

## **BCA Development Committee Meeting Minutes**

Friday, July 10, 2020

3-4 PM

Members of Committee Present: Billi Gosh (Chair) Taylor Gamache, Laura McDonough, Jacqueline Posley, Lori Rowe, Jon Weisbecker

Member of Committee Absent: Beth Montuori Rowles

Staff present: Joyce Cellars, Sally Sheperdson, Meara McGinniss

Held via Zoom

1. Called to order 3:05
2. Approval of agenda, all in favor
3. Public Forum (no public was present)
4. Joyce gave an update on Spring Appeal. Between responses to the the appeal (including a new major donor) and Community Bank's match, this appeal raised \$15K. Very successful.
5. End of fiscal year board fundraising push was very successful with a 90% response rate. Joyce will send out packages of cards, envelopes and addresses to committee members. Every member of the board will receive a personalized thank you note from a committee member in addition to the acknowledgment steps that have already been taken, including a formal thank you letter and a phone call from Billi.
6. Joyce proposed three main areas for the Development Committee to focus on in the coming year:
  - Board Giving
  - Membership program strategy
  - Building audienceWork in these areas will begin next meeting, some areas might require outside research. The committee agreed that this would focus and ground the work moving forward.
7. Sally gave an update on how the virtual presentation is going over with donors and prospects -very well, it is also a very customizable tool that will be useful for all areas of fundraising.
8. The committee went through our current and past corporate sponsors and identified contacts at those companies. In addition, several new prospective sponsors were identified. The committee discussed the importance of sensitivity when approaching restaurants, and that most should not be solicited right now. Staff will send out an updated list for committee members to review and add to before the next meeting.
9. The next meeting of the Development Committee will be held on Friday August 14<sup>th</sup> at 3:00 pm.
10. Meeting adjourned at 4:07