



## Alma del Mar

### Development Committee

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#### Date and Time

Wednesday March 25, 2020 at 10:00 AM EDT

#### Location

[Join by phone](#)

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#### Agenda

	Purpose	Presenter	Time
<b>I. Opening Items</b>			<b>10:00 AM</b>
Opening Items			
<b>A. Record Attendance and Guests</b>		Becca Kurie	
<b>B. Call the Meeting to Order</b>		Christopher Arnold	1 m
<b>C. Approve minutes</b>	Approve Minutes	Becca Kurie	1 m
Approve minutes for Development Committee on February 7, 2020			
<b>II. Impact Campaign</b>			<b>10:02 AM</b>
Development			
<b>A. Fundraising Update</b>	Discuss	Becca Kurie	5 m
<b>B. Groundbreaking Ceremony status</b>	Discuss	Becca Kurie	20 m
Our Groundbreaking Ceremony was scheduled for Friday, May 29th, with save the dates expected to be emailed out this week. Unfortunately due to the pandemic and the state's order for all nonessential businesses to close/work remote, plus City Hall services slowing, the project is going to be delayed. Let's discuss next steps and identify a few new possible dates			

**Purpose    Presenter    Time**

for August/September for the ceremonial groundbreaking, knowing that it will now occur well after the site development work actually begins.

**C. Prospect/Supporter Communication**                      Discuss    Becca Kurie                      15 m

Given the uncertainty around the stock market, IRAs, etc, let's discuss how to responsibly move forward with communicating with our supporters and key prospects. Are we pausing all fundraising? Are we pausing the Campaign solicitations and those who want to support Alma's COVID-19 specific work may do so? How are we messaging this?

**D. Next steps with Board of Trustees**                      Discuss    Christopher Arnold                      20 m

The Board of Trustees has asked for a refresher on how to bring people in to Alma, including what materials they might have to show people and how to compose a compelling email to a contact.

From J. Baptist: I am thinking something more focused on their "intent" Asking the question... How can this practice become integrated into their consciousness and how can Becca/staff support this? Maybe a brainstorm with this question.

### **III. Other Business**

### **IV. Closing Items**

**A. Adjourn Meeting**    Vote                      Christopher Arnold