

Friends of Casco Bay
Community Engagement Committee Meeting Minutes
Monday, November 5, 2018
GMRI, Second floor conference room, Portland, ME

In attendance:

Board: Sandy Marsters (Chair of Committee), Jack Thomas, Bug Higgins, Seb Milardo, Joanie Samuelson Staff: Cathy Ramsdell, Will Everitt, Sarah Lyman,

How can we get more Board Members at these meetings?

Sandy asked the group this question, sharing that these committee meetings are always interesting and the way to get in on the ground floor of issues and projects. It would be great to have more consistent attendance.

Wild & Scenic Film Festival debrief (Saturday, November 3)

Thank you to all the Board Members who helped before and during the event! Cathy expects the event will net more than we budgeted. The event had a terrific “vibe” to it. The Film Festival brought in the following income: \$12,300 in Sponsorships, \$13,025 in Ticket Sales, \$3,125 from the Raffle (highest yet!).

We also raised \$5,655 through the Membership & Matching Gift opportunity.

Gross Film Festival income over recent years: 2015: \$23,883; 2016: \$24,325 ; 2017: \$35,292 (Includes VIP event and Grand Drawing); 2018: \$28,440

Our new ticket system (made possible by our database upgrade) worked well; however, attendees looked for physical tickets which we did not have this year. In the future we will place more emphasis on the fact that all tickets are will-call and electronic.

Board members shared their feedback: films were great! It is terrific that sponsors like WCLZ, got to see the energy of the event. Not all sponsors attend, though those who do have a great experience. The volunteers did a great job.

Ideas to consider for next year: Move the membership in line with the other tables at the end of the night for a final prompt to make a membership gift towards the match. When attendees arrive, they are very focused on finding their seats, so place the welcome messages further inside the venue. This will allow them to deliver the messages when folks are milling about. Continue to encourage folks to clean up after themselves. Make the analogy we don't trash the bay, so please don't trash the venue. Set expectations and tell guests what we need. Consider adding a 3rd credit card slider so another person can process at the Membership table.

Expected date for next year: November 2, 2019. We are considering backing up the start time another hour, meaning doors would open at 2PM and films would start at 3PM.

Color by Numbers final metrics

Sixty-five volunteers have taken 860 color measurements of Casco Bay since we launched our Color by Numbers pilot project last spring. By measuring water color in our nearshore areas, we have collected color data all around the Bay. As you know, the measurements are now a part of a worldwide catalog of water color.

Our next steps are to meet with our partners at Bigelow Laboratory for Ocean Sciences and evaluate the measurements collected. Then we will be assessing this pilot project over the winter.

Annual Fund mailing

Annual Fund letters went in the mail and a lot of gifts came today. Thank you for all the time spent signing Annual Fund letters!

Every Board Member took at least 75 letters, and this is an important way Directors help the organization raise money. Bud congratulated Will on reminding the Board of the importance of this effort throughout the year.

Annual Report

Mary works so effectively every year on the Annual Report. This year's is a particularly good document with insight at what we have accomplished. Way to go Mary!

Maine Public sponsorship

Listen to Maine Public and hear our sponsorship message starting tomorrow for this week and Thanksgiving week. Goal is to encourage end of year giving.

The message this year is "Friends of Casco Bay, working with you to keep Casco Bay blue. Learn how you can help at cascobay.org." At Jack's suggestion we will add something about our website with similar language.

Upcoming events

Donor Appreciation—Wed., Nov. 28, 5-7 pm, Cumberland Club

Back at the Cumberland Club this year. Being more selective with the invitation list. Donors who are giving \$500 and up versus \$250 and up as we've done in the past. We hope for 80 attendees and will send 300 invitations. We will hold the event in the main dining room.

Friends Appreciation Event and Annual Meeting

A new event, our Friends Appreciation Event and Annual Meeting, is a different take on our former Volunteer Appreciation and Annual Members Meeting and some more recent iterations of the Donor Appreciation Event. The difference is that we will thank all of our donors and all of our volunteers at this event, instead of just Major Donors and Water Quality Monitors. We will not be doing 5, 10, 15 year awards. We are hoping this will occur in April 2019 at the Harraseeket Inn. Joanie is working on helping us set this up with the Inn.

Pumpout Boat Launch—Mon., June 10, 2019, 5-7 pm, Portland Yacht Services

Save the date. The Spragues are excited to host!

FOCB 30th Anniversary Celebration—Ocean Gateway, holding Wed., April 29 or Thurs., April 30, 2020, 5-8 pm

Save these dates as well.

Fundraising campaign

Cathy and Will distributed the first version of the Case Statement, sharing that it is not etched in stone and that there are multiple edits in the works. Some suggested changes came from Cathy's meeting with one

of our most generous donors, who is considering a gift toward the campaign. The case statement in its current version looks complete only because it was needed for this meeting.

The vast majority of funds will be raised through one on one donor meetings, and the Case Statement is going to be the primary takeaway document from those meetings. It presents the rationale for the campaign and will mirror the talking points that would be shared at the donor meetings. There will be other uses for the document, such as sharing it at the Donor Appreciation event to give folks a heads up that we are embarking on this campaign and will be engaging them later in the year. Cathy and Will, working with Sara Biron, would like to get the next iteration cemented, incorporating all of your feedback before Thanksgiving.

Cathy walked everyone through the Case Statement and its components and mentioned some of the other components that will be added.

Joanie inquired about hiring a campaign consultant, in part to ensure that we do not miss the opportunity to reach out to newcomers to the area, who may not realize their impact on the Bay, to contribute to the campaign. Cathy estimated that a really good campaign consultant starting cost would be \$80,000-100,000, would likely not be from Maine, and likely would not know folks in the area. We have many new homeowners in our database due to list-buying efforts.

Will shared that we expect most of the funds raised through this campaign to come from people that already know and love us, pointing out that we will be asking them to consider large legacy gifts.

The committee then had a lively brainstorming session to suggest compelling headlines for the back page of Case Statement.