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**Shorewood Foundation Meeting Minutes**

**Tuesday, September 8, 2015**

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

In attendance were: Jennifer Anderson, Michele Boehm, Alicia Domack, Catherine Flaherty, Marion Gottschalk, Rose Spano Iannelli, Steve Kavalauskas, Nancy Lizdas, Mary McCormick, Alan Purintun, Thad Nation, Saj Thachenkary and Matt Simon. Absent: Kristin Fraser

1. President Domack called the meeting of the Shorewood Foundation to order at 4:32 pm.
2. The minutes of the July 14, 2015 meeting were reviewed. There was discussion about the language in item 4(d)(i); it was determined to leave as is. Director Kavalauskas moved, Director Flaherty seconded to approve the minutes as presented. **Motion approved unanimously**.
3. Benjamin Fund Request – Senior Resource Center Director Elizabeth Price presented the SRC’s request for $24,695 to reimburse the Village for expenditures occurred in 2014. There was a question about how the $ available for the SRC from the Benjamin Trust Funds was calculated. Ms. Price also indicated that the Elder Services Advisory Board would be holding a strategic planning meeting and that they would be requesting funds to cover that as well. Director Nation moved to approve the Benjamin Fund reimbursement request in the amount of $24,695 and Director McCormick seconded. **Motion approved unanimously**.
4. Treasurer’s Report – Director Kavalauskas reported that there is $28,600 available for new grants. He also unveiled a new format for the Grants Approved report.

SHS Media Center furniture grant ($8,000) – Shorewood High School is still looking for funds to complete the project as SEED did not approve any funds. They asked if the Shorewood Foundation would double our support. We did not. SHS has one (1) year to request the granted funds before they go back to the general fund account.
5. Standing Committees
	1. Development Committee Report –
		1. Director Spano Iannelli will send a draft of the letter for the annual appeal and the letter for the general mailing. Requested input on the donation levels: $50, $100, $250, $500, $ Surprise Us. Letters will go out without the personal note.

		Donor database – Runs about $200-$300/month; cannot currently justify the cost. Need to commit in order to grow donor base. Etapestry (used by SEED) could be an option. Would need to use it for more than just the one-time annual appeal to justify cost. Need to “ask” for donations more often.

		Stewardship - Need to understand the donors we have; how to recognize them (ice cream social, etc.). Director Nation agreed to obtain the Farmer’s Market list from Tia Torhorst and has volunteered to organize our various databases. He just needs them to be provided to him. Also discussed recognizing higher $ amount donors: in print, special dinner, etc. And whether we should include $$ amount levels.
	2. Audit/Finance Committee – Directors Purintun, Kavalauskas and Simon are scheduled to meet with BMO and then with the Board for an update of the Benjamin Fund (on 11/10/15 agenda) and will follow-up with ESAB afterwards.
	3. Grants Committee – Received post-grant feedback from LeRoy Augustine, Shorewood Concert Band
		1. Shorewood School District Expeditionary Learning Initiative
		2. Public Art - $50,000 – A couple of the directors saw the presentation of the Ghost Train concept. The Public Art Committee still needs approval from the Village Board, County and State of Wisconsin. It is an exciting project—mimicking the real train that used to travel the tracks through Shorewood, but there is still a lot of planning to be done. This request was TABLED until the Public Art Committee is further along in their process.

MSO/Shorewood High School Concert - $15,000 – the SHS concert band is being provided the opportunity for a side-by-side performance with MSO. The orchestra director, Karen Frink, was requesting the Foundation’s support so that parents who could not afford would not have to pay for a ticket. They would use the school lunch list to determine eligibility. Discussed previous grants to schools for theatre/arts. If we had excess funds to grant, maybe, but since the show will go on with or without our grant maybe this is not the most prudent use of funds.

There was discussion on whether we would grant $1500 to support the event and designated these funds to be used for families unable to pay.

From this conversation it was determined that the Shorewood Foundation would meet for a strategic planning session to discuss the big picture of the Foundation’s direction –sprinkle or big project—and how/if/when to fund future support of grant requests from the schools.

Called for a vote on whether to provide $1500 to support this event. Director Flaherty recommended supporting $1500 for the MSO/SHS Side-by-Side Concert, seconded by Director Lizdas. Voted yes: Directors Flaherty, Lizdas, Purintun and Thachenkary. Vote no: Directors Spano Iannelli, Domack, Nation, Simon, Kavalauskas, Boehm, McCormick and Anderson.

* 1. Special Events Committee
		1. Oktoberfest Update –
			1. When: Saturday, October 24, 2015; 6-11 p.m.
			2. Where: Three Lions Pub
			3. Cost: $5-$10 per ticket w/a revenue share on designated items purchased.
			4. How: - Three Lions will help promote it on their FB page, created an event, Metro Parent, On Milwaukee
			5. Needs: wristband (Alicia); posters (Saj); auction items (Catherine); distribution (Jennifer, Marion, Saj), include Farmer’s Market and Manager’s Memo
			6. Other – Send invite through PayPal to those who signed up last year; beer mug give-away.
	2. Nominating, Bylaws and Recruiting Committee – There is still one vacancy. Will put on hold until after the Strategic Planning meeting.
1. Old business – None
2. New business –
	1. Director Boehm will be stepping down. This is her last meeting.
	2. Director Nation will be the new chair of the PR/Marketing Committee
3. Next meeting – The Shorewood Foundation will meet on Tuesday, November 10, 2015 at 4:30 p.m. Look for emails from Director Domack to schedule the Strategic Planning meeting.
4. Adjournment – Director Kavalauskas moved and Director Flaherty seconded to adjourn the meeting at 5:45 p.m.

Respectfully submitted,

// diane dewindt-hall

Diane DeWindt-Hall
Recording Secretary