

ICLRU Board Meeting
Minutes – April 16, 2018
11:40 AM

Present: Joan Brody, Henrietta Leary, Sue Masterson, Les Miller, Selwyn Schwartz, Angie Sharkey, Steve Wolf, Andrea Zietlow and Bob Masterson.

Not present: John Wiese.

1. President Andrea Zietlow called the meeting to order and confirmed the quorum.
2. Joan Brody moved to approve the March 2018 minutes. Henrietta Leary seconded and the motion carried.
3. A brief discussion took place about the decision to hold space early on the agenda for member participation at board meetings. No members attended the April meeting.
4. Unfinished Business:
 - a. There was no update about the possibility of ICLRU placing an easel in the rotunda area containing information and directions for new members and visitors to ICLRU.
 - b. Joan Brody will be meeting with her contact at the Elgin Symphony Orchestra to provide the appropriately sized half-page ad for the symphony's playbill that Angie Sharkey arranged.
 - c. Andrea Zietlow will talk to Bob Masterson about routinely following up (perhaps once each month) with members who check out DVD's and any other media resources that belong to ICLRU.
 - d. Henrietta Leary will send some recent intersession topics to Jeannette Magdaleno that may be a good fit for stand-alone presentation options at Friendship Village. Henrietta is doing an excellent job and filling a lot of roles for ICLRU. She will keep notes of her activities with Friendship Village so that we continue to communicate with them on a timely basis.

- e. Plans for Member Recruitment during Summer / Fall Intersession:
- i. Henrietta Leary created a flyer inviting potential members to attend the Summer/Fall Intersession with a current member.
 - ii. There will be an e-blast, and a flyer will be posted on the bulletin board. This initiative will be mentioned at the upcoming Annual Meeting and in announcements during the Summer Study Group Session.
 - iii. Bob Masterson would be able to register members for the Intersession and also indicate the name of the ICL Guest, but the names will not print up on the attendance and roster sheets. The names will be retained in the database.
 - iv. Intersessions are advertised as 'first come – first served.' Bob will get the largest rooms he can for each intersession.
 - v. A brief orientation meeting should be held with all the Intersession Presenters so they understand their role in this initiative. Presenters would be asked to:
 1. Ask if anyone is new to ICL or if he/she is a guest. Alternatively, ask if members would like to introduce their guest to the class;
 2. Ask the guest to fill out a small form with name, address, email, etc. Ask the sponsoring member to fill out a form for a later drawing.
 - vi. Sue Masterson moved to discount the initial annual membership price by \$25 for all guests who join ICLRU during our recruitment campaign by a specified date (to be determined). Angie Sharkey seconded and the motion carried.
 - vii. Angie Sharkey moved to hold a drawing for all sponsoring members if their guest joins ICLRU during the recruitment campaign. Up to three members will receive a \$25 discount off their next renewal membership. Henrietta Leary seconded and the motion carried.
- f. Discussion of changes / improvements to our current technology to assist in recruiting younger members.

- i. Andrea Zietlow reported that her daughter is willing to try and help us improve our position on online searches of various key words, and with PayPal if we are able to wait until summer.
 - ii. Andrea's daughter is not an expert with using Facebook as a marketing tool and we would need to look elsewhere if we decide to pursue that.
 - g. Steve Wolf will follow up with Jeannette Magdaleno concerning an honorarium for Pianist, Katrina Sudman who will be appearing at Friendship Village in July. As ICLRU members will be invited, Steve will keep the board posted if Friendship Village has no budget for this event.
5. There were no additions or changes to the ICLRU Calendar.
6. Treasurer, Joan Brody's report indicated total assets of \$142,846.43, total equity of \$140,518.23 and net income of \$523.70. There are currently 419 members.

Joan included a new report showing Profit & Loss Previous Year Comparison for each account. Bob Masterson answered a few questions for Andrea Zietlow.

7. There were a few updates to the Committee Reports:
- a. Mid-America Bus Company has been sold to a new owner. Jack McKee and Selwyn Schwartz are checking on the new company and possible alternatives for the Cub's trip to Milwaukee. Henrietta will rely on their recommendation for the upcoming field trip to Lake Geneva.
 - b. Henrietta Leary and Selwyn Schwartz reported on a recent meeting that they, John Wiese and George Venetis attended with Marie Lanza, Director of Sales and Marketing with The Moorings in Arlington Heights. At present there is no commitment for sponsorship of a summer lecture series at ICLRU. This item will be tabled until Marie Lanza indicates she is interested.
 - c. Andrea Zietlow provided additional information from Program Development:
 - i. Currently 86 members have reserved 213 seats for the Spring/Summer Intersession program.

- ii. As of April 10, six Summer Study Group proposals were submitted.

8. Other?

- a. Joan Brody will be able to share our trifold brochure at the Forest View Educational Center Senior Celebration Day on April 23 in Arlington Heights. Our brochures will be passed out and the \$350 table fee will be waived. The event brochure is attached.
- b. Bob Masterson will be asked to send an e-blast to the membership about the bulletin board outside room 704 containing these elements:
 - i. If a member would like to post something on the bulletin board, please give it to Bob who will collect it and ask Henrietta to post it.
 - ii. Members who post announcements should be urged to take a few ICLRU trifold brochures to promote to the organization we are advertising.
- c. Members may not be aware that ICLRU owns a wheelchair that is kept in the Center, Rm. 705 for the convenience of our members. This wheelchair can be used to assist members to and from their car and in attending classes. We do ask that the wheelchair be returned to the Center when the member is done with it, so that it will be available when needed.

Board members will spread the word to members who may appreciate knowing the wheelchair is available on a 'first come – first served' basis.

9. Next Board Meeting Date: [Tuesday, May 22 at 10 AM](#)

10. Henrietta Leary moved to adjourn at 1:35 pm. Steve Wolf seconded and the motion carried.