



# SHOREWOOD FOUNDATION

## REGULAR MEETING MINUTES

January 8, 2008

PRESENT: James Madlom, Roger Benway, Michelle Boehm, Catherine Flaherty, Spencer Frank, Jane Hawes, Patrick Krieger, Harvey Kurtz, Mike McCauley, Allen McKie, Lucia Petrie, and Mark Schill

Others Present: Kim Caviggiola

1. The meeting was called to order at 4:35 p.m. by President Madlom.
2. Minutes of the November 15, 2007 meeting were reviewed.

**Motion made by Director Benway and seconded by Director Flaherty to approve the minutes as presented. Motion unanimously approved.**

3. Treasurer's Report  
See attached Treasurer's Report dated January 8, 2008.
4. Standing Committee Reports

**a. Audit Committee Report**

- i. Director Krieger presented a draft 2008 budget for the Foundation. The committee recommends the board approve all annual grant requests in January. The Senior Resource Center grant is approved in June (up to an amount based on the previous 16 month fund performance – not to exceed \$42,982 this year). From a budgeting perspective, the board needs to determine whether the Foundation will spend all funds during the fiscal year or keep some funds on balance. The committee suggested the board consider: accepting large grant requests only twice yearly? Plan to allocate raised funds for this year's or next year's obligations? Other committees should review the proposed budget and provide feedback at the March meeting. The committee also discussed its proposed record retention policy.

**Director Petrie moved and Director Kurtz seconded to authorize Treasurer to disperse operating expenses and fundraising expenses as delineated in the proposed 2008 budget with a 10% increase and the ability to come back to the full board if additional funds are needed. Motion unanimously approved.**

- ii. A draft Document Retention Plan was distributed (see attached). **Director Krieger moved and Director Benway seconded to approve the Document Retention Plan Guidelines. Motion unanimously approved.**

**b. Public Relations/Outreach Committee Report**

- i. **Annual Nov/Dec appeal.** Summary report is forthcoming. Approximately \$16,000 was raised as of January 1, 2008. Director Krieger is heading up the analysis of the donations to determine who needs a follow-up call or letter

per suggestion to follow-up with past donors who did not contribute this year. So far, the appeal is on a better pace than last year.

- ii. **Ongoing referrals to improve fundraising.** The committee discussed its ongoing efforts to develop an awareness campaign to increase the Foundation's visibility, including possible presentations to various groups in Shorewood informing them about the Foundation, its support of the community and how their donations can help accomplish our mission. It would also encourage appropriate organizations to apply for a grant. The committee also recommended development of a new traveling display for the Foundation.

**c. Grants Committee Report**

- i. There were no grant requests received. It was anticipated that the Shorewood Orchestra Booster Club would be submitting in advance of the March meeting.
- ii. Grants Committee will come back with recommendations for annual grants.
- iii. Reminder to notify the paper, etc. about the availability of grant requests.

**d. Development Committee Report**

- i. **Annual Dinner.** The annual dinner was a success. Updated numbers on the auction: The auction raised \$5,180 and the dinner raised \$13,900 for a total of \$19,080. Expenses totaled: \$4,073 which included the food (\$3,167); gift certificate/door prize (\$100) and tent (\$806). Net profit ~\$15,007. Note: There was an additional food cost of \$2930 attributed to the 2006 dinner.
- ii. **The Committee is working on next year's event.** Mike McCauley and Lucia Petrie have committed to coordinating the Table Captains. The date is November 1, 2008. It was determined that the event should stay at Hubbard Lodge, but to use the balcony for additional seating, rather than the tented area.

- e. **Nominating, Bylaws and Recruitment Committee Report.** The committee will meet in February to address the vacancy from Sue Ewens' planned departure. Directors are asked to forward their recommendations to the Committee.

**5. Old Business**

- a. **Long Term Vision/Goals Ad Hoc Committee** – Members of the Foundation met to discuss future priorities for the Foundation. There was general agreement that the Foundation should continue to support a wide range of institutions in the village and not lose the "unique" and "quirky" grant requests. The committee recommended exploring a planned giving campaign. Director Petrie will take the lead on this effort with input from Shorewood resident Diane Buck). The committee also began discussions on whether the Foundation should: expend all/keep some reserves; pursue additional fundraising opportunities; create events to reach out to new members in the community; develop a Past Presidents Club to assist with fundraising endeavors; more clearly delineate its policy regarding funding projects previously funded with tax dollars; whether the Foundation should consider narrowing the grants it provides to schools based on the emergence of the SEED Foundation (fifty-seven percent of previous years' grants were for school related requests.

6. Next meeting is **Thursday, March 13, 2008**, at 4:30 p.m. in the Village Hall Committee Room.
7. **Adjournment.** Director Benway moved, seconded by Director McCauley to adjourn the meeting at 5:35 p.m. **Motion unanimously approved.**

Respectfully submitted,

Diane DeWindt-Hall  
Recording Secretary

DRAFT