

ICLRU Board Meeting
Minutes – May 22, 2018
10 AM

All Board Members were present for the meeting. Office Manager Bob Masterson was also present for most of the meeting.

1. Andrea Zietlow called the meeting to order at 10 AM and confirmed the quorum.
2. Selwyn Schwartz moved to approve the April 2018 Minutes. John Wiese seconded the motion and it carried.
3. No ICLRU members other than board members attended the May meeting.
4. Unfinished Business:
 - a. Elgin Symphony Orchestra Partnership Update – Joan provided ICLRU marketing information (with pictures) from a recent Elgin Symphony Orchestra performance. Many thanks to Joan and Angie for making this happen.
 - b. Member Recruitment during the Summer / Fall Intersession
 - i. Henrietta Leary will update her flyer for an e-blast.
 - ii. Les Miller moved that we expand the \$25 initial membership discount to all new members who join in August and September 2018. Steve Wolf seconded the motion and it carried.
 - iii. The one-time \$25 membership renewal reduction would apply to up to three members who invite guests, who enroll by Sept. 30.
 - iv. Andrea Zietlow distributed draft Guest and Member Tickets for review and discussion.
 - v. Andrea will arrange to be on campus on multiple days and times to meet with the Summer/Fall Intersession Presenters to explain their role in the recruitment campaign.

- vi. Presenters should build time in for their introduction and to make sure tickets get filled out.
 - vii. Presenters should pick up tri-fold brochures and Fall Study Group brochures at the Center that can be made available for guests at each Intersession presentation.
 - viii. Andrea will inform the membership about the recruitment campaign at the Annual Meeting, and bring tri-folds to the Annual Meeting.
 - ix. Bob & Sue will bring the 2017 Annual Meeting Minutes and Tri-Fold brochures to the Annual Meeting.
 - x. The Summer/Fall Intersession brochure will be available online and via e-blast for members to share with their friends and family who are prospective guests.
- c. Use of Bulletin Board and Announcements for Non-ICLRU Events
- i. ICLRUs large bulletin board has been overcrowded lately with Non-ICL announcements.
 - ii. Andrea Zietlow prepared a Community Events form for ICLRUs members to complete. Bob Masterson will compile a running list of 'Community Announcements' and he will keep them current. This list will go out to the membership in an e-Blast and would also be posted to the bulletin board.
 - iii. Flyers advertising Non-ICLRU events can be made available near the attendance sheets for study groups and intersessions, and they can be made available in the Center.

5. New Business

- a. Announcement of Slate of Candidates for Annual Election
The Nominating Committee, led by Marlene Brusko, informed us that Les Miller, John Wiese, and Andrea Zietlow are the slate of candidates for the upcoming election of Board members.
- b. It's been 6 years since the bylaws were last reviewed. Selwyn Schwartz moved to establish a by-laws review committee. Henrietta Leary will chair the committee. The committee will consist of at least 2 non-board

ICLRU members and at least 2 board members. The committee will report back to the board with any suggested revisions. Les Miller seconded the motion and it carried. Andrea Zietlow and Les Miller volunteered to serve on the committee.

c. Annual Meeting

- i. Andrea Zietlow has begun planning remarks for the meeting. She will share accomplishments over the last year including new Intersession Presenters and Study Group Coordinators, the Member Handbook, the revised evaluation form, the media resource library update, the Campus Safety and Healthy Eating presentations, changes to Plato's Place, the addition of ICL Reads, food supplies collections for students and this year's Pharmacy Scholarship.
- ii. Andrea will speak briefly about finances. She and Joan Brody will prepare some remarks.
- iii. Marlene Brusko will be introduced to announce the candidates for election and call for the vote.
- iv. In closing, Andrea Zietlow and others will address questions or comments from the membership.

d. Friendship Village

- i. Jill Lund Steco is the newly appointed Lifestyles Director at Friendship Village in Schaumburg. Ms. Steco and ICLRU Vice President, Henrietta Leary preliminarily discussed potential changes to the mutual Partnership Agreement. Some contract items may be re-negotiated. Henrietta will meet with Ms. Steco again in early June.
- ii. Board members with legal and advertising/marketing expertise offered suggestions and potential assistance to Henrietta.
- iii. Many current and soon-to-be residents of Friendship Village are members of ICLRU. A 'cost of acquisition' computation might be developed.
- iv. ICLRU would be able to offer Friendship Village more for their annual financial contribution in terms of advertising. According to

the existing contract, Friendship Village representatives could set up a marketing table at the Winter Lectures or a representative could make a brief (15-minute) presentation before a lecture. If a short marketing video or virtual tour video is available, we could offer a link on our website. Friendship Village has not taken advantage of the Partnership page on our website.

- v. If funding were to decrease, then we would retain the quality of our lecture series but the number might be reduced slightly.

6. ICLRU Calendar Additions / Changes

The Summer Study Groups Wrap Up meeting will be held on Aug. 8

- 7. Joan Brody, Treasurer, reported net income, through April is \$3,081. That's up by \$6,218 over last year. Total cash, \$145,364 is up by \$2,639 compared to last year. Total Equity is \$143,076, which is \$2,419 higher than last year. Membership has improved compared to last year. Membership seems to have stabilized at 417.

8. Committee Reports

- a. Henrietta Leary reported that 36 members and guests are registered for the Lake Geneva field trip
- b. The Lyric Opera confirmed the two operas. Henrietta will start promoting them. They will be on the bulletin board but won't be in the weekly announcements.
- c. The ballet is nearly sold out. Henrietta can get more tickets, if needed.
- d. Selwyn Schwartz reported that 38 members and guests have signed up for the Milwaukee Cubs game. Two members needed to drop, so we're refunding their ticket prices. Selwyn might be able to sell any extra tickets at the ballpark.
- e. Andrea Zietlow provided an update on the 17 Spring/Summer Intersession classes -- the most ever offered. Members signed up for 529 seats and 2 new presenters are preparing segments.
- f. Andrea would like to offer members and guests 20 – 24 Intersessions for Summer/Fall. There are 7 now. Andrea will prepare the brochure when she's back in town on June 17. Angie Sharkey congratulated Andrea on the success and popularity of the Intersession program.

- g. Bob will send another e-blast before June 15 for Study Group proposals.
 - h. In future we might want to revisit the idea of perks for Intersession Presenters.
9. Other?
- a. Gardeners who have represented ICLRU with the RU Community Garden for the past several years are not participating this year. Members can be notified via e-blast that there may be gardens available on an individual basis and contact information will be provided.
 - b. Lawrence Potempa, Associate Professor of Biochemistry & Immunology Chair Research and Scholar Endeavors, Dean's Office, College of Pharmacy contacted Steve Wolf to advise that the ICLRU - RU Pharmacy College Scholarship recipient is Kristina Khaireddine. Steve will meet with her to discuss availability and choice of topic for a presentation to ICLRU's membership and to present her with a scholarship prize.
 - c. The July piano concert is on schedule at Friendship Village. Steve Wolf will prepare a flyer for the membership.
 - d. Andrea Zietlow will be out of the country until June 17. Please email her if anything is needed.
 - e. Angie Sharkey noticed from the pictures Joan provided that the black and white ICLRU tri-fold brochures looked very plain in comparison to the other offerings on the Elgin Symphony Orchestra tables. In future we might consider using VistaPrint or another vender to print the brochures in color. 500 brochures would be \$0.40 each and could be available in 2-3 days. This might be money well spent in terms of attracting new members to join our organization.
10. Next Board Meeting Date:
- a. [Tuesday, June 19 at Chandler's Banquets, immediately following the Annual Meeting.](#)
 - b. [Monday, July 16 at 11:15 AM. \(Joan will be on vacation and not able to attend\).](#)
11. Selwyn Schwartz moved to adjourn the meeting at 12:15 PM. Sue Masterson seconded the motion and it carried.