**Shorewood Foundation Logo.eps**

**Shorewood Foundation Meeting Minutes**

**Tuesday, July 9, 2013**

**4:30 p.m. – Village Hall Committee Room**

In attendance: Michelle Boehm, Alicia Domack, Joel Dresang, Catherine Flaherty, Jane Frederick, Marion Gottschalk, Kristen Fraser, Scott Jonas, Nancy Lizdas, Mike McCauley, Melissa Nelsen, Priscilla Pardini, and Steven Kavalauskas. Absent: Abe Goldberg, Mary Ellen DeHaven. Guests: Don Berg and Pat Algiers from Shorewood Public Art Committee.

1. **Call to Order**. The meeting was called to order by Michelle Boehm at 4:30 P.M.
2. **Approval of Minutes**. Director McCauley moved to approve the minutes of the May 14, 2013 meeting. Director Dresang noted a correction to the Treasurer’s Report minutes to read “the extension will provide an additional four (4) months to complete the paperwork” not five and the vote on the Shorewood Plein Air grant request was 11 yeas and 1 nay. Director Boehm noted that the dates of the January and March meeting were empty. The respective dates January 8 and March 12 were provided. Director Frederick seconded the motion with the corrections. **Motion was unanimously approved**.
3. **Treasurer’s Report**. Treasurer’s report (dated 6/30/13) was presented to the Board for review. (Copy available on request.) The Foundation has $35,666.25 available for grants.

Director Dresang will verify that the $1,500 concert series donation was deposited in error to the Shorewood Foundation and that it should have been deposited by the Village of Shorewood. If this is confirmed, then the Shorewood Foundation will write the Village of Shorewood a check for the $1500. *Note: Director Dresang confirmed that the deposit was made in error and has been corrected.*

Director Boehm asked that we itemize grants approved to date. Director Dresang will check with Terry Rice to see if that is possible.

1. **Standing Committee Reports**
   1. Audit/Finance Committee Report – The Audit/Finance Committee had nothing to report.
   2. Grants Committee Report –
      * Shorewood Band Parents Association (SBPA) has requested $5,660 to purchase Smart Music Educator software program to benefit the music programs at both elementary schools and the orchestra program. After discussion to clarify the request, Director Flaherty moved and Director Nelsen seconded to approve the SBPA request for $5,660 to purchase music software. **Motion was approved unanimously.**
   3. **Special Events Committee Report** –
      * Hubbard Park Concert series will start 7/10/2013. The following items have been/are being prepared for those events:
        1. Display board will be ready for 7/17 concert
        2. Sign-up forms for the Email Newsletter
        3. Remaining SF pencils from July 4th parade
        4. Remaining SF brochures

Director Fraser will check with Barb Caprile to confirm how the Shorewood Foundation is being recognized as a sponsor of the Hubbard Park Concert Series.

* + - Oktoberfest event finalized by Director Domack for Sunday, September 29 @ Hubbard Park. The cost will be $50/person. Beer steins are being ordered for the event. Director Domack is working on getting the beer donated. Polka Band has been hired ($225 from 5-8 p.m.) . Shorewood Foundation flyer will advertise Oktoberfest at the Summer Sounds series.  
        
      Director Fraser will coordinate the “silent” auction items. Director Kavalauskas will assist.

Possible raffle – Director Gottschalk will look into the acquisition or purchase of an ipad at a deeply discounted price to be raffled off. Also consider raffle of cases of beer. Diane Hall will provide State guidelines regarding conducting raffles to Director Boehm.

Oktoberfest banner used during the July 4th parade will be posted by Labor Day weekend on either Capitol Drive or Atwater Beach.

* 1. **Public Relations/Marketing** –
     + An update on the Plein Air was provided by Pat Algiers and Don Berg. As of this meeting 35 artists had registered. They are currently collecting a list of homes/businesses to be painted which will provide a guaranteed sale. There should be a total of 150 paintings with a 65/35 split between the artist and the Village. Prize money is being sought. Events and activities will cover three days (September 19-21). Judges include: painters Jim Maki, Nancy King Mertz and David Lenz and author/art historian Diane Buck. Volunteers are still needed. SF Directors are welcome to help. Consider branded SF t-shirts for those that are interested in volunteering.
     + As mentioned earlier, the SF Display has been updated with current photos and text to describe the Shorewood Foundation to the community
     + A Shorewood Today ad in the Summer issue (early August mailing date) will promote awareness of the Shorewood Foundation
     + An additional Shorewood Today ad in the Summer issue will promote the Oktoberfest event scheduled for September 29
     + Director Boehm will purchase one or two branded wind banners that would be used to promote the Shorewood Foundation at local sponsored events and the Oktoberfest on September 29
  2. **Development Committee** –
     + Discussion about whether the Annual Appeal mailing in November should be sent to the most current 500 or so donors as in years past, or to the entire Village of Shorewood (appx 5,000 HH) in order to increase awareness of the Shorewood Foundation and to generate more names for our new Constant Contact email database.
     + Discussion about whether to have one of the following as the mailing:
       1. Medium card – printing cost $1,495
       2. Large card– printing cost $1,925
       3. Same tri-fold brochure with updated grant information and Director names - printing cost $2,225
     + After brief discussion about the benefits of reaching the entire Village of Shorewood, motion made by Director Lizdas, seconded by Director Fraser to mail to the full 5,000 HH and utilize the same beautiful tri-fold brochure with updated information. **Motion was approved unanimously.**
  3. **Nominating, Bylaws and Recruitment Committee Report** 
     + Nominate Steve Kavalauskas to Shorewood Foundation Board of Directors. Nomination by Director Boehm, seconded by \_\_\_\_\_\_\_\_. **Motion was approved unanimously.**
  4. **Old Business**
     + Conflict of Interest Policy was not approved at the May or July meeting due to an unknown concern. This policy needs to be reviewed by the Nominating Committee and a recommendation made to the Board.

1. **New Business** –
   1. Consideration of a Memorial donation for Director Goldberg’s family in the name of Abby Goldberg. Much discussion was held, however, as this was the last item on our agenda, the meeting was running late and a quorum was no longer in place. It was decided to get additional information and hold any subsequent vote via email.
   2. After the meeting, a grant request was submitted by the Shorewood Swim Club for $10,000. Via email, a motion was made by Director Fraser, seconded by Director Flaherty to fund the full amount requested. **Motion was approved by majority via email with 13 yeas and 2 abstentions.**
2. Next meeting is scheduled for **Tuesday, September 10, 2013**.
3. **Adjournment.** Motion made by Director Boehm and seconded by Director \_\_\_\_\_\_\_\_\_ to adjourn the meeting at 6:15 p.m. **Motion carried unanimously**.

Respectfully submitted,

Diane DeWindt-Hall & Michelle Boehm  
Recording Secretary VP Public Relations/Marketing