



Minutes of

Tuesday, January 12, 2021

1. Call to order – President Alan Purinton called the meeting to order at 4:30 p.m. In attendance: Directors Thachenkary, Spano Ianelli, Lindvall, Lott, Kavalauskas, Purinton, Uphoff, Domack, Simon, Reeve and McCormick.
2. Approval of November board meeting minutes - Director Kavalauskas moved, seconded by Director McCormick to approve the November 10, 2020 minutes. Motion unanimous.
3. Treasurer’s Report (Kavalauskas) –The Shorewood Foundation has \$68,000 available for new grants which is up \$22,000 due in part to receipt of annual appeal donations (\$12,000) and other general contributions.

The Foundation paid out a \$10,000 grant in November for Safe Schools COVID campaign (check still outstanding), Director Lindvall will follow-up. 2021 budget is \$12,000; will need to make some adjustments to the annual appeal and marketing expenses. A couple notables: Benjamin Fund increased ~\$200,000; Baird Fund (new) is up \$38,000 since November.

Some discussion regarding the grant for Signaling History, whether the grant was to fund the difference (\$1730.54?) between what was in the Public Art Committee account initially and what they requested or something different. The Shorewood Historical Society is a supporter of the Shorewood Foundation, our logo is on the signal boxes and in the brochures. Should we transfer the funds from the grants to be paid line item to Public Art Committee line item, do we just pay the next invoice that comes in out of the grant line item; do we notify them that the residual amount is available for this project as there are some ongoing costs to maintain these boxes. **Decided to transfer the funds from the “grants to be paid line item” to the “Public Art Committee line item.”**

Director Domack presenting to the Foot Washing Station at Atwater Park to the Village’s Parks Commission tonight. Proposal received from Strand included a few options. The options most supported by the Village (and the least expensive) was to position the station by the bubbler is now to prevent runoff which could damage the bluff. Located between the sidewalk and the flagpole. Proposal was \$25,900 which includes 20% cost overruns. Supported by the Village, including DPW, but must go through official channels for approval—Park Commission and then the Village Board. Concern by the Village that locating the foot washing station in any other area could lead to erosion of the bluff.

4. Subcommittee Reports:

A. Audit & Finance (Simon) –

- i. Update regarding transition to new investment manager - Completed the transition of the Benjamin Funds and Habeck Funds to Baird. As of the first week in January, all funds are fully invested.
- ii. Recommendation regarding disposition of cash reserves – Residual dollars received from the Habeck Trust (\$24,000), Finance Committee recommend that we keep those funds in the NSB money market account. Rationale: This is a historic annual contribution from the Habeck Trust; not recommending a distribution from the Habeck Trust in 2020, so keeping this residual amount is what we have received annually anyway.
- iii. Report on review of email security (encryption) options (Kavalauskas) – Tabled.
- iv. The Habeck gift requires us to get an audit for our fiscal 2020 financial statement. Reached out to Terry Rice and a couple other local accounting firms who work with non-for-profits. This will not be an ongoing requirement, but it is required now because we received a gift in excess of the \$450,000 threshold for our 2020 fiscal year. Extended deadline is November 2021; actual deadline is August. Will start the process—engaging the firm—before the March meeting. Look for an email from Director Simon to select the firm recommended by the Finance Committee.

B. Communications/Marketing/Events (Lott/Uphoff)

- i. Communications program update – Toys for Tots was a success, three (3) large boxes of toys were donated – MOD Pizza and Collectivo, publicized through social media only. Three (3) articles in Shorewood Today – new president greeting, Habeck gift and small business relief efforts. Social media trends increased to 550 vs. 404 from last year. Top post: Habeck gift. Constant Contact e-newsletter. Ran a test case in November with 30 emails/ 43% open rate and 25% click rate. December email to all on file, 244 emails, 48% open rate and 11% click rate. The Committee feels this will be a good communication channel so will move forward with producing a quarterly e-newsletter start in March 2021.
- ii. Shark Tank update – Director Uphoff reported Shark Tank is April 8, 2021—after spring break and the week before taxes—in a virtual format. Will get information out to the public. Would like to get a local celebrity to be on the panel. Market on social media, Facebook and e-newsletter. Using past marketing material information and will update it. Director Lindvall recommended that we reach out to the school to see if there are some student groups –Project Lead the Way, etc.—that we can push this out to. Lubar School of Business, entrepreneurial center, looking for grant opportunities—although they aren't a Shorewood . What about Chris Abele? He is a funder of projects? Giacomo Fallucca with Palermoro's is a Shorewood Foundation donor? Paul Hackbarth?

Need a topic for the March issue of Shorewood Today. Perhaps a Shark Tank preview and encouraging them to participate. Use grant recipient from the previous successful Shark Tank (Shorewood Feast, Ice Rink, Signal boxes) and then promote the upcoming event.

C. Development (McCormick/Reeve)

i. Annual Appeal Update (Spano Iannelli) – Cleaned up the mailing list. Annual appeal donations over the last four (4) years have been pretty consistent; the larger donations are not included in this number. Need to look at how we can increase those donations. Annual appeal could benefit from some level of administrative support as it is a time consuming task to put it together, to get a clean mailing list, etc. Lot of new donors this year; we are good at maintaining donors, but need help at increasing our bottom line based on the effort involved. Observed that many people increased their donations, yet the \$ amount did not increase much over last year. Mid-year appeal (~\$24,300) in July may impact the annual appeal in November. Produced a hybrid mailing this year with a letter directed to current donors and a different letter directed to prospective new donors; no village-wide mailing (keeps costs down and did not result in a higher net). Names comes from the property owner list provided by the Village. The two (2) letters also serve as marketing tool. Constant Contact will also provide an opportunity to reach out and market to a select list—our current donors for whom we have an email address ~200 people. A “prospect” was defined as a previous donor who has not donated in three (3) years or more. About 3000 people received the prospect letter and 200 the donor letter.

D. Grants (Lindvall)

No grant requests were received for consideration.

i. Replacement of dedicatory plaque at Atwater Park (Purintun) – Bob Aronson check for \$500 to replace a plaque on the bench. Need to see if the vendor is still in business and if so, can the plaque can be made with a nicer, sturdier material and be attached in a more permanent manner. The residual funds will go into the FAB account and be used for future replacement if necessary. In general, we should be able to afford a higher quality plaque for the boardwalk and the benches. Director Lindvall will reach out to the vendor. If the cost to make the new plaque is reasonable should we try to make them all uniform—depends on the cost and how different they are. Would like to get this completed late winter/early spring.

5. Old Business - None

6. New Business

A. Shorewood Community Anti-Racism Learning/Action Project (Purintun)

President Purintun introduced this item which will be considered at the March 2021 meeting if the grant request is submitted. Ann McKaig is spearheading an Anti-Racism Learning/Action Project that she would like the Shorewood Foundation to support. This project is in keeping with the goals and objectives of the Shorewood Foundations. Ms. McKaig will submit a grant application in time for the March 2021 meeting.

B. Discussion of ideas for a ‘Spending Philosophy’ to guide stewardship of Habeck gifts (Committee chairs; all)

Fundraising Committee: Hire someone to help us steward our resources—to make sure they are invested appropriately and stewarding the investment in the community. We are a great volunteer board and having some professional leadership to help us consistently. We currently have great volunteers in place, however, there is an increasing amount of administrative work that is required.

Would this be a development person or a clerical person? One person or multiple people to do this? Director Spano lanelli is willing to put a good job description together, work with committees to identify their specific needs and then develop a job description that the members can tweak. Can help with coordinating the annual appeal, outreach, etc. The **Audit/Finance Committee** is considering how the tasks currently done by Director Kavalauskas and Diane De Windt-Hall can be completed as circumstances change. Also, how do we connect better with organizations across the community. We all have our own natural networks, but we need a concerted effort to look for/identify under-supported or underfunded groups. Perhaps considering bringing in a professional to help define our “pillars of investment”, similar to what the Shorewood Historical Society. Perhaps a new sub-committee/ad hoc committee of the SF Board to foster and maintain relations and develop ideas for larger projects over time. **Development/Grants Committee** same thoughts as Audit/Finance, however, the need to be mindful that if considering a paid position, we need to look at the long term and our ability to sustain this position without using donor \$, possibly fund the position for X years based on performance. **Marketing Committee** – community liaison position would be great. Discussed scholarships and investing in our youth—Habeck connection to HS—perhaps increasing the scholarship substantially and tying it to a student who demonstrated commitment to community activism, community change or community investment which reinforces positive behavior; bigger picture greenspace items; supporting our parks; be a beacon to surrounding communities by supporting events that draw others to our community.

Spending policy consideration – look at a 4-5% annual allocation and any surplus could be reinvested back to the pool-- in light of the generous gifts recently received. Track spending in our Treasurer’s Report to track what is being spent from the Habeck fund similar to what the SRC does with the Benjamin Fund. What fraction of the 4-5% would go toward salary? Maybe 10% is a good target. Perhaps better to wait until we build the job description and whether tasks are paid or unpaid, because some tasks may continue to be done by volunteers.

c. New Board Member - Discussed inviting Don Demet to join the Shorewood Foundation board. Director McCormick will reach out to him to see if he is interested and if so, the Board would consider his nomination.

7. Adjournment – Director Lindvall moved, seconded by Director McCormick to adjourn at 6 p.m. Motion carried unanimously.

Respectfully submitted,

Diane De Windt-Hall
Recording Secretary