA staff will present some scenarios for FY22 membership program at February committee mtg
- Next meeting dates
 - Meeting schedule remains 3rd Monday of month at 4 PM
 - Next meeting is Monday, February 15 from 4-5 PM via Zoom (invite to follow)
- Adjourned at 5:05.