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**Shorewood Foundation Meeting Minutes**

**Tuesday, September 12, 2017**

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

In attendance were: Jennifer Anderson, Saj Thachenkary, Rose Iannelli, Mary McCormick, Alan Purintun, Alicia Domack, Matt Simon, Thad Nation, Steve Kavalauskas, Sadhna Lindvall and Mike Peden.

1. President Thachenkary called the meeting of the Shorewood Foundation to order at 4:40 p.m.
2. Welcome new SF Members
	1. Mike Peden - 23 yr. village resident with a background in insurance
	2. Sadhna Lindvall – 6 yr. village resident with children in the schools; background in media and public relations.
	3. Therese Heeg – unable to attend this meeting
3. Approval of last meeting minutes – No minutes to approve.
4. Treasurer’s Report – Director Kavalauskas updated the board on the status of the amenity fund grant for the bike racks. The racks have been ordered and those funds will be dispersed soon. Director Kavalauskas will report out on the final revenue from the golf outing event. There was some discussion regarding the various fundraising events undertaken over the last few years and the amount of time and expense involved vs. the funds raised.
5. Subcommittee Reports –
	1. Development Committee Report –
		1. Golf Outing - The outing was sponsored by Camp Bar and benefitted the Foundation. $10,000 was raised and donated to the Shorewood Foundation by Camp Bar. Evaluated the various fundraising initiatives over the years:
* The Camp Bar partnership (golf outing) was very successful from a fundraising standpoint. However, it did not really provide an opportunity for donor recognition/engagement. Something else would still need to be done that would provide an opportunity to raise funds AND recognize our donors.
* The Harbor Chase event was a great fundraiser and it allowed opportunities for one-on-one engagement with donors.
* The Three Lions event was not as successful from a fundraising side, but did provide opportunities for engagement.

	+ 1. Farmer’s Market – Consider holding a small “social” event in conjunction with the Farmer’s Market. Invite donors to have a free cup of coffee and a thank you from the Shorewood Foundation. Saj, Rose, Mary, Matt, Alan, Sadhna and Mike are available to participate. Will check with the Farmer’s Market to confirm a date and the space.
		2. Wayfinding Signage – No progress to report.
		3. Website Enhancements – Director Iannelli will meet with Director Nation’s volunteer to review the website and update accordingly. Goal is to be completed by end of October.
	1. Audit and Finance Committee Update –
		1. Donor Perfect rights/authorization – Directors Kavalauskas, Purintun and Simon met to review Donor Perfect software. Discussed access levels for directors. Will need to create a privacy policy noting that the information in Donor Perfect cannot be used for personal gain or shared with others. This could be added as part of the annual consent form signing process.

All were encouraged to take this opportunity to remind people of ways they can donate to the Shorewood Foundation -- United Way/Combined Giving campaigns, Amazon smile, etc.

* 1. Grants Committee –
		1. Shoreline Interfaith -- Director Purintun recommended that there be a discussion with the ESAB whether this funding request could be paid for through the Benjamin Fund in light of the fact that the SRC is not using anywhere near the allowed spending limit.

Director Purintun moved, seconded by Director Simon to approve the request for 2017 and to have the discussion with the SRC/ESAB about running this request through the Benjamin Funds in the future.

ii) Shorewood Connects – Shorewood Connects is requesting \_\_\_\_\_\_\_\_\_\_ to purchase hats/ t- shirts for the volunteers for the annual Fall cleanup event.

Director Kavalauskas moved, seconded by Director Domack to approve the grant request of Shorewood Connects. Motion carried unanimously.

* + 1. Benjamin Fund – The Senior Resource Center is requesting Benjamin Fund account reimbursement in the amount of $25,617.14 which is well within their spending limits.

Director Purintun moved, seconded by Director Domack to approve the request for reimbursement of administrative costs in the amount of $25,617.14 from the Benjamin Fund account. Motion unanimously approved.

* 1. Public Relations/Marketing and Special Events Committee –
		1. Annual marketing, communications and events calendar. Director Nation reported out that the SF Facebook page is now being updated on a regular basis and the Committee will be plotting out a calendar of events/items to add to the website. Referred to previous discussion on donor engagement events.
		2. Shorewood Today ad for Fall & Winter – The ad is complete for the Fall magazine and will be completed for the Winter magazine.
1. Old Business
	1. VP and Roster assignments review
		1. The 2017-2018 Roster of Board of Directors was reviewed. There were a couple of housekeeping updates that Director Thachenkary will make; an updated list will be provided
	2. Shorewood Schools partnership update – no report
2. New Business
3. Strategic Focus Areas
	1. Need final goals from each committee
		1. Village survey complete
		2. Met with community partners (see handout)
	2. Review communications plan: SF board, donors, village, etc.
		1. Requests/Thoughts:
			1. “Coffee Cup” conversations – create talking points for the discussion – Director Thachenkary will provide Director Nation with the message to convey
			2. Time to move forward with communicating the plan to others as the next step
			3. The SF Board members should develop the habit of reporting out to each other and keeping each other updated
			4. Since FAB no longer exists, does the SF want to pick up where their activities left off?
			5. Schedule a meeting with members of those in the President’s Club and other key donors for project ideas
4. Adjournment –

Director Thachenkary moved, seconded by Director Iannelli to adjourn at 6:10 p.m. Motion unanimously approved.

Respectfully submitted,

Diane DeWindt-Hall
Recording Secretary