Shorewood Foundation Logo.eps

**Shorewood Foundation Meeting Minutes**

**Tuesday, March 10, 2015**

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

In attendance: Alicia Domack, Michelle Boehm, Mary Ellen DeHaven, Joel Dresang, Catherine Flaherty, Kristen Fraser, Rose Iannelli, Nancy Lizdas, Jane Frederick and Simon. Absent: Marion Gottschalk , Saj Thachenkary, Mike McCauley, Steve Kavalauskas and Melissa Nelsen.

1. President Domack called the meeting of the Shorewood Foundation to order at 4:35 p.m.
2. The minutes of the January 13, 2015 meeting were reviewed. There were a few spelling errors noted. Director Frederick moved to approve the minutes as presented with the noted changes. Director Fraser seconded the motion. **Motion approved unanimously**.
3. Treasurers Report – Director Dresang presented the report in Director Kavalauskas’ absence. (A copy of the report is available upon request.) Available funds $114,400 less funding for the 2015 4th of July fireworks and the Shoreline Interfaith obligation, which leaves funds available for grant requests of $97,900. The funds sitting in the FAB account ($16,600) will be used to help complete the boardwalk at Atwater Beach. Jay Urban has pledged a matching donation in Alicia Urban’s memory.
4. Audit/Finance Committee – The Audit/Finance Committee members met with the Elder Services   
   Advisory Board to review the financial reports from BMO. This group will meet annually with BMO and invite them to attend a Shorewood Foundation board meeting to provide an overview of the Benjamin Fund and answer any questions pertaining to investments.  
     
   Note –BMO has shifted some services and we now have new contacts, however, we still have the same account manager.
5. Grants Committee –
   1. **Post Prom Request - $400** – Director Flaherty moved to approve the request from the Post Prom committee in the amount of $400, seconded by Director Dresang. **Motion unanimously approved.**
   2. **Shorewood High School Scholarships -$2000** – The Shorewood Foundation was asked to continue its tradition of providing two (2) $1,000 award/scholarships for Shorewood High School seniors. It was suggested that we also request permission for pictures to possibly post on the website and/or Facebook page. Director Flaherty moved to approve the request for two (2), $1000 scholarships, seconded by Director Lizdas. **Motion unanimously approved.**
   3. **Shorewood Public Schools Art Department Summer Sketchbook Project -$500 –** Shorewood Public Schools Art Department requested assistance with funding a summer sketchbook project for all elementary school students. The Director Flaherty moved to approve the request for $500 to fund the Summer Sketchbook Project with the condition that the sketchbooks be included in the Thursday packet prior to the last day of school and that stickers or print on the books indicating that the sketchbooks were provided by the Shorewood and Director Fraser seconded. **Motion unanimously approved**.
   4. **Shorewood High School Media Center Furniture Upgrade - $8000** – Shorewood High School Media Center is requesting support to upgrade the furniture. They have also requested funding from SEED (they don’t’ fund bricks and mortar) and the PTO (who doesn’t have much money). This item was tabled. Returned to item. Director Flaherty moved to approve the grant request of $8,000 for furniture in the SHS Media room contingent upon property identify the items as donated by the Shorewood Foundation, seconded by Director Lizdas. **Motion unanimously approved.**
   5. **Lake Bluff Tennis Courts - $25,000 –** Director Flaherty has had converstions with Ted Knight to see if there are any other funding available. He noted that the Recreation Department has some funds but that they are limited to Recreation Department programs for school not community. The school is currently in conversation with the Wisconsin DPI to see if the funds could be used toward this project. Awaiting additional information. This matter was tabled until the next meeting.
   6. **Shorewood Farmer’s Market at Atwater School - $10,000 –** Tia Teahorst has requested funding from the SF to support the operation of a farmer’s market in Shorewood. The plan calls for the market to run from June 28 to November 1 (Sundays) from 10 a.m. to 1 p.m., with 17 booths selling vegetables, fruit, flowers, cheese, prepared foods, locally grown foods, etc. She(Tia) also noted that they are seeking Village support as the fiscal agent and School District support for use of space at Atwater School.  
        
      Some questions /comments:
      1. What happens next year if we are supporting approximately 85% (actually 74.9%) of the operating budget?
      2. Acknowledged that it takes some time to set up a non-profit
      3. Important that it is communicated that this is a one-time funding
      4. Does this person’s background speak to her ability to successfully run a Farmer’s Market?
      5. This is a great idea given the fact that Pick ‘n Save will be closed , at least, from May to December 2015.

Director Flaherty moved to approve the grant request in the amount of $10,000 contingent upon a) approval by the Village to serve as the fiscal agent and b) appropriate advertisement from the requestor that the SF is the sponsor. Director Ianelli requested that a breakdown of how the $10,000 will be used be requested and to find out if they have successfully solicited funds from other sources. Director Flaherty moved to table the motion.

* 1. Amenity Fund - The SF board had agreed to review the Amenity Fund brochure for items they could fund. Following are the recommendations:
     1. Three (3) outdoor table tennis tables (River Park, Atwater School and Lake Bluff – Director Fraser confirming with Principal Juffers) - $8,400
     2. Ten (10) bike racks for the high school - $5,000
     3. Three (3) tetherball systems (2-Atwater School; 1-Lake Bluff – Director Fraser confirming with Principal Juffers) - $1,444

Director Flaherty moved, to approve up to $15,000 to support the above referenced items, contingent upon use at places designated in the brochure and Lake Bluff School and that all items bear a plaque stating item donated by the Shorewood Foundation, seconded by Director Fraser. **Motion approved unanimously**.

1. Public Relations and Marketing –
   1. Recommendation that the SF approve $1154 for three (3), ½ pg. ads in the three (3) issues of the Shorewood Today magazine for 2015. This magazine is mailed to every household and Shorewood business, realtors, businesses, etc. The Shorewood Marketing Team is also exploring providing kiosks at business such as Outpost, Colectivo, La Boulangerie, etc . Also discussed possibility of including a tear off donation card in the magazine. It was also suggested that we use the Nifty 50 concept from the 2015 annual appeal. No need to approve; these funds are already budgeted. Director Boehm will move forward with the ads.
2. Nominating and Bylaws Committee -
   1. There will be four (4) positions on the Shorewood Foundation. Directors Frederick, Dresang, DeHaven and McCauley will be leaving the Board. There is one (2) interested applicant, Thad Nation, soon to be a former trustee. The Board is looking particular for individuals with skills in: event planning, financial, public relations and social media. Applicants are available on the SF website. Presdient Domack will also send the application and Personal Commitment Application to all directors to share with interested individuals.. Director Boehm will update the SF website and Director Dresang will post on Facebook. Information will also be provided for the Village Manager’s Memo.
3. Old business – None
4. New business – None
5. Adjournment – Director Dresang moved to adjourn the meeting at 6:25 p.m., seconded by Director Boehm. **Motion unanimously approved.**

Respectfully submitted,

//diane dewindt-hall

Diane DeWindt-Hall, Recording Secretary