**Shorewood Foundation Logo.eps**

**Shorewood Foundation Meeting Minutes**

**Tuesday, May 8, 2018**

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

In attendance were: Rose Iannelli, Jennifer Anderson, Mike Peden, Marion Gottschalk,, Steve Kavalauskas, Sadhna Lindvall, Mary McCormick, Matt Simon, Saj Thachenkary and Ben Uphoff.

Guests: Elizabeth Price, Senior Resource Center Director, Renee Gratz, Elder Services Advisory Board

1. President Thachenkary called the meeting of the Shorewood Foundation to order at 4:34 p.m.
2. Elizabeth Price provided the Board will an overview and update on the Senior Resource Center. Highlights include:

Sue Bronson is the new ESAB chair.

The SRC started out as a resource for older adults in Shorewood and has since morphed into providing extensive programming largely due to the Benjamin Fund.

SRC continues to work with Shorewood Connects to create partnerships to coordinate several programs: bi-annual yard clean-up; senior friendly business designation, neighbor/neighborhood of the year, Dementia program.

Strategic planning was completed and identified additional services, i.e. on-line payment option, authentic learning through the school district; additional space for volunteers.

Request to review the Benjamin Fund Spending Policy jointly with ESAB and Shorewood Foundation.

1. Director Kavalauskas moved, seconded by Director Anderson to approve the minutes from March 13, 2018. Motion unanimously approved.
2. Treasurer’s Report – Director Kavalauskas provided a current Treasurers Report which indicates approximately $67,000 is available for new grants as of 04/30/2018 (attached). High School scholarship checks will be mailed out this week.

We currently have 439 records in Donor Perfect; 500 is the cap for the next price jump—from $39 to $89. Donor Perfect training for Directors Peden and Lindvall has been scheduled; anyone is welcome to join.

1. Subcommittee Reports –
   1. President Transition – Next Steps
      1. Motion to Nominate New President and President Elect – Motion by President Thachenkary, seconded by Director McCormick to elect Rose Spano Iannelli as President and Alan Purintun as President-Elect. Motion unanimously approved.
      2. Complete COI Forms and Board Member Expectation document – The Conflict of Interest and Annual Personal Commitment forms were distributed to be completed, signed and returned to Diane DeWindt-Hall. Diane will collect and forward the executed forms to President Iannelli.
   2. Development Committee Report –
      1. July 4th Appeal – Finalizing the mailing list for the 4th of July appeal. The mailing will go out before Memorial Day to approximately 500 individuals. Approximately $24,000 for the parade, fireworks and other associated activities. Some support from the Village and some support from the businesses. All funds are to process through the Shorewood Foundation. Foundation’s portion is $12,200 for the fireworks and $7,000 for other expenses. This will make the Shorewood Foundation the “exclusive” or “presenting” sponsor of the 4th of July. Sara DeNeve will be responsible for coordinating the parade and business solicitation.
   3. Public Relations/Marketing and Special Events Committee Report– Directors Anderson and Lindvall
      1. Camp Golf Outing 2018 – The date is August 7 and the cost is $150/person and includes round of golf, lunch, hole prizes. Foundation will try to come up with a branded give-away—need ideas.
      2. Foundation will work to get more people involved by raising awareness and committing to fill 30 spots. Consider sponsoring a hole at a cost of $300
      3. Directors Kavalauskas and Thachenkary will check with Susie/Director Nation to see if there is a way to set up the website to sign up and accept payments for the golf outing.
      4. Shorewood Foundation will be the presenting sponsor. Will be responsible for naming the Grand Marshal. A process for making this decision will need to be developed. Ad for the 4th in Shorewood Today; revamped “best decorated bike” and have a prize from The Chocolate Factory. Foundation members will be handing out 3-D glasses at the parade and fireworks. Directors Purintun, Peden, Iannelli and Heeg are available to distribute the glasses. Director Anderson will connect with Sara DeNeve regarding the Shorewood Foundation banner for the parade.

Shorewood Shark Tank is scheduled for Monday, September 24 at Three Lions and will be promoted in the *Shorewood Today* magazine, website and Facebook as a “call out” for ideas that the Shorewood Foundation can sponsor. More details to come.

* 1. Audit and Finance Committee – Nothing to report.
  2. Grants Committee – Shorewood Community Band (fka Shorewood Concert Band) is requesting support for the newly combined adult and student band. President Thachenkary moved, seconded by Director Lindvall to approve the grant request for $1000. Director Lindvall will notify coordinator. Need to revamp the Grant Application and Post Grant report to require pictures from the events the Foundation sponsors, including pictures of our scholarship recipients. President Iannelli will attend the awards ceremony to make the scholarship presentation.
  3. Old Business – Strategic Focus Communications – Need to list the strategic areas of focus on the website. Should be rolled out this summer prior to the Shark Tank event. President Iannelli and Director Thachenkary will connect with Village Manager Rebecca Ewald to see if they can tap into her community meetings.

1. Adjournment –

Next meeting is Tuesday, July 11, 2018. Director Thachenkary moved, seconded by Director Kavalauskas to adjourn at 5:50 p.m. Motion unanimously approved.

Respectfully submitted,

Diane DeWindt-Hall  
Recording Secretary