

# Fernwood Fund

## Board Meeting Minutes (06/11/2018)



Date: Monday, June 11, 2018 at 5:30pm  
Location: Milwaukee's Craft Beer Garden at Humboldt Park, Milwaukee, Wisconsin  
Attendance: Sean Kane, Mel Limas, Lorinda Flores, Benjamin Stocks, John Sanchez, Amy Joyce  
Absent: Isaac Roang, Tara Baszler, Jennifer Brumm-Maciejewski  
Guests: Matt Ray, Eric van Schyndle, David Eskra, Robbie Oldenburg  
Facilitator: Sean Kane, Board Chair  
Note Taker: Benjamin Stocks

### Meeting Notes

- Meeting called to order by Sean Kane at approximately 5:42 pm
  - Attendance list reflects the 2017 / 2018 board composition, new members will be shown in attendance or absent for meetings after July 1, 2018
- Beers and Cheers Overall Recap
  - Ticket sales were higher year over year
  - Corporate sponsors made up a larger portion of the overall funds received
  - Non-attendees were bidding for the online items, at a minimum they drove up the initial price before the event
  - Financial total is very close to last year with some sponsorship receivables still outstanding
  - Tentatively target June 2nd 2019 for next year's Beers and Cheers
- Lessons Learned for Beers and Cheers 2019
  - Build a specific team around soliciting sponsorships and start earlier in the year, target February
  - Student art projects continue to be a big auction draw, begin discussions in the fall with teachers on projects
  - The live auction items tend to be group buys, consider teasing them more through social media ahead of the event to give more buyers a chance to group up
  - Some attendees did not bring the phone they registered with into the event and could not participate in the auctions, need to provide better guidance that phones improve the experience and how to use Gesture staff to assist
  - Start the conversation with the foundation regarding timing and thank you letters earlier in the year and consider in person meetings as opposed to email
  - Consider having students create thank you letters that can be used for auction winners and sponsors
- Landscaping
  - Amphitheater – project is complete, concern with using Branch and Boulder for the construction aspect of future landscaping projects due to lack of responsiveness in communication
- August Meeting
  - Tentatively scheduled for Wednesday August 22nd, 6:30PM at South Shore Terrace. **Action** Mel to confirm date and communicate closer to August
  - Agenda topics for August should include: planting day, plan for 2018 / 2019 landscaping project and 2018 / 2019 meeting calendar
- Meeting informally adjourned at approximately 6:17 pm