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**Shorewood Foundation Meeting Minutes**

**Tuesday, September 9, 2014**

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

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

1. **Call to Order**. The meeting was called to order by President Alicia Domack at 4:30 P.M. President Domack moved include the annual Benjamin Fund request item which was inadvertently left off of the agenda. This item was considered on the agenda under Grants Committee Report .
2. **Approval of Minutes**. The following corrections were made to the draft minutes: Item 4bii) Charles E. Kubly Foundation; item 4di) Director Thachenkary offered to “check on banners and materials if the Foundation would like”; Jane Frederick was not absent. Director Dresang moved to approve the minutes as corrected, seconded by Director Fraser. **Motion approved unanimously.**
3. **Treasurer’s Report** -
	1. Treasurer’s report (dated 8/31/2014) was presented to the Board for review. (Copy available on request.) The Foundation has approximately $62,500 available for new grants. Highlights: Bulk of donations received the past 2 months have been for Plein Air or 4th of July; 2015 fundraising (annual appeal) will cost less than the $7700 of 2013/14.

A letter will be provided to grantees reminding them that they have one (1) year in which to request that the approve funds be released. Fireworks invoice is coming; remove the Conservation Committee rain barrel request.

1. **Standing Committees**
	1. **Audit/Finance Committee Report**
		1. Steve and Joel will meet with BMO staff regarding transferring funds from the Benjamin Fund account. They also talked with Elizabeth Price (Senior Resource Center) to review the spreadsheet for the Benjamin Fund formula. Also, Director Simon is joining the Audit/Finance Committee.
	2. **Grants Committee**
		1. **Follow Up Document**
			1. At previous meetings, a recurring concern was receiving information from grantees after events, i.e. attendance, how funds used, etc. Director Ianelli developed a simple form that grantee would submit that would serve the following purposes:
				1. Provide a history
				2. Provide for a level of accountability
				3. Provide material to tell “our” story
				4. Shifts the focus to what was accomplished rather than how much $ was granted

Director Ianelli suggested that we set a minimum $1000. Any grant over that amount must complete the form. The directors asked that d/b/a be spelled out. The form will be reviewed at the next meeting.

* 1. **Special Events Committee Report**
		1. Oktoberfest flyers/posters/banners are ready. 50 posters printed for distribution, 1 banner for hanging, email version sent to all directors to share and include appropriately
		2. Tickets are $50 in advance $60 at the door
		3. Directors will meet on Saturday afternoon at Three Lions to distribute posters to businesses. Will advertise on 88.9 Radio Milwaukee, Shorewood Foundation website, Manager’s memo, Three Lions website; sign at Estabrook Park (TV6 approval needed).
	2. **Public Relations/Marketing** –

The Shorewood Foundation was the presenting sponsor for the Plein Air event. Posted information on the website and Facebook (up to 46 likes); need more pictures. Adjustments to the website included:

* Adding
	+ Minutes
	+ 50th anniversary information
	+ President’s Club members
	+ Updated Director’s list
	+ Grant charts
* Use the site to raise visibility of the projects we support
* Include some “attaboys” about the Village, businesses and schools
	1. **Development Committee** –
		1. Mailing list is currently at 626 names
		2. Mary Ellen will get the names of the Ravenna and Cornerstone residents
		3. Met with Noah (Shorewood Press) to design the brochure
			1. Mailer will highlight 50 years of service
			2. Will have article for Manager’s Memo as well
			3. Perhaps highlight a goal, i.e. to raise $50,000 or support 50 projects.
			4. Personalize the “ask” when possible
		4. Committee will move forward with new brochure without any additional approval
	2. **Nominating, Bylaws and Recruitment Committee Report** – Nothing to report.
1. **Old Business** - None
2. **New Business** –
	* 1. **Annual Benjamin Fund Request - $22,860**
			1. Andrew Alden, ESAB member and Home Sweet Home Program volunteer, along with SRC Director Elizabeth Price presented the annual Benjamin Fund reimbursement request for eligible expense during 2013. In addition to the reimbursement, Ms. Price will also ask for reimbursement for fees to fund replacing the current Village Center manual dividing wall with an automatic retractable wall. The Village Board has been requested to provide $11,000 to fund this upgrade. Upon receiving all approvals, the wall would be upgraded in early 2015. Ms. Price also highlighted some other program requests for 2015 – art competition to produce artwork for the SRC Conference Room ($1000 award); increase PT staff hours to 18/week. Director Fraser moved to approve the Benjamin Fund Request in the amount of $22,860, seconded by Director Frederick.  **Motion unanimously approved.** Back to agenda order.
3. Next meeting is scheduled for **Tuesday, November 11, 2014**.
4. **Adjournment.** Motion made by Director Kavalauskas, seconded by Director Simon to adjourn the meeting at 6:15 p.m. **Motion carried unanimously**.

Respectfully submitted,

Diane DeWindt-Hall
Recording Secretary