**Shorewood Foundation Logo.eps**

**Shorewood Foundation Meeting Minutes**

**Tuesday, March 11, 2013**

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

In attendance: Abe Goldberg, Michelle Boehm, Mary Ellen DeHaven, Alicia Domack, Joel Dresang, Catherine Flaherty, Jane Frederick, Marion Gottschalk, Kristen Fraser, Nancy Lizdas, Melissa Nelsen, Priscilla Pardini, and Stephanie Rapkin.

1. **Call to Order**. The meeting was called to order by President Goldberg at 4:35 P.M.
2. **Approval of Minutes**. January meeting minutes were not distributed in advance. The January 8 minutes will be approved at the May meeting.
3. **Treasurer’s Report**. Treasurer’s report was presented to the Board for review. (Copy available on request.) The Foundation has $79,475.36 available for grants. The deadline for filing the Foundations 490 tax form is May 15, 2013. There will not be a need to request an extension this year.

**Committees were encouraged to submit budget needs/request to Director Dresang**.   
  
 Sunset Policy was discussed briefly. Grant Committee notifies approved grant recipients of their award. It was suggested that a limit be set on when grant awards must be requested from the Foundation.

Director Rapkin moved that a policy be formalized to inform any organization receiving a grant that they MUST provide written notification to the Shorewood Foundation that the project is still going forward and that they have one year from the date the grant is approved to request the funds. Seconded by Director Frederick. **Motion unanimously approved.**

1. **Standing Committee Reports**
   1. Audit/Finance Committee Report – Director Jonas was not available for this meeting. President Goldberg commented that he and Director Jonas visited with BMO Harris Bank for an overview of the Benjamin Fund portfolio. The portfolio was healthy and well managed.
   2. Grants Committee Report –
      * Shorewood Concert Band - $1000. The Shorewood Concert Band is a long time recipient of funding from the Shorewood Foundation. They hold 4-6 free concerts per year benefitting Shorewood residents. Director Flaherty moved, seconded by Director Pardini to approve the Shorewood Concert Band’s request for $1000 to support their free concerts. Director Frederick asked if they had cleared up the issue with their 501(c)(3) status; Director Flaherty indicated that the reinstated designation letter from the IRS was part of the information they submitted. **Motion unanimously approved.**
      * Shorewood Marketing Committee - $2000. This request is to help fund the Shorewood Concert series at Hubbard Park. This is the 4th year of the concert series and the Marketing Committee plans to bring in additional acts to increase participation. They will also include possible opening acts by local organizations, i.e. Irish dancers, school orchestras, etc. Director Flaherty moved, seconded by Director Lizdas to approve the Shorewood Marketing Committee’s request for $2000 to support the Summer Concert series in Hubbard Park. **Motion unanimously approved.**
      * Shorewood Marketing Committee - $2000. The Shorewood Marketing Committee is requesting $2000 to help fund the “Welcome Neighbors” initiative. The funds will be used to print promotional materials to include in the welcome packet. Director Flaherty moved, seconded by Director Dresang to approve the Shorewood Marketing Committee’s request for $2000 to help fund the “Welcome Neighbors” initiative. **Motion unanimously approved.**
   3. Special Events Committee Report – Director Domack discussed several possibilities for the annual event:
      * The need to decide whether this annual event is a “thank you” to donors or a fundraiser.
      * The possibility of changing the date from November, which is just before the annual appeal, to September or October. This would allow for more time between the event and the annual appeal.
      * The possibility of changing locations to allow for a bigger event, especially if this is to be a fundraiser. Possible venues, with a Shorewood tie, would be the Lakefront Palm Garden. Hubbard Park would still be in the mix
      * The possibility of changing the day from a Saturday (lots of weddings, etc.) to a Sunday early afternoon/evening when both venues have more available openings.
      * Other adjustments considered:
        1. Continuing with the “voice” auction, but greatly reducing the number of silent auction items
        2. Raffling off a major item. Tickets could be sold to more than event attendees
   4. **Public Relations/Development** –

* Director Gottschalk provided a handout of her research into various List Management tools. (Attachment available on request.) The handout was reviewed and the pros and cons discussed. Director Gottschalk moved, seconded by Director Lizdas to go with Constant Contact as the provider of list management services for the Shorewood Foundation. Director Domack amended the motion to include the additional funding for the event planning service. **Motion unanimously approved.**  
    
  Director Dresang will work with Director Gottschalk to set up the system for paying the monthly service fees for Constant Contact. They will work to get it finalized and up and running.   
    
  Director Boehm requested that the Public Relations/Development Committee have a budget of $1000 to cover the estimated annual expenses for this service.
* Director Boehm discussed the proposed changes to the Shorewood Foundation’s Mission Statement and tagline. Director Frederick moved, seconded by Director Rapkin to accept the new Mission Statement, “The Shorewood Foundation is an organization through which residents and friends of the Village of Shorewood can provide funds for continuing to improve and maintain the high quality of life in Shorewood. Through its grants, the Foundation supports programs and projects designed to enhance the cultural, educational, environmental, social and other attributes of the Village of Shorewood” and tagline, “Enhancing the Shorewood community since 1964.” **Motion unanimously approved**. Director Dresang will update the website with the new Mission Statement and Tagline.
  1. **Development Committee** –
* Nothing to report. However, a meeting of the committee will be scheduled after tonight.
  1. **Nominating, Bylaws and Recruitment Committee Report** 
     + Directors Boehm and Flaherty terms are ending in May. They have decided to stay on for their last term.
     + Need to confirm the terms of Directors and then adjust the roster accordingly.
     + Any Director whose term is up for renewal in May should let President Goldberg know if you will be remaining on the board.
     + Director Rapkin would like to formalize the process for term renewal:
       1. Six months prior to the May meeting to notify the President of intentions to renew term or not
       2. Encourage departing director to actively recruit replacement
       3. Discussion on terms. When does the 1st term start for those who are completing the term of a departing director?

1. **Old Business**
   1. (i) This item was assigned to the Development Committee
   2. (ii) Diane will send out the remaining 2012 donor acknowledgement letters by the end of next week.
2. **New Business** –
   1. Conflict of Interest Policy –Director Boehm will e-mail Director Rapkin the current policy to review and tweak in time for the annual meeting. Director Boehm will also e-mail the revised policy to the directors prior to the May annual meeting.
3. Next meeting is scheduled for **Tuesday, May 14, 2013**.
4. **Adjournment.** Motion made by Director Dresang and seconded by Director Lizdas to adjourn the meeting at 6:20 p.m. **Motion carried unanimously**.

Respectfully submitted,

Diane DeWindt-Hall  
Recording Secretary