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**Shorewood Foundation Board Meeting**

**MINUTES:**

**Tuesday, January 10, 2017, 4:30 PM – Village Hall Board Room**

*In attendance: Jennifer Anderson, John Beemster, Alicia Domack, Marion Gottschalk, Steve Kavalauskas,   
Mary McCormick, Thad Nation, Alan Purintun, Matt Simon, Saj Thachenkary   
Excused: Kristin Fraser, Rose Spano Iannelli*

1. S. Thachenkary called the meeting to order and welcome special guest Ted Knight/Chief Advancement Officer-Shorewood School District-discussion of donor database benefits & Q&A. Ted covered the process they went through to choose, implement and begin using their system. Board members asked questions about the database capabilities including communication, giving history and the amount of information that can be entered at a user level, reports, lapsed donors, tracking pledges and outstanding pledges, event management, etc. Ted offered to be available as a resource for future questions. Steve K. shared that he and Rose have been in the system doing some manual entry of information and would gradually add other members.
2. Approval of last meetings Minutes (S. Thachenkary)-meeting minutes were reviewed and approved.
3. Treasurer’s Report (S. Kavalauskas) – attachment sent separately. Steve K. walked through the report and clarified that the amount in the report also included the variable of a $25k gift from the Habek Trust. Overall, the annual appeal seemed to be leading to a steady stream of donations that should continue through January and February. Steve and Alicia suggested that we should recognize larger donors with a hand signed thank you notes. Steve sent that information and Saj signed and sent notes to approximately 12 donors.
4. Subcommittee Strategic Planning Reports: Committee chairs provided reports on strategic goals for 2017 by sub committees. SF board provided input and approved.
   1. Development Committee report (R.S. Iannelli)-John Beemster presented the development committee’s goals for 2016-17 which were reviewed by the full board.
   2. Audit and Finance Committee report (M. Simon)-Matt shared that the team did not meet but would support the goals outlined including accurate and timely reporting and approval and adherence to our established investment policy.
   3. Grants Committee Report (A. Purintun)-Alan P. shared goals identified by grants committee but shared that it would be important to consider in the context of the broader focus of the SF. We also discussed the importance of some form of reporting back on financial support received.
   4. Public Relations/Marketing Committee report (T. Nation) & Special Events Committee Report (M. Gottschalk)-PR/Marketing committee and special events committees did not meet. Thad & Marion suggested a combination of these two inter-dependent committees that the group agreed with. The motion was put forward by Thad and seconded by Saj T. Thad and Marion will schedule a meeting of the combined committee.  
        
        
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   5. Strategic Focus areas (S. Thachenkary) –shared feedback from Village survey including a spreadsheet of responses and those areas that generated the most interest when village residents were asked: “what is the greatest area of unmet need”. Those areas were identified as:
      * 1. Concerns with overdevelopment and losing village charm
        2. Preserving green spaces within the village
        3. Community & civic pride
   6. Saj asked all members to review the findings in greater detail and the group will devote the March meeting discussion and decide on potential directional areas for the SF’s strategic focus. Based on that discussion, the group will decide the focus area, timing of that focus and how to communicate it.
   7. Board nominations & recruitment: We have added the SF application to the list of the village’s volunteer opportunities but applications have not been coming through. All agreed to speak to their networks to help recruit prospective members.

5. Old Business

- PAC meeting (S. Thachenkary)-Saj shared feedback that the PAC committee had for their experiences working with the SF and areas for improvement to foster a stronger sense of partnership from both sides.  
  
- July 4th parade participation and Ideas for 2017 (Events committee)-John will pull together a small group of people to discuss ways to plan and make the fireworks clearly branded/connected to the Shorewood Foundation.

-Saj will follow up on email to Diane about getting competitive quotes from 2 vendors for the fireworks.  
  
- Shorewood schools partnership (J. Beemster)-John shared the two projects that were submitted (website and donor database) and will report back on what was selected.

1. Date of Next Regular Meeting – Tuesday, March 14, 2017, at 4:30 PM
2. Adjournment (S. Thachenkary)

Minutes recorded by Saj Thachenkary