



Alma del Mar

Development Committee

Published on June 19, 2020 at 12:50 PM EDT

Date and Time

Friday April 17, 2020 at 9:30 AM EDT

Location

Join Zoom Meeting

<https://zoom.us/j/4327986050?pwd=NGRRbGtIZVBaOEI2QVdDbHd4RFpyQT09>

Meeting ID: 432 798 6050

Password: 575320

Agenda

	Purpose	Presenter	Time
I. Opening Items			9:30 AM
Opening Items			
A. Record Attendance and Guests		Becca Kurie	
B. Call the Meeting to Order		Christopher Arnold	1 m
C. Approve minutes	Approve Minutes	Becca Kurie	1 m
Approve minutes for Development Committee on March 25, 2020			
II. Impact Campaign			9:32 AM
Development			
A. Fundraising Update	Discuss	Becca Kurie	5 m
B. Groundbreaking Ceremony status	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			

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

C. Prospect/Supporter Communication	Discuss	Becca Kurie	15 m
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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
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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
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