



ballet

**DES MOINES**

## **CAMPAIGN COMMITTEE MEETING NOTES**

January 8, 2024 | Zoom  
11:00 AM – 12:00 PM

In attendance: Kirk Besh, Jeff Fleming, Tom Smull, and Chuck Swanson  
Staff: Blaire Massa  
Consultant: Nikki Syverson

### **CAMPAIGN STATUS**

Blaire Massa reported that the campaign has passed the million-dollar mark with commitments totaling \$1,090,000. Gifts since the last meeting include \$100,000 from the Krause family to name the Dancer's Lounge and \$5,000 from Nancy Shafer. Pending gifts include Virginia & Nix Lauridsen, Linda & Tom Koehn, Deb & George Milligan, Meredith Foundation, and West Bank.

Blaire also reported that there has been a one-week delay into getting into the new space. The dancers are rehearsing at DanzArts and the goal is to be in the new studio the week of January 15. A Balletomane event planned for January 19 is still tentative. The final finishes to the space will most likely take place after the season concludes, therefore community and donor events at the campus will not occur until the fall.

### **DONOR PROSPECTS UPDATES**

- Blaire
  - Principal: the grant cycle will open February 5
  - EMC: Blaire & Connie are meeting with Foundation staff mid-January. The exact ask is TBD but plan on asking for 5 -10 years of operational support.
  - Destination Iowa: Connie to ask Debi Durham for a meeting.
  - HyVee: call tomorrow morning following initial email request
  - Ruan: Blaire emailed Rachel in December. Follow-up TBD
- Connie
  - Kemin
  - Meredith Foundation
  - Linda & Tom Koehn
  - Bill & Kathy Fehrman
  - Kathryn Kunert/MidAmerican (follow-up)
- Jeff
  - Virginia & Nix Lauridsen: sent follow-up on 1/8; will also bring up annual ask for support of Romeo & Juliet with live orchestra
  - Linda & Tom Koehn: sent follow-up on 1/8
- Joyce

- Allison & Jim Fleming
- American Equity
- Mike Simonson
- Kirk
  - Atlantic Bottling: will ask Michaela to make ask
  - Mollie & Britt Baker: out of town
  - Deb & George Milligan: Will send George an email about next steps. Grahams getting together after first year
  - West Bank: Blaire submitted grant the last week in December. The ask was for \$20,000 which included both campaign and gala. They will meet in the first quarter.
  - Rich & Kim Willis: Kirk to email casebook and talk via phone
  - Kyrie & Tom Wong: made ask of \$10,000 in addition to gala support.
  - Reynolds & Sheila Cramer: added to list
- Chuck
  - Ric & Carol Jurgens: Chuck to send follow-up to Ric
- Tom
  - Pam & Rene Stephens: hoping to talk to at a Balletomane event

### **UPCOMING CULTIVATION OPPORTUNITIES**

While there is just temporary occupancy at the new space, Blaire encouraged committee members to check in with her about private hard-hat tours and rehearsals downtown with prospective donors. The next formal event is Assemble with Winefest on February 8 which will include a Love Letters preview along with a wine dinner. Tickets are \$160 each.

### **CAMPAIGN TIMELINE**

Kirk Besh reported It's important for us to get as close to goal as possible this month and next before the downtown space is complete. We know this is an accelerated campaign timeline but hope the urgency and excitement of the new space will incite donors to come forward in a timely manner. He also shared that we'll start moving to the next level of asks at the \$5,000 and \$10,000 levels.

### **NEXT MEETING**

The next meeting is scheduled for February 5, however there are a few committee conflicts. Nikki will send a doodle poll to see what option works best for the committee.