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**Shorewood Foundation Meeting Minutes**

**Tuesday, November 13, 2012**

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

In attendance: Abe Goldberg, Mary Ellen DeHaven, Alicia Domack, Joel Dresang, Stephanie Rapkin, Scott Jonas, Michelle Boehm, Nancy Lizdas, Jane Frederick, Kristin Fraser, Catherine Flaherty, Priscilla Pardini, Mike McCauley and Melissa Nelsen

Also in attendance: Barb Caprile, Shorewood Marketing Committee and Marion Gottschalk , potential board member.

1. **Call to Order**. The meeting was called to order by President Goldberg at 4:35 P.M.
2. **Approval of Minutes**. Motion made by Director Fraser, seconded by Director Dresang to approve the minutes as presented. Motion carried unanimously.
3. **Treasurer’s Report**. Treasurer’s report was presented to the Board for review. (Copy available on request.) The recommended changes/additions to the Treasurer’s report were made: added $10,000 for fireworks; separate item for Shorewood Post Prom. Requested change to Auction Income to clarify whether this is the Public Art income or the Annual Dinner auction income. Available grant funds- $28,000.

Received Annual Report from State for completion. It is due 12/31/2012 for 2013.

Skipped to item 6 on the agenda in deference to our guest.

1. **Standing Committee Reports**
	1. Audit/Finance Committee Report – Nothing to report.
	2. Grants Committee Report –
		* Shorewood Orchestra Booster - $18,612 – This request is to design/purchase cabinetry to hold various pieces of orchestra equipment. The Grants Committee recommends supporting this request in the amount of $5,000. Director Frederick moved to grant $5,000 to the Shorewood Orchestra Booster Club contingent upon the fact that they can raise the additional funds necessary to complete the project. Director Dresang seconded the motion. Motion carried unanimously.
		* Historic Milwaukee Tour/Shorewood Historical Society - $8,000 – This request is to help underwrite the costs of the annual Historic Milwaukee Tour that is scheduled to take place in Shorewood in 2013. No new requests received. Update – the funds for the lifeguard chairs, requested by FAB and approved by the Foundation in 2010, are no longer needed; the grant was canceled. Director Dresang moved to grant $8,000 to the Historic Milwaukee/Shorewood Historical Society to underwrite the Historic Milwaukee tour through Shorewood in 2013. Director Nelsen seconded. Motion carried unanimously.
	3. Special Events Committee Report – The event was a success and the Foundation profited approximately $18,500. Some things to consider for the future: location of auction items; possibility of entertainment; expanding the wine pull.
		* Mike McCauley will call and reserve for the 1st Saturday of November
		* Continue to look at ways to communicate this event better, i.e. improve/expand e-mail list; direct mail invitation, etc.
		* Disappointed that some of the silent auction items either did not sell (birthday party at Shorewood Pool/Bowling alley) or sold for a very low price (rain barrel and fire engine ride)
		* Thank you notes will be mailed out to all donors of the silent auction items.

Question for future discussion – Should the cost of the dinner be reduced ? Tabled and sent to Special Events Committee for discussion.

* 1. **Public Relations/Development** –
* The majority of the Annual Appeal letters have been signed and stuffed. There are approximately 300 left to sign tonight.
	1. **Public Art Committee Report** –
* This public art event unfortunately did not generate the $$ as previous ones. However, it did serve as great exposure to the Village and the business district. It was a great “feel good” event for the community. It drew more than 700 non-Shorewood residents to the business district.
* Hope that there are funds set aside to sponsor this event next year
* Barb Caprile welcomes any suggestions or feedback from the Board which she will take to the Marketing Committee
	+ Increase $ for businesses to participate
	+ Limit the number of art pieces
	+ Have a more useful item
	+ Don’t charge to attend the auction
	+ Consider changing the date of the auction
	+ Improve the on-line auction possibilities to make it possible for more than auction attendees to bid
	+ Form in various sizes??
* Overall, the businesses were pleased with the increased traffic in their stores.
1. **Nominating, Bylaws and Recruitment Committee Report**
	* + **Help Wanted – Open Director position.** Still searching for one (1) more member for the Shorewood Foundation Board. If you know of a Shorewood resident who might be interested in serving on the Foundation board, please provide them with an application and have them submit to President Goldberg.
2. **Old Business**
	1. What to do with silent auction items that did not sell.

Board agreed to donate the items not sold at the Shorewood Foundation dinner to the SEED Foundation for their event.

1. **New Business** –
	1. Future SF Dinner Fundraiser process –
		* Invitation and RSVP ideas – social event /community feeling; not a formal event
		* Check out ideas
2. Next meeting is scheduled for **Tuesday, January 8, 2013**.
3. Motion made by Director Fraser and seconded by Director Dresang to adjourn the meeting at 6 p.m. Motion carried unanimously.

Respectfully submitted,

Diane DeWindt-Hall
Recording Secretary