

<b>Zoom Link</b>	<a href="https://salemacademycs.zoom.us/j/87970794228?pwd=hmYx0luzKLjgWtsDTbQc2hdjHbXDub.1">https://salemacademycs.zoom.us/j/87970794228?pwd=hmYx0luzKLjgWtsDTbQc2hdjHbXDub.1</a>
<b>Members Present</b>	Laurie Kennedy, Domina DiBiase
<b>Members Absent</b>	Toyuwa Newton, Julie Rose
<b>SACS Staff</b>	Stephanie Callahan
<b>Recorder</b>	Fallon Burke
<b>Guests</b>	
<b>Start Time</b>	8:05 am
<b>End Time</b>	8:59 am

**Minutes**

- I. The meeting began with the approval of the October Development Committee Minutes.
- II. Fallon Burke reviewed the October Development Report. Laurie Kennedy asked whether this year’s high RTB total would be achieved again next year. Stephanie replied that this total included an unexpected individual donation of \$5,000 the end of the campaign, so we are not sure. Stephanie also noted a recent \$2,000 donation from an alumni family through the Cummings Foundation.
- III. In regards to GivingTuesday, the committee discussed using the recent alumni family/Cummings Foundation gift of \$2,000 as a challenge match to set a \$2,000 goal for alumni donations, emphasizing nostalgia and highlighting specific impacts of contributions to help solicit donations.
- IV. The committee identified the need for a development calendar to outline monthly responsibilities and discussed an opportunity for a communications intern from SSU in the spring. We could potentially also look for a volunteer, like a former board member, to help with this. Laurie will provide examples of grant calendars to improve tracking and organization. Additionally, the committee focused on becoming more strategic in funding efforts by refining development strategies and creating a more effective calendar for grant tracking and management.
- V. The conversation transitioned to Gala planning. The committee explored the idea of a smaller, more exclusive Gala event, carefully balancing ticket sales, sponsorship retention, and audience appeal. It was noted that around 50 tickets were comped in 2024, and the potential to

encourage more paid ticket sales was discussed. Several venues were reviewed for suitability and strategic alignment with event goals. However, Foundation Board members will be contacted for support and input in advance of confirming a venue, since they are exploring the possibility of a spring cocktail hour to support endowment-building efforts. The committee agrees to rule out the following venues: Turner's and the Main Atrium and Garden Atrium at the Peabody Essex Museum.

VI. The meeting adjourned at 8:59 am.

**Documents Referenced During the Meeting:**

- October Meeting Minutes
  - October 2024 Development Report
  - Venue Information 2025
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