



**DES MOINES**

## **CAMPAIGN COMMITTEE MEETING NOTES**

September 11, 2023 | Collaborate DSM

11:00 AM – 12:00 PM

In attendance: Kirk Besh, Jeff Fleming, Chuck Swanson, and Connie Wimer

Board: Natasha Sayles

Staff: Blaire Massa

Consultant: Nikki Syverson

### **CAMPAIGN STATUS**

Connie Wimer reported that \$743,000 in contributions has been confirmed which is 30% to our goal. A \$100,000 grant from Polk County is pending.

### **POLK COUNTY SUPERVISOR REQUEST**

Blaire Massa reported that while Polk County appears enthusiastic about the Ballet's request, they cannot fund rental properties. Blaire and team are compiling costs for all the equipment BDM will own which will total well over \$100,000. (Examples include flooring, mirrors, curtains, furniture.) BDM committee members were asked to call Supervisors to encourage them to support this effort due to the impact to downtown, the Ballet, and the Ballet's many partners. Assignments are:

Jeff Fleming: Angela Connolly

Connie Wimer: Bob Brownell and Tom Hockensmith

Kirk Besh: Matt McCoy and Steve Van Oort

Blaire is hoping to have all proper documentation submitted to Polk County next week. Additionally, Blaire shared that Neumann's estimates are currently \$300,000 more than expected.

### **NAMING OPPORTUNITIES**

The group revisited the proposed naming opportunities. Given the campaign goal of \$2.5 million, a \$1 million naming for the studio theater did not seem appropriate, so it was moved to \$750,000. EMC will be approached to request ongoing operating support to increase their total contribution to \$750,000. The rehearsal studio was moved to \$250,000 and the art installation can still be used in a 1:1 discussion, but will be removed from the listing.

## **NITIAL DONOR ASSIGNMENTS & STRATEGY**

Nikki and Blaire have been meeting in small groups or one-on-one meetings over the last two weeks to assign initial prospects. Remaining cabinet members will be scheduled soon. Current assignments and updates include:

- Alissa
  - Doug Dorner & Carole Villeneuve
  - Sheri Avis Horner
  - Virginia & Craig Petermeier
  - Deb Pulver
  - Dr. Steve & Marsha Stephenson
- Blaire
  - Destination Iowa
  - Polk County
- Connie
  - Kemin
  - Meredith Foundation
  - Linda & Tom Koehn – emailed
  - Kathy & Bill Ferman – waiting until after MidAm & Abel asks
  - Krause Group – Nikki sending talking points. Will add information from Chuck regarding Nan Krause's Joffrey support
- Jeff
  - Greg & Andrea Abel – left voice mail
  - Pam & Harry Bookey – will invite to Oct 26 dress rehearsal
  - Virginia & Nix Lauridsen – working on meeting date
- Joyce
  - MidAmerican – Joyce and Blaire have both asked for appointment
  - Ruan Family Foundation
  - Kay Myers
- Tej
  - Principal
- Tom
  - Kathleen deLaski – meeting set October 28
  - Hillman Family
  - Pam & Rene Stephens

Denny & Candy Elwell are annual major donors but are still unassigned. Kirk Besh will contact Kirk Tyler at Atlantic Bottling. Blaire reminded the group that the upcoming Jekyll and Hyde performances are a great way to cultivate donors.

## **CABINET SUPPORT**

Kirk Besh reported that we currently have 56% of cabinet support, and thanked those who have already made a contribution. He reminded the committee that it is our goal to have 100% participation by the end of October. Kirk will make an additional ask at the Ballet Des Moines board at its upcoming October 18 board meeting. The committee reiterated that there is not an expectation for the staff or dancers to give.

## **NEXT MEETING**

The next meeting will be held on Monday, October 23 at 11am at Collaborate DSM.