



Alma del Mar

Development Committee Meeting

Amended on August 20, 2020 at 9:51 AM EDT

Date and Time

Friday August 21, 2020 at 9:00 AM EDT

Agenda

	Purpose	Presenter	Time
I. Opening Items			9:00 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		2 m
Approve minutes for Development Committee Meeting on June 19, 2020			
II. Impact Campaign			9:03 AM
Development			
A. Fundraising Status Update	Discuss	Becca Kurie	5 m
Annual Fundraising Capital Fundraising Special Projects Fundraising			
B. Frederick Douglass Capital Project Update	Discuss	Will Gardner	5 m
Overview of updated timeline for the construction of the Frederick Douglass Campus <i>The house at 739 Church Street has been demolished and the team is moving full steam ahead on clearing the site, which will grant us access to the remainder of the lot for site clearing and groundbreaking to happen later this month/early September. W. Gardner presented to EFF for</i>			

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<p><i>our financing last week and Alma's Board approved the financing package the following day. Anticipated building completion is December 2021.</i></p>			

Overview of the funding needs for pre-construction, groundbreaking and early phase construction
There is currently enough cash on hand and incoming pledge payments to pay for pre-construction and site work through September. If the financing closing is pushed into October and the project stays on track, there will be a cash outlay need of \$1.7 million for the steel delivery.

Overview of Project Budget and fundraising needs to complete the project
As has been previously discussed, we require \$600K cash in hand for the purchase of steel in September.

C. Revised Impact Campaign Messaging	Discuss	Will Gardner	30 m
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In light of the challenges of COVID-19 and Alma's deepened commitment to becoming a truly anti-racist organization, we need to reshape the narrative that will drive the Impact Campaign. What is the story we need to tell?

WG will outline his current thinking on the direction of Alma for the next 2-3 years and the role the Impact Campaign has in supporting this. The Committee will help to synthesize a limited set of talking points that will inform a revised one-pager which will drive future communications.

D. Remote Learning Comms Strategy	Discuss	Becca Kurie	15 m
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We have always leaned on bringing supporters in for school visits as I truly believe that we can't simply talk about what makes Alma special, people have to see it and experience it for themselves. I've begun brainstorming ways that we can keep all supporters -especially our VIPs - connected as we open for a new school year with nearly all scholars participating in remote learning.

E. Committee Goals 2020-2021	Discuss	Christopher Arnold	15 m
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III. Other Business

IV. Closing Items

A. Adjourn Meeting	Vote	Christopher Arnold	
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