**Shorewood Foundation Logo.eps**

**Shorewood Foundation Meeting Minutes**

**Tuesday, November 14, 2017**

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

In attendance were: Jennifer Anderson, John Beemster, Saj Thachenkary, Marion Gottschalk, Rose Iannelli, Mary McCormick, Alan Purintun, Alicia Domack, Steve Kavalauskas, Sadhna Lindvall , Mike Peden and Therese Heeg (by phone).

1. President Thachenkary called the meeting of the Shorewood Foundation to order at 4:30 p.m.

Director Kavalauskas moved, seconded by Director Domack to approve the minutes from the September 12, 2017 meeting. There were three corrections noted: Alan NOT Allen, 5bi) Simon NOT Peden and 5ciii) add the approval of the Shorewood Connects grant. Motion with noted amendments carried unanimously.

1. Introduction of Guest – Ben Uphoff – Mr. Uphoff shared is background and interested in serving on the Shorewood Foundation board.
2. Treasurer’s Report – Director Kavalauskas provided a current Treasurers Report which indicates approximately $50,000 available for new grants as of 10/31/2017 (attached). He also updated the board on a new feature in our donation tracking software, Donor Perfect, that allows us to track grants and keep a record of denied grants, etc.
3. Subcommittee Reports –
   1. Development Committee Report –
      1. Review of final goals and progress -- Discussion continued around donor engagement. Noted that the “thank you” coffee at the Farmer’s Market was a new outreach attempt. Will be sending the annual appeal letters to all Shorewood residents. A brochure will not be included. Continued goal to capture as many email addresses as possible. The addition of the Donor Perfect software was a major 2017 accomplishment; we must continue to increase the donor database.
   2. Audit and Finance Committee Report - Continued goal is to insure accurate reporting, managing compliance and risk components
   3. Grants Committee Report and Recommendation - The Grants Committee members are working on rewriting and cleaning up the current grant guideline information on the website. Will use Donor Perfect for grant access. Discussed big picture focused giving vs. spending as it comes in. Will use input received from the Village survey and others to identify a single focus donor effort for the next year or two. Develop an understanding of the other support groups in the village, their focus and how the Shorewood Foundation fits in. Consider segregating funds to be used for the real “big” ticket items. Dialogue with stakeholders to see what projects might be on the horizon.  
        
      Invite new Village Manager Rebecca Ewald to an upcoming Shorewood Foundation meeting.
   4. Public Relations/Marketing – Director Gottschalk noted that October 31 is the annual “Night of the Ghost Train” event. Will see how (if appropriate) the Shorewood Foundation can get involved. Also a Social Media calendar listing proposed “posts” for the calendar year was distributed.
   5. President Update/Nomination Committee – Director Thachenkary reported that the major goals for 2018 are: 1) fill vacant positions on the Board; 2) hold the “coffee cup” conversations with stakeholders, e.g. Public Arts Committee, SEED, Men’s Club, etc. (Saj will provide a PowerPoint for members to use); 3) have conversation with current donors first, maybe 4th of July donors, then execute a plan to cold call other donors. First step is for members to review donor list for individuals they know and can have this conversation. Director Thachenkary will get a small group together to start working on this.

END OF OFFICIAL MINUTES BY RECORDING SECRETARY DIANE DEWINDT-HALL (left for another meeting).

1. Adjournment –

Director \_\_\_\_\_\_\_\_\_\_\_\_ moved, seconded by Director \_\_\_\_\_\_\_\_\_\_\_ to adjourn at \_\_\_\_\_\_\_\_ p.m. Motion unanimously approved.

Respectfully submitted,

Diane DeWindt-Hall  
Recording Secretary