



## American Precision Museum Development Committee Meeting Minutes

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**DATE:** Wednesday, March 8, 2023  
**TIME:** 9:00 am – 10:00 am  
**PLACE:** Zoom  
**COMMITTEE MEMBERS PRESENT:** Eric Hagopian, Lisa Martin, Lee Morris, Don Thomas  
**STAFF PRESENT:** Steve Dalessio, Brooke Herndon, Devon Kuhrau, Jerry Rex

Committee chair, Lisa welcomed the committee and gave a quick update on achievements this year including a successful corporate match campaign; 18+ new corporate members; big grants totaling \$1.1M (\$600K + \$500K); broke \$1M in funds raised; DonorPerfect; completed most SWOT assignments including expanding board of trustees; hired Devon as Development Associate; Jerry consulting contract as Director of Corporate Development and Brooke as Co-Executive Director.

For Brooke's benefit Don and Eric introduced themselves and spoke a bit about their respective backgrounds.

Brooke outlined leadership roles moving forward now that she is in place, which is as follows:

**Brooke** is the Captain and will create and implement overall fundraising plans and strategy, driving annual activity to achieve success and will hold leadership and this committee accountable. She is the chief fundraiser, and as such, understands that fundraising does not happen behind a desk. She will be meeting with donors and building relationships with key prospects; however, it's going to take a little time to know the donor base.

**Lisa** is the First Mate and Chair of the Development Committee. She will collaborate with Brooke on the agenda and scope of work as well as help leverage key relationships. She will continue focusing on foundation relations.

**Steve** is the Co-Executive Director with incredible knowledge of the industry and the institution.

**Devon** is more behind the scenes and will manage logistics of the general and corporate membership programs; annual fund; membership renewals; data guru; building reports; marketing and social media and will continue providing day to day support.

**The Development Committee** consists of industry leaders with influence and access to key relationships. They will help build strategies around donors and serve as door openers and when appropriate, make direct gift requests. They will support the annual development plan; and help leverage relationships until Brooke gets acclimated.

**The Corporate Development Team** is a sub-set of the Development Committee with a focus on corporate renewals and new corporate members.

Brooke reviewed what still needs to be raised by April 30, which includes approximately \$144,000 in unrestricted annual support, and \$123,000 for part two of the exhibit. She has identified approximately \$47,000 in corporate renewals,

\$10,000 in new corporate opportunities, \$2,165 in general membership renewals, and \$3,000 in general membership reactivation.

The committee reviewed the prospect tracking chart and updated pertinent information including “ask” amount, assignments, contacts, and strategy. Committee members are asked to follow-up with their assigned lists and reach out to Brooke for support. Brooke can offer strategy, draft e-mails, and other cultivation activities.

Don contacted Devon and Steve to update the Corporate Sponsors in a more timely fashion; Devon will be sure to update corporate sponsors on the website within 2 days of receiving the donation and the corporate board.

Don asked if we have a certain level that allows all employees free access to the museum. Posters that we send to the customers will draw more visitors. Devon will send posters to all corporate members within a 2-hour radius of the museum; Brooke will work with Devon to update/design the posters possibly customizing it with corporate member name

Lee asked about the source of the list we just reviewed – Corporate Campaign – Prospect List that Devon had created during that campaign. It does not reflect the list that Lee and Jerry are talking about. Lee, Jerry, and Brooke need to meet with a higher quality list.

Eric suggested FileCamp would be helpful for self-servicing materials. Devon reminded the team that she has been putting resources on Google drive. Steve is suggesting a Secured link off the website; Steve will work with Devon and Brooke on creating a user-friendly system; Eric will share FileCamp for internal team to review

Jerry secured a free booth at Eastech (#5258). It’s in building 5 near Morris Group and Caron Engineering. Good spot! There is a Student Summit component that we need to determine what kind of activity we will do. 100 students per day. Brooke is taking planning lead on MFG and Eastech.

MFG is in late April. Jerry will be there; Lee might be there. Steve is going for the Rick Kline award. Lee suggested Jerry introduce Brooke to 50-60 people. Lee suggested that we go with a list of 25 people that we are prepared to put in the Ledger and get a side booth where we interview them and get them on video tape. Rather than writing prose. We would need somebody as professional interview. Great idea that we will implement once improvements are made to the Ledger website.

Lisa offered October 19 for Friendraising event. The committee agreed that October 11 is better. Board members arrive Wednesday, October 11 by 1pm; Friendraising is 5:30-7:30pm on the 11 and board meeting is 9am-noon on October 12.

Brooke will create a roadmap for development in FY2023-24; she will send it in advance of the April meeting so that we can review it and bring feedback to the April Development Committee meeting.

The committee agreed to meet on the third Wednesday of the month at 9:00 am. Brooke to send zoom invites to hold the days and times.

Jerry asked about board meeting clarification. Steve considers Jerry to be a Board Associate and is welcome to attend the board meeting in person in May.

Eric wants access to the list and the expanded list so it is front of mind; Brooke will send the lists to Eric.

Don asked for an update on the CRRP State grant and status of press release; Lisa and Brooke will get a press release out the week of March 20; Lisa will send latest press release announcing Brooke’s Co-Executive Directorship and the Farley education grant to the board of trustees; Steve is working with architects and putting together a project team for the 2<sup>nd</sup> floor renovation; once we have a more detailed plan, Lisa and Steve will get the Statement of Work complete and sign the official grant contract.

The following are consolidated action steps from the attached updated prospect tracking chart and the above minutes:

**Brooke** – will send lists to Eric; call Eric to help with follow up on his leads; meet with Lee and Jerry with high quality prospect list; create draft of annual development plan for FY 2023/24 and send copy to the team before the April meeting for review; Lead event planning for MFG and Eastech; Work with Devon on designing/customizing posters for corporate members; verify if Ingersoll is restricted or not; follow up with G&W Machine Sales; remove Fedora from list; research GW Plastics; delete Haas Factory Outlet from list; renew Nemes; delete Tecomet from list.

**Devon** – review FileCamp and other systems for storing marketing materials; send posters to all corporate members within a 2-hour radius of the museum; update corporate sponsors on website within 2 days of receiving membership contribution; timely update of corporate sponsor board; remove AutoDesk from list; visit Lebanon Screw and ask for membership renewal; send background emails on Chroma to Don.

**Steve** – review FileCamp and other systems for storing marketing materials; renew LS Starrett for \$1K.

**Lisa** – press release for CRRP grant; Statement of Work for CRRP grant; send latest press release to BOD; work with Brooke and Devon on Save the Date for October 11<sup>th</sup> event.

**Eric** – will share FileCamp with internal team; work with Brooke to follow up with Accurounds; Advanced Mfg; Boulevard; Griggs; Mach Machine; Machine Metrics; Phoenix; Red Deer; Sirois, VSS.

**Jerry** – meet with Lee and Brooke to review high quality prospect list; create list of prospects you can introduce Brooke to at MFG; arrange meetings in advance; ask Rob Caron for \$2K membership; follow up with FANUC; Hurco for \$1K; Index re-engage; ask Kennametal for \$10K membership; get giving history on Motch and Eichele; follow up with Regofix

**Don** – will ask Blaser at \$2500; will contact Chroma to find good contact and try to get a renewal.

**Lee** – meet with Jerry and Brooke to review high quality prospect list; Gardner renewal; Gosiger renewal; Savage renewal.