



Shorewood Foundation Board Meeting
Tuesday, July 12, 2022 - 4:30 p.m.
Meeting held at home of Treasurer Kavalauskas (4399 N. Alpine)

Expected Attendees: Jean Casey, Carolyn Curran, Patrick Kessenich, Melissa Marschka, Mary McCormick, Sadhna Morato-Lindvall, Matt Simon, and Saj Thachenkary

Guest: Christa Shields

Absent: Rose Spano Iannelli

The following report is being supplied in advance of our July 12 board meeting.

1. **Introduction - Prospective board member Christa Shields:** Christa Shields has expressed an interest to join the board. She is a Shorewood resident with a background in fund development. She is Vice President of Advancement at Alverno College. Christa is invited to stay for the business portion of our meeting.

2. **Treasurer's Report (Kavalauskas):** Will be shared at meeting.

3. **Subcommittee Reports (the following reports do not require board action):** **Audit &**

A. Finance Subcommittee (Director Simon)

The SRC has experienced challenges over the last several years in retaining staff members particularly those focused on Programs. One of the driving factors was these roles have been designated as part time, and there has been budget constraints that have not allowed this to be designated a full-time position. This has impacted the SRC's ability to fully reopen and provide the programming they desire.

In working with the SRC Board, the Elder Services Board, and the Village Attorney we drafted language to amend the Spending Policy to allow for Benjamin Funds to be used to fund the wage differential and benefits for a full-time equivalent employee.

We did not amend how we calculated the amount of annual funding available to the SRC, and any dollar amounts used to fund wages and benefits will be coming from the calculated annual allocation.

We also modified the Spending Policy to represent how the Benjamin Funds are invested and managed.

Follow-up Discussions: The SRC has asked about their ability to spend the Principal of the Benjamin Fund. This is not precluded within the Policy, but the SRC would need to seek approval from the Foundation Board for any funding beyond the annual allocation.

B. Communications/Marketing/Events (Marschka/Casey/Thachenkary)

Summer schedules have made it difficult for this group to meet but a July meeting has been

scheduled to discuss longer term plans, budget, and responsibilities. Listed below are updates, current areas of focus and plans for the upcoming months. We have also developed a grid that shows marketing channels, responsibilities, and structure for the board but will use this for planning when we meet. Updates include:

- **Website:** To reflect the “Marketing and Events” committee areas of focus, we have added a new “news” section to the SF website to provide a dedicated place to share announcements and upcoming news (grand marshals, scholarship recipients, new president, etc.). <https://www.shorewoodfoundation.org/news>
- **July 4th:** Melissa Marschka established plans and volunteer walkers for the Shorewood Foundation Fourth of July Celebration however weather did not cooperate, and the parade was canceled, and fireworks rescheduled for July 9. We updated the information on social media and the website. In addition, we are working with President Lindvall to ensure the village is meeting the obligations of the sponsorship agreement.
- **Shorewood Scholarship recipients:** President Sadhna Morato-Lindvall represented the Foundation at the SHS awards night and awarded scholarships to this year’s recipients, Selamawit “Sey” Caldart and Zeynab Javid. This was also featured on the website and social media.

Recent Marketing committee areas of focus include:

- Shorewood Criterium announcements/sponsorship posts
- Promoting July 4th activities, grand marshals, on social, web and other channels
- Promoting scholarship recipients on web, social, etc.
- Announcing President Lindvall (PR, web & social) and Annysa Johnson additions to the SF

Upcoming areas of focus:

- Events & Marketing committee meeting to discuss responsibilities, budget and plans for the year.
- Discussing expectations and deliverables for July 4th sponsorship agreement with President Lindvall and Village
- Developing quarterly newsletter content
- Fall Feast promotion
- Shark Tank promotion
- Fall/Winter ad placement in Shorewood Today
- Spring 2023: Shorewood Shenanigans

Marketing & Events Committee Marketing planning Grid*

Bi-Weekly	Social Media	Post Updates to Facebook, Linked In	Saj
Quarterly	Shorewood Today	Story Ideas to Shorewood Today	Melissa
Quarterly	Newsletter	Quarterly Newsletters via Constant Contact	TBD
Biannual	Shorewood Today	Ad placement	Melissa/Saj
As Needed	Press Release	As needed	Saj
As Needed	Website	Update as needed	Saj
As Needed	News section/web	Update as needed	Saj
Spring	Shark Tank		Jean
June	Shorewood Criterium	Draft sponsorship spots to be read from mic.	Melissa

July	July 4th Celebration	Grand Marshal selection, board presence in parade	Melissa
September	Shorewood Feast	Sponsorship, bartending & volunteers	Jean/Carolyn
Nov./Dec.	Toys for Tots		Jean/Carolyn

Marketing & Events Committee will meet to formalize plans for year, determine budget, needs and responsibilities.

6. Old Business

A. Post-Village-support transition In a June 5 email, President Morato-Lindvall informed the board that Annysa Johnson agreed to serve as a contracted associate for the Shorewood Foundation. She will be onboarding in June and July and will be meeting with each committee chair and executive officer.

Next Regular Board Meeting: Tuesday, September, 2022, at 4:30 PM

Board meetings are held the second Tuesday of odd-numbered months at 4:30 PM.

Please contact Annysa Johnson if you are unable to attend this meeting.