**Minutes of the Shorewood Foundation**

**July 13, 2021**

Present: Don Demet, Jamie Reeve, Matt Simon, Carolyn Curran, Steve Kavalauskas, Alan Purintin, Rose Spano Ianelli, Mary McCormick and Sadhna Lindvall

Special Guest: Ann McKaig, Shorewood Village President and Melissa Marschka, Shorewood Foundation Board Member candidate

1. President Purintun called the meeting to order at 4:33 p.m.
2. Welcome Guest
   1. Ann McKaig – Provided and overview of the Village Board’s objectives for the upcoming year(s): to be open to new and different opinions, to be invested in meaningful discussions, to take action using citizen committees and stakeholders as partners, setting realistic expectations with the goal of making Shorewood a place where residents WANT to serve their community.  
        
      Will be restructuring the Board to allow trustees to use their talents and time wisely.

Acknowledged: the work to date on issues of diversity and Inclusion with regard to affordable housing—CDA training being made accessible to the community; Shorewood the first community in the state to use TID funds to address affordable housing issues; commercial properties are changing hands so the Board and the community need to understand how this impacts the Village; the Shorewood Foundation now has the capacity to do some that can impact the community long term.

Shorewood Foundation requested regular check ins (bi-annual) by President McKaig to keep in touch/abreast of Board activities.

* 1. Melissa Marschka – Recapped her very positive experience moving to Shorewood in 2012/13. She got involved quickly with the Plein Air Shorewood project and as a volunteer member of the Shorewood Recreation and Advisory Board. She is ready and willing to continue to give back to the community and felt that the Shorewood Foundation would be the right fit.

1. Acknowledgement: Diane DeWindt-Hall – The Board thanked Diane for her years of dedicated service to the Shorewood Foundation.
2. Approval of May Board meeting minutes – Director Kavalauskas requested one correction to the minutes: Under Item 3D(ii) add the following sentence at the end: “Voted by consensus to approve extending the grant funding beyond the approved date until the project is completed.” Director Kavalauskas moved, seconded by Director Lindvall to approve the minutes of the May 12 meeting with the noted correction. Motion passed unanimously.
3. Treasurer’s Report – The Shorewood Foundation has approximately $44,000 available for new grants. (See attached Treasurer’s Report dated 06/30/2021.)
   1. Discussion/Approval: funding of donation shortfall – This item is related to the Shorewood Amenity Fund and a bench that was donated and placed in Atwater Park; seeking approval to cover the $85 shortfall. Brief discussion on who “owns” the Shorewood Amenity Fund and who should be administering the fund—the Shorewood Foundation or the Village of Shorewood. Noted that discussion with Rebecca and Tyler stated that the Village of Shorewood CAN accept donations. Director McCormick moved, seconded by Director Reeves to approve to cover the $85 shortfall for the bench donation. Motion passed unanimously.
   2. Discussion/Approval: funding for post-parade volunteer gathering – The Heisers, parade marshals for 2021,were taken out to lunch after the parade. Approximately 15 people, including Directors Lindvall, McCormick and Purintun). Can this be expensed to the Shorewood Foundation? Director Kavalauskas will add a “meeting expense line item” to the Treasurer’s Report
4. Subcommittee Reports
   1. Audit & Finance
      1. Update on possible audit (related to the Habeck gifts)- Director Simon noted that there has been no update and no response from the IRS regarding the waiver request submitted via email. No indication one way or the other; will continue attempting to get a response.
   2. Communications/Marketing
      1. July 4th Recap – Acknowledged appreciation for Shorewood Foundation’s support from Asst. Village Manager Tyler Burkart. Director Lott noted some lessons learned: more candy, ask the parade director to slow down the parade (there was a 15 minute gap between some of the acts); bring back the kids bike decoration event; and bring back VIP section for the fireworks. Also noted the following positives: engagement and e-newsletters have increased
      2. Standard Operating Procedure for “Community Booths”- Directors Curran, Simon, Kavalauskas and Purintin will participate at an upcoming community booth at the Shorewood Farmer’s Market . Director Lott will put together a packet of materials that can be shared/distributed at events—updated brochure with instructions for online donating; handouts, etc.
      3. Shorewood Feast? – The feast is scheduled for September 11. The Foundation Board will man one of the beer tents.
   3. Development –
      1. 4th of July appeal results. (See Treasurer’s report for up-to-date appeal results.) Consider broadening the mailing list and adding more signage at Atwater Park/Beach
   4. Grants
      1. Memorialize post-board meeting grant approval: Shorewood High School Scholarships ($2,000). Approved via email. Discuss with high school about criteria to include community service aspect
      2. New Grant Request: Shorewood Recreation & Community Services ($5,000). This request is related to noise abatement installation at Atwater School to help address the noise resulting from pickle ball. Director Reeves moved, seconded by Director Demet to approve the request. Motion passed unanimously.
5. Old Business – None
6. New Business
   1. Discuss/Approve – Village Marketing Program MOU – The MOU codifies the structure in place for the Village with regard to producing the Shorewood Today magazine—the Shorewood Foundation is one of five stakeholders. Director Purintun moved, seconded by Director Demet to approve the Village Marketing Program MOU. Motion passed unanimously. The Shorewood Foundation needs representation to attend the leadership committee meeting. (Doesn’t have to be the President; should be a member of the Marketing Committee).
   2. Discussion: Post-Village-support transition – priorities and timeline – President Purintun provided an email—July 13—outlining items for discussion related to this item. Diane will continue as secretary through the end of the year; Directors Simon, Kavalauskas and Purintun will pick up boxes of historical information from the Village and relocate to temporary storage; need to determine categories of information, sift through the records; still need to determine whether office space is needed; Director Demet agreed to review retention schedule to help determine what needs to be kept—whether electronic or hard copy. How best to track restricted grants and whether we should allow other 501(C)(3) to piggyback on our 501(c)(3) status Director Kavalauskas will start picking up Shorewood Foundation mail from the Village; this option is available until the end of the year.
7. Adjournment – Director Demet moved, seconded by Director Kavalauskas to adjourn the September 14 meeting of the Shorewood Foundation at 6:33 p.m. Motion passed unanimously.

Respectfully submitted,

//diane dewindt-hall

Diane De Windt-Hall  
Recording Secretary