

ICLRU Board Meeting
Minutes – June 15, 2020
10:15 AM

All board members and Bob Masterson were present.

ICL Member Participants: Bob Allen, Debbie DeChinistso, Ruth Sellers, and Sheila Schwartz

1. Andrea Zietlow called the meeting to order at 10:18 am and confirmed the quorum.
2. Bill Amster moved to approve the May 2020 minutes without change. Andrea Basalay seconded and the motion carried.
3. Member Participation
 - a. Sheila Schwartz informed the board that RU has not decided what to do about the scheduled 75th Anniversary celebration: *A Day in the Life of 1945*. The original dates were Aug. 31 to September 11.
 - b. Debbie DeChinistso is scheduled to present an Intersession on August 12. Andrea Zietlow offered to host or co-host Debbie's class on Zoom. If arrangements can be worked out so that Debbie's guest speaker can participate virtually, the class may be offered on Zoom.
 - c. Bob Allen thinks the Zoom classes are great and wants the board to consider offering at least one Zoom session each week. This would be a way to reach out to members who are less mobile and to include members who can't attend in person for various reasons.
4. New Business
 - a. The 2020 Annual Meeting was discussed:
 - i. ICL and Chandler's Banquets were able to work out Tuesday, August 4th as an alternate date for the 2020 Annual Meeting. At this point, we can assume that ICL's Annual Meeting will be conducted via Zoom. A date has not been finalized for the Zoom meeting.

- ii. Andrea Zietlow provided a typical draft agenda for the board to review and discuss.
 - iii. An e-blast invitation to the Annual Meeting (no less than 10 days nor more than 30 days prior to the meeting) might be worded to reserve space for the first 100 members to attend. A quorum requires a minimum of 10% of the total membership (approximately 40 people).
 - iv. Gene Flynn suggested we promote the event on the weekly Zoom presentations. Several board members were in favor of stressing that we need to attain the minimum number for our quorum, but we want as many members as possible to attend. For \$5, ICL might consider a one-month upgrade to an existing Zoom account, enabling up to 300 participants to attend.
 - v. Bob Masterson suggested that the election of officers be moved up on the draft agenda so that the necessary business of the meeting could be covered first. The board agreed this would be helpful.
 - vi. Following a discussion of the format for the agenda, and the appropriate length of time for this business meeting, Bill Amster moved that Andrea should follow the normal agenda, with the election of officers moved up on the agenda. By rapidly moving through the agenda, Andrea would be able to cover all the information. Andrea Basalay seconded the motion and it carried by a vote of 7-1.
 - vii. It may be possible to email ICL volunteers ahead of time to confirm whether they will be attending online, because we plan to recognize them at the meeting.
 - viii. For members who are unable to attend the meeting, Andrea Zietlow might follow up the Annual Meeting with a President's 'State of ICL' e-blast noting the annual accomplishments and recognizing volunteers.
- b. The board discussed various options in lieu of the Fall Appreciation Luncheon. This year, there are approximately 50 members who would be recognized. John Wiese moved that ICL should mail a Certificate of Appreciation in September to ICL members who have

made a significant contribution to the organization in the previous year. Les Miller seconded the motion and it carried. This might be followed up with an e-blast to all members thanking ICL volunteers for their help during this difficult time.

Andrea Zietlow offered to purchase certificates. Andrea will mail the certificates in large envelopes available in the ICL Office.

- c. Andrea Zietlow provided the board with an update on the virtual classes on Zoom:
 - i. Up to 150 members recently participated in the virtual classes at one time or another.
 - ii. Andrea e-mailed a sampling of 25 members who frequently attend on-campus study groups, but who had not been noticed on Zoom, to find out what concerns these members might have about attending the Zoom classes. There were 8 responses. Four said they had attended and enjoyed a class. Three said they had not attended due to prior commitments and they may attend in future. One member said she was not a fan of Zoom. Three others, who did not respond, have since attended a Zoom class.
 - iii. Attendance is gradually increasing and it doesn't seem that we can do more to attract participants.
 - iv. Bob Masterson received a response from RU's media center on the possibility of our conducting 'live' classes at RU while simultaneously streaming on Zoom.
 1. ICL would need to provide our own camera equipment.
 2. If members want to try to combine a 'live' class with a Zoom presentation, they are welcome to do that, but it's not something the Board is ready to recommend.
 - v. Bill Amster noted that Coordinators and Presenters would need to bring a personal laptop to RU and have a personal paid Zoom membership in order to simultaneously present a 'live

virtual' class. Some members would be willing to do this, but many might not be able.

- vi. It seems that the cleanest option is to hold a one-hour mini-presentation (or an entire presentation) on Zoom following the 'live' class.
 - vii. Zoom hosts have experimented with recording sessions. An hour after the presentation, a link and password is sent to the Host. These could be forwarded to the membership if we choose to do that. Each paid Host is allowed 1 GB of space which would provide 1-1/2 hours of low-quality video. It might be possible to retain two sessions for a limited time period, but there are storage constraints.
 - viii. Google Meetings or other platforms might provide options. The Zoom Committee will need to decide if they want to investigate the strengths and weaknesses of other vendors.
- d. In late May, Andrea Zietlow had a video meeting with Dr. Mablene Krueger, Chief Operating Officer, Schaumburg Campus, to ask about RU's plans for Fall. Andrea learned that:
- i. RU is important to Roosevelt University and that Dr. Krueger will keep Andrea and Bob Masterson in the loop on future plans.
 - ii. Andrea will have another Zoom meeting with Dr. Krueger next Monday. There may be something substantial to discuss. We will want to find out if ICL will be able to use the largest classrooms. Andrea will send board members a report after her next meeting.
 - iii. Currently RU expects to have some on-campus classes and some virtual classes. They hope to give freshmen an opportunity to be on campus, but the number of students is unknown and there is no information yet concerning which classrooms they would be using. Labs are being prioritized and the university hopes to give the freshmen an opportunity to be on campus.

- iv. Everyone will be required to wear a mask indoors. There will be an app-based questionnaire asking health questions when individuals enter the building, as well as a self-administered temperature check.
- v. To achieve social-distancing in classrooms every 3rd seat would be filled. Room 706 would hold approximately 21 members.
- vi. There would be signage in the hallways controlling the flow of traffic.
- vii. If members want to sign out a DVD from the ICL Office, they would contact Bob Masterson and arrange to meet at RU on Thursday from 10:30 to 11 am and Bob will assist.
- viii. Andrea Zietlow and Bob Masterson needed a clear idea of how many coordinators and presenters might be willing to conduct a class on campus in the Fall, assuming the current situation remains unchanged:
 - 1. 58 Members replied out of 102 emails sent.
 - 2. 25 Said they would attend classes, 26 said they would not attend, and 7 were unsure.
 - 3. It appears from speaking with Coordinators that ICL may have as many as 8 classes on campus in the Fall. Others will conduct classes on Zoom. Mike and Marilyn Glass said they would be willing to conduct classes in the morning and afternoon assuming Rm. 706 is available. Andrea provided details on potential classes.
 - 4. There is still a lot of uncertainty since we're only at the halfway point. Andrea Zietlow has support from the board to request Fall proposals, conduct registration, and continue with virtual classes.
 - 5. Andrea shared a few comments from Coordinators and Presenters.
 - 6. Should ICL stagger class start and end times, and limit the Fall session to a specific number of weeks to avoid a possible second wave of the virus? If we stay with our

current timeframe we could always cut back, as needed. The Zoom Committee discussed offering multi-week Zoom classes and multi-week 'live' classes to avoid stand-alone, one-week Zoom classes that might divert attendance occasionally from the 'live' classes. The board did not see that as a prohibitive new issue, especially since we don't have much experience to go by.

- e. There was discussion of a draft ICL Update that Andrea Zietlow prepared for the board to review. This letter encourages members to renew their memberships when they come due to keep ICL going during this difficult time. There is a brief mention that if members would like to help us weather these difficult times by making a donation to ICL, we would also welcome that.
 - i. It was suggested that we should add a reminder that a donation would be tax deductible, since ICL is a 501(c)3 organization.
 - ii. Andi Basalay suggested that members could also find out if their previous employers would provide a matching donation. Andi will provide a sentence to that effect to Andrea.
 - iii. The board will review a final version of the letter, which will be e-mailed to members in late June.
 - iv. Bob Masterson provided the current status of paid and unpaid memberships for the past few months. August and September will be ICL's two largest renewal months.

5. Unfinished Business

- a. Andi Basalay provided a Web Analytics Report for the current website with data from May 1 – June 11. As we move forward, this data will become more helpful in understanding visitor preferences.
- b. At a June committee meeting, it was noted that the ICL logo emphasizes Roosevelt University. The ICL lettering is much smaller. Our Web Designer offered to create logo designs for the Board's consideration. Sue Masterson will distribute them to the Board after the meeting. She asked Board Members to please review them and reply with their top two designs by end of day Wed., June 18.

- c. Our Web Designer will show Gene Flynn and Andi Basalay how to manually move Facebook posts to Twitter and allow Twitter posts to display on our website. Gene and Andi will have oversight over the social media comments that will be shown on the website.
 - d. The background for a section called *Today at a Glance* will change seasonally and has now changed to a 'summer' image. Images will be rotated over the seasons so the page does not appear to be stagnant.
 - e. Sue Masterson asked Board Members to participate in the web update by providing content and encouraging their spouses and friends who are members to participate as well.
 - i. We're asking for Board Members' short quotes, and brief 'Bios' for two sections on the website: *What They Say About Us* and *Who's Who at ICL*.
 - ii. The *Who's Who at ICL* section was modified to randomly display four of eight members at a time and will rotate on a regular basis.
 - iii. Please send your submissions to Andrea Zietlow and help us by suggesting other members we could ask.
 - iv. The ability to process credit cards online is completed. It has been tested and is working. We can accept AmEx, Discover, MasterCard and Visa. We are working on integrating ProClass with the website and hope to have that done in the next week to 10 days. Bob is updating both the current ICL database and the ProClass database with payments and changes as they come in.
6. There were no changes to the Calendar.
7. Treasurer, Bill Amster reported that Total Assets are \$135,453, Total Equity is \$134,867 (the difference is \$586 due to American Express). Net Income is \$764.00. Current membership was reported as 393 through May 2020. Additional observations were:

- a. Net income for May alone was \$63.
 - b. Assets ending May 30 are \$135.4K including 12 regular renewals and 5 coordinator renewals.
 - c. The only notable expense for May was the Office Manager salary of \$1,300. Note that Bob reduced his salary to 60% because of reduced time on the job.
 - d. Membership decreased slightly from 399 to 393. Our break-even point is about 450 members.
 - e. A Sterling Bank CD came due and Bill decided to roll it over. Interest rates are low and Sterling Bank offers competitive interest rates.
 - f. Our goal is to maintain the financial status quo and retain as many members as possible through programming. We may need to consider what our budget looks like if we drop down to 350 members. There are events we can modify, such as the Annual Meeting and Holiday Party if we have a much lower membership.
 - g. In October when a new budget is proposed we'll have a much better feel for what's necessary.
8. There were no additions or changes to the written Committee Reports.
 9. There was no other business.
 10. The next board meeting is scheduled for Monday, July 20, at 10:15 am via Zoom.
 11. Gene Flynn moved to adjourn the meeting at 1:03 pm. Bill Amster seconded and the motion carried.