



**Board Meeting**  
**Tuesday, Sept. 12, 2023 - 4:30 PM**  
**Shorewood Village Hall**

**Attendees:** Directors Douglas Armstrong, Becky Dubin-Jenkins, Jean Casey, Frank Cumberbatch, Patrick Kessenich, Melissa Marschka, Sadhna Morato-Lindvall, Karen Maierle, Rebecca Osborn, Alan Purinton and Jamie Reeve.

**Associate:** Annysa Johnson.

**Excused:** Mary McCormick, Crista Shields.

**Meeting was called to order at 4:31 p.m.**

**Review/Approval of Minutes:** Director Armstrong moved to adopt the minutes for the July 2023 meeting as presented. Director Reeve seconded the motion. The board voted unanimously to approve.

**President's Report** - President Morato-Lindvall reminded directors that they are invited to a 60th Anniversary brainstorming session via Zoom on Sept. 28, and to contact her directly if they wish to participate. She updated board members that Hollywood director David Zucker has agreed to visit Shorewood on November 2. Raised in Shorewood, David plans to participate in an evening showing of the film, *Airplane!* and talk-back, as well as a student discussion earlier at the high school. The Development Team is still exploring a possible stewardship event at her home, which was also Zucker's childhood home. On behalf of the Nominating Committee, President Morato-Lindvall shared the addition of volunteer member, Sarah Schneider, who is a leader at Northwestern Mutual Life. Ms. Schneider has agreed to serve on the Foundation's Finance Committee and has an interest to join the board in our next cycle. President Morato-Lindvall shared that every three years, the Village engages in a regular RFP process for a team to write/publish Shorewood Today magazine. This year, the magazine's longtime editor has announced she will not resubmit a request this year. President Morato-Lindvall represented the Foundation in stakeholder



conversations regarding the RFP process, and there is a potentially new editorial team that may be considered. Costs to stakeholders, including the Foundation, will most-likely increase due to mailing costs.

**Treasurer's Report** - Treasurer Purintun presented the latest financial statements, but shared that there are a few changes he is requesting from the accountant and that he would send an updated version after the meeting. **General highlights for the two-month period ending 8/31/2023 include the following:**

- **Estimated funds available for grants – about \$89,000**, up about \$10,000.
- **New gifts/contributions received (income) – \$58,932.** This includes a \$50,000 draw from the Habeck Fund, \$5,768 to support the Run As One Dedicated Fund and \$3,230 from our Fourth of July appeal.
- **New expenses paid (expenses) – \$61,789.** This includes \$58,300 in grants paid (Mad Bomber, Farmers Market, SW12 bike race, Hounds baseball, Little League and July 4 Celebration); and \$3,400 in operating expenses (associate compensation, CPA fees, supplies, etc.)
- **Benjamin Fund** – July/Aug: value up \$6,300; investment return +0.4%. YTD: value up \$152,754 (net of \$31,917 withdrawal); investment return +11.4%
- **Habeck Fund** – July/Aug: value down \$36,943 (net of \$50k withdrawal); investment return +0.4% YTD: value up \$295,770 (net of \$50k w/d); investment return +10.5%

## **Committee Reports**

- 1) **Grants Committee:** No new grant requests to report. President Morato-Lindvall asked Chair Reeve to contact the Shorewood Historical Society for a status on its \$1000 grant for a women's history project, which was approved in 2019 and has not been requested for fulfillment in three years.
- 2) **Development Committee:**
  - **July 4 Appeal Update:** Chair Kessenich informed the board the committee and President Morato-Lindvall are in the process of working with Eastmore Real Estate to finalize a continued July 4th annual commitment of \$15,000 per year for two additional years. He informed the board of the July 4 appeal totals: \$7,501 in 2023, which is up \$2,000 from last year.
  - **Annual Appeal 2023:** The committee is working with staff to pull donor data that will inform strategy for the upcoming end-of-year appeal. The committee is



considering purchasing a new mailing list and segmenting donors to targeted messaging.

- **Stewardship:** The committee plans to work with fellow committees and board members on a stewardship event around the David Zucker book/"Airplane!" showing. More to come.

### 3) **Marketing and Communications Committee:**

- **Shorewood Feast:** Co-Chairs Armstrong and Maierle shared that the Foundation debuted its new table display at the Shorewood Feast. More than 100 people stopped by to engage with board members, with dozens providing contact info for our newsletter with a chance to win one of several gift cards. They reported challenges experienced with the social media campaign and related drawings and will be working to address those difficulties in the future.
- **Shorewood Today:** Co-Chair Maierle reported on plans to promote the Foundation's 60th Anniversary with a Q&A in the November issue of Shorewood Today. President Morato-Lindvall will also write the issue's opening letter.
- **Zucker event:** Co-Chair Armstrong said the committee is promoting the event on the website's calendar page, which will be updated once more details are available.

### 4) **Events Committee:**

- **60th Anniversary Activities:** Co-Chairs Casey and Marschka said the committee will be brainstorming/working on possible 60th Anniversary events, including a "soft launch" at the Nov. 2 Zucker event, activities throughout the year and a culminating celebration, possibly in Fall 2024. They sought input from the board..
- **Zucker event:** Director Reeve informed the board that he met local filmmaker Brad Lichtenstein for coffee and that Lichtenstein is interested in participating as an emcee and/or talkback facilitator for the evening event. Director Armstrong reported he had also confirmed Gino Salomone, local entertainment reporter, to also emcee and facilitate discussion. As both individuals were solicited by a committee member and have both agreed to participate, President Morato-Lindvall asked the committee to work on distribution of duties between Lichtenstein and Salomone. The board discussed possible activities for the day and logistics, including ticketing/registration to monitor attendance for the evening event. By consensus, the Board agreed to purchase a copy of Zucker's books for Shorewood school libraries and public library, and potentially for the donor event. Co-Chair Casey said the committee will be working with MarComm on messaging and promotion of the event.



- 5) **Finance and Audit:** Co-Chair Cumberbatch and President Morato-Lindvall informed board members new committee members would be meeting with our Baird representatives for a portfolio allocation overview on Sept. 21 and performance review with our full committee in October.. The committee is reviewing dedicated fund processes and its relationship with the foundation accountant. No action items.
- 6) **Nominating Committee:** President Morato-Lindvall said that in addition to Ms. Schneider, the committee is in talks with two potential volunteer committee members.

**New/Old Business:** None.

**Adjournment of Board Business Meeting:** Director Kessenich moved to adjourn the meeting. Director Cumberbatch seconded the motion. President Morato-Lindvall adjourned the meeting at 5:43 p.m.