



**Board Meeting**  
**Wednesday, July 19, 2023 - 4:30 PM**  
**Shorewood Village Hall**

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

**Associate:** Annysa Johnson.

**Excused:** Mary McCormick.

**Guest:** Becky Dubin Jenkins, prospective board member.

**Meeting was called to order at 4:30 p.m.**

**Introduction of guest:** President Morato-Lindvall welcomed Dubin Jenkins, a prospective board member and led introductions with attending board members. Dubin Jenkins introduced herself to the board, sharing her experience in journalism, marketing and public relations.

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

**President's Report** - President Morato-Lindvall informed directors that the Shorewood Feast will take place Sept. 9.. She asked directors to meet and communicate with their committee chairs on committee meeting needs and availability. She informed directors that, based on feedback she received from committee chairs, she is canceling the bi-monthly chair meetings that were intended to start in August..

**Treasurer's Report** - Treasurer Purintun presented the latest financial statements. **Highlights for the two-month period ending 6/31/2023 include the following:**

- **Estimated funds available for grants – \$99,090**, up \$7,456.
- **New gifts/contributions received (income) – \$15,729**. This includes \$8,300 to Dedicated Funds (mostly the Run as One Scholarship) and \$6,800 to July 4th Appeal.
- **New expenses paid (expenses) – \$39,175**. This includes \$12,922 in grants paid (BID Intern, No Mow May, BID Shorewood Feast); \$7,100 Scribner Cohen review; \$6,522 Dedicated Funds (Ghost Train maintenance and Run as One scholarships); \$5,000 annual marketing expense for Shorewood Today. After 6/30, we paid the Village \$5,300 (previously approved) for the 4th of July celebration. We have not yet paid for the fireworks (\$30,000, of which \$15K was received in May 2023 from donor Eastmore Real Estate).
- **Note** – A large percentage of new expenses paid were previously budgeted items. As such, they do not reduce funds available for grants.
- **Benjamin Fund** – Two-month gain: \$65,719 (+3.9%); YTD: \$178,372 (+11.0%)
- **Habeck Fund** – Two-month gain: \$126,252 (+3.6%); YTD: \$332,713 (+10.1%)

## **Committee Reports**

- 1) **Grants Committee:** Director Reeve presented the following grant requests for discussion and vote by the full board:
  - **Shorewood Junior Hounds Baseball League – \$3,000**. The select baseball organization requested support to conduct a feasibility study toward the creation of a larger baseball field in the Shorewood area. **Board Action:** Director Casey moved to approve the grant; Director Kessenich seconded the motion. The motion was approved unanimously.
  - **The Shorewood Farmers Market - \$10,000 each year for three (3) years. –** The market requested funding to support operations of the Shorewood Farmers Market. Board discussed past funding of the market and the market's sustainability from donors outside of the Foundation.. **Board Action:** Treasurer Purintun moved to approve the grant as submitted; Director Maierle seconded the motion. The motion was approved unanimously.
  - **Gentlemen of Shorewood-\$2,500. –** The requestors sought support to market the Shorewood 12 Bike Race and for band/entertainment for the "first lap." **Board Action:** Director Armstrong moved to approve the grant; Director Marschka seconded the motion. The motion passed unanimously.
  - **Shrekfest-\$300. –** The organization requested for an event to be held in Bay View based on the Shrek films. The committee shared the event has no ties to

Shorewood other than residency of one of its organizers. **Board Action:** Director Kessenich moved to deny the grant; Director Shields seconded the motion. The motion passed unanimously.

2) **Development Committee:**

- **July 4 Appeal Update:** Chair Kessenich provided the board with the following highlights regarding the 2023 Fourth of July campaign:
  - **Total gifts raised as of 7/11/23: \$23,319**, which includes the \$15,000 Eastmore Real Estate gift; \$8,319 was raised through community support.
    - (1) Excluding the Eastmore gift, we are \$2,690 ahead of last year's official/published total of \$5,629, and \$1,760 ahead of the '22 year-end total
    - (2) Total gifts include funds received before the start of the appeal made in memory of Director Reeve's late mother-in-law.
    - (3) The total does not include appeal expenses, which are expected to be higher this year due to larger mail volume and inflation. **Note:** July 4 appeal targets existing donors.

**Note:** Totals could vary if it is determined later that some gifts were intended for another fund. Organizers of the Run as One Scholarship, a dedicated fund of the Foundation, launched an aggressive appeal simultaneous with our July 4 campaign. Because donors do not always clearly designate their intention when using PayPal, there is some concern that unspecified gifts may be intended for Run as One rather than July 4. (Foundation procedure calls for processing unspecified gifts as intended for its current campaign, i.e. July 4, Annual Appeal, etc.) Foundation staff is closely monitoring this. If this occurs, new receipts will be issued to the donor, and campaign totals will be adjusted.

**60th Anniversary Fundraising Plans:**

Director Kessenich shared the committee plans to collaborate with the MarComm and Events committees on the 60th Anniversary activities as a way to leverage donor stewardship of our longtime and estate donors (President's Circle) and targeted anniversary giving opportunities.

- Plans are underway for the 2023 Annual Campaign. The committee would like to resume efforts to obtain the full list of residents from the Village of Shorewood. Directors Marschka and Armstrong will join President Morato-Lindvall at a Shorewood Today meeting this month with the village and inquire about options at that meeting.

3) **Marketing and Communications Committee:**

- **Roles and responsibilities:** Co-Chairs Armstrong and Maierle reported their committee has met with the Events Committee leadership to discuss their distinct roles and areas for collaboration. Both committees prepared budgets and goals, including, for MarCom, increasing community engagement through social media and website platforms. There is a strong interest in helping to differentiate the Foundation from other neighborhood foundations.
- **Website updates:** MarCom leaders have added an events section to our website to highlight activities supported by the Foundation in one easy spot to find.
- **60th Anniversary:** The committee has developed in their board report suggestions for 60th Anniversary taglines to incorporate in 2024 communications. President Morato-Lindvall shared that committee members met with Jamilah Robinson, Shorewood BID intern, who is working with us to build a “Throwback Thursday” social media campaign to highlight one item/activity/”did you know” item weekly to celebrate the Foundation. She also shared that no date has been secured for a potential October movie viewing and talkback with Shorewood High School alumnus and filmmaker, David Zucker. The Rec Center has declined any date after October 15 due to other scheduled school performances/engagements. She will continue to keep the board apprised of any developments.

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

- **July 4 Activities:** Co-Chair Marschka shared with the board that the July Fourth celebration and Fireworks were successful. She said talks are underway at the Village to address the controversy surrounding an inappropriate parade entry this year. President Morato-Lindvall commended Director Marschka for her leadership of the event and shared Eastmore Real Estate was overall pleased with their support and engagement in the parade and fireworks. Discussions with Eastmore will resume in August to explore future support for 2024.
- Co-Chair Casey updated the board on the upcoming Shorewood Feast. She said the committee is waiting to learn if Foundation directors can serve as volunteer bartenders again this year, a role that raised at least \$700 for the Foundation last year. She said the Foundation will again have six Feast tickets to give away. She supports again offering them in a raffle of individuals who like the Shorewood Foundation page, but said she is open to other ideas. Director Armstrong shared he would work with Director Casey on managing the ticket giveaway on Facebook.
- Director Marschka asked that the committees/chairs involved in the 60th Anniversary initiatives meet to collaborate.

#### 5) **Finance and Audit:** Co-Chair Cumberbatch updated the board on upcoming meetings with former Finance and Audit Chair Matt Simon in July, and Robert W. Baird (September) to provide overview on their management of the Habeck and Benjamin funds. He said the committee is looking at creating a more liquid, short-term dedicated fund for more immediate needs/projects and will develop policies to dictate its use.

- 6) **Nominating Committee:** President Morato-Lindvall said the committee continues to recruit board members, including Ms. Dubin Jenkins, and updated the board on recruitment of two potential volunteer committee members. She reported our board total after our July meeting will bring our board total to 13 members, reminding the board our treasurer, Purintun, and Director McCormick will roll off the board in 2024, leaving vacancies for individuals with finance and/or fundraising backgrounds. She asked that directors share names of others of individuals they believe may be interested in serving as a board member or committee volunteer to the committee leaders, which also include Directors Reeve, Marscka, and Purintun.

**New/Old Business:**

- 1) **Shorewood Artisan Market** -- Treasurer Purintun informed the board that the Artisan Market will not take place this year and that organizers will return about \$2,500 in unspent funds.
- 2) **Vote on new Board member** – Candidate Dubin Jenkins left the board room so the board could consider her nomination to join the Shorewood Foundation Board of Directors. **Board Action:** Director Shields moved to approve Dubin Jenkin's appointment to the board of directors for a three-year term; Director Cumberbatch seconded the motion. The motion passed unanimously.

**Adjournment of Board Business Meeting:** President Morato-Lindvall called to adjourn the business portion of the meeting at 5:30 p.m. and opened the strategic planning session with remaining board members.

An attachment of the Strategic Plan was included and updated with board members following the meeting. Director Kessenich moved to adjourn the strategic planning meeting. Director Cumberbatch seconded the motion. The motion passed unanimously. The meeting was adjourned at 6:02 p.m.