Committee Members Attending:
Gail Becker, Heather McHold, Eric Carrig

Staff Attending:
Stephen George, Ellen Oost

Gail called the meeting to order at 11:05 a.m.

- Minutes from the February meeting were presented and approved.
- The committee reviewed progress toward FY19 goals:
  - Major giving (received and pledged) is currently 71% towards the aggressive annual goal.
  - Revenue is still slightly ahead of this time last year and there is lots of opportunity to re-engage lapsed donors to meet our goal.
  - A strong spring drive should get us back on track, but we’re curious what the new tax changes (and smaller refunds) might mean for spring giving.
- The committee reviewed plans for the Spring Drive (April 8-13) and the major donor match, which is currently just over $6,000.
  - Matching challenges are the number one motivator during on-air drives, so we should push to increase the match over the next week.
  - There is a WFPK Relics and CAB Match in the works as well.
- Ellen shared updated lists of spring renewals, lapsed donors, as well as additional gift and new major donor prospects for the committee to review.
- The committee discussed upcoming fundraising and stewardship events planned for May and June:
  - April 23 “Curious LPM” will be held from 8:30-9:30am and will be a tour and discussion opportunity for prospects and new donors. It will feature “did you know” information about LPM and its history, and create a “behind the scenes” opportunity.
  - WUOL New Lens at 21C Museums will begin April 14, it’s free and open to the public
  - May 21 Here & Now Meet and Greet and Primary Night Party
  - Still working to finalize date for KyCIR Annual Report event with guest speaker
  - June 8 Live From Here with meet and greet at Iroquois Amphitheater
  - Other preliminary event plans were discussed for later this summer/early fall.
- The committee took another look at brainstorming non-Board member volunteers who may be good additions to the Development Committee this summer. Ellen had compiled some ideas sent to her since the February meeting. The committee discussed a need to add some GenX members as we look to add 3-4 members.
- Ellen asked the committee to follow-up with their spring prospects and to keep sending ideas for new prospects. She will follow-up with an RSVP and invitation for Curious LPM, and for other upcoming events.
- The next Development Committee meeting is scheduled for April 29 at 11 a.m.

The meeting adjourned at 12:10 p.m.