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**Shorewood Foundation Meeting Minutes**

**Tuesday, September 11, 2012**

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

In attendance: Abe Goldberg, Michelle Boehm, Mary Ellen DeHaven, Alicia Domack, Joel Dresang, Catherine Flaherty, Jane Frederick, Scott Jonas, Nancy Lizdas, Michael McCauley, Melissa Nelsen, Priscilla Pardini and Stephanie Rapkin.

Excused Absence: Kristin Fraser

Also in attendance: Terry Rice, Shorewood Foundation accountant; Elizabeth Price, SRC Director; John Hein and Renee Gratz, Elder Services Advisory Board

1. **Call to Order**. The meeting was called to order by President Goldberg at 4:35 P.M.
2. **Approval of Minutes**. Motion made by Director Frederick, seconded by Director McCauley to approve the July 10 minutes as presented. Motion approved unanimously.

Moved to item under New Business - Senior Resource Center request for reimbursement.

1. **Treasurer’s Report**. Treasurer’s report was submitted (new version). Various suggestions were made to make the format easier to read. The conclusion of the matter is: there is approximately $37,000 available to fund grant requests. (Copy available on request.)

The tax document that was required to be filed was filed timely (8/14/2012)

1. **Standing Committee Reports**
	1. Audit/Finance Committee Report – Spending policy updated and documented and will be brought to the November 13 meeting.

The work involved in handling the Friends of Atwater Beach (FAB) funds has exceeded merely being a pass-through account. It is important that the Foundation determine how to handle FAB’s funds/requests in the future. A FAB representation should be asked to attend the next Foundation meeting.

* 1. Grants Committee Report – No new requests received. Update – the funds for the lifeguard chairs, requested by FAB and approved by the Foundation in 2010, are no longer needed; the grant was canceled.
	2. Special Events Committee Report – To date 19 people have paid for the 11/3 dinner. If each director attends with a guest that will make up about 25% of our goal. Directors were encouraged to support this event and send out e-mails, make personal calls to invite attendance. Communications have been sent out to the BID, Shorewood Woman’s Club, Shorewood Men’s Club and patch.com.

Menu remains the same. Must provide the final # at least 10 days before the event (10/24).

Director Rapkin needs Directors to sign-up for the following:

* Silent auction items/Live auction items
* Help cashier – Treasurer
* Set-up
* Clean-up
* Needs someone with good-handwriting
	1. **Public Relations/Development** –
* Thanks to Director Dresang for managing the website
* Need decision on purchasing T-shirts/polos for members to wear at events, i.e. fireworks, parade, summer concerts. Consensus was NO. Will look at pins or name tags
* Director Fredrick is working on the brochure/tri-fold for the annual appeal mailing, etc. – just received some updated pictures. Will review and finalize layout and bring back to the November meeting.
* Stationery was ordered. Will keep at Village Hall.
* Tri-fold
	1. **Public Art Committee Report** –
* I Love Shorewood heart auction is Sunday, September 16 at Hubbard Park Lodge from 4:30- 6 pm. Need able-bodied males to move the hearts from Barb’s garage to Hubbard.
* Updated on the cost to repair several of the hearts which were damaged over the summer ($800).
* Mike O’Brien is the designated auctioneer
* Turtle give-a-way will be drawn on Sunday as well
1. **Nominating, Bylaws and Recruitment Committee Report**
	* 1. **Help Wanted – Open Director position.** Still searching for one (1) more member for the Shorewood Foundation Board. If you know of a Shorewood resident who might be interested in serving on the Foundation board, please provide them with an application and have them submit to President Goldberg.
		2. On-going discussions with Doris Heiser/Jean Gurney regarding setting up an endowment for Shorewood Foundation funds**.**
2. **Old Business**
	1. Discussion regarding fundraising activities. Noted that the Shorewood Foundation currently holds three (3) fundraisers – Annual Appeal, Public Art and Annual Dinner.

Discussion whether should consider on-going fundraisers vs. large “one time” annual event. Consensus was that a large event would be more difficult to coordinate without a “staff” person to organize. Although it might be a timesavings to board members if their time is reapportioned to help with a large event rather than several small events. The possibility of holding a small “retreat” to discuss this in depth may be sometime in February. This discussion was tabled for a future meeting.

* 1. Concerns regarding Pay Pal donations and whether they are receiving acknowledgement letters. Also, acknowledgement letters will be sent out quarterly.
1. **New Business** –
	1. Senior Resource Center request for reimbursement
		1. Senior Resource Center Director Elizabeth Price presented her annual request for reimbursement from the William Benjamin Trust fund for programming at the Senior Resource Center. She noted that 50% of the programming cost is covered by fees and the remaining 50% from the Benjamin Trust fund.

An additional request was presented as well. The SRC is requesting funds from the Benjamin Trust (~$20,000) to build out additional storage space for the Senior Resource Center. This space would be built-out under the stairs leading to the Village Center. The cost is high because of fire codes and the need to include fire sprinklers. The Elder Services Advisory Board approves the request and feels that this expenditure would be in keeping with the provisions of the Benjamin Trust fund.

Director Dresang moved to approve the Senior Resource Center/Elder Services Advisory Board’s request for reimbursement from the William Benjamin Trust Fund in the amount of $29,790.33; seconded by Director Lizdas. Motion unanimously approved.

With regard to the request to fund storage for the Senior Resource Center with Benjamin Trust funds, the Foundation agreed that this expenditure would be in keeping with the provisions of the trust.

1. Next meeting is scheduled for **Tuesday, November 13, 2012**.
2. Motion made by President Goldberg, seconded by Director Boehm to adjourn the meeting at 5:55 pm

Respectfully submitted,

Diane DeWindt-Hall
Recording Secretary