

ICLRU Board Meeting
Minutes - August 20, 2018
11:15 AM

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

Absent: John Wiese

1. Andrea Zietlow called the meeting to order at 11:15 AM and confirmed the quorum.
2. Selwyn Schwartz moved to approve the July 2018 minutes without change and Henrietta Leary seconded. The motion carried.
3. ICLRU Member, Bob Allen suggested ICLRU participate in a new special interest group focusing on the history and genealogy of the American colonies. This would be in conjunction with The Chicago Area Genealogy Group of Northern Illinois (CAGGNI), and would be in addition to ICLRU's current activities. Efforts will be made to ensure that this initiative doesn't conflict with other ICLRU events. ICLRU members who join the group would pay \$25/year membership fee to CAGGNI.

The group will look at:

- a. The history of each of the 13 colonies
- b. Sources for obtaining more information - videos, websites, books, magazines, organizations
- c. Famous/Infamous people living in each colony
- d. Timelines
- e. Ancestors of attendees that link to the subjects covered and maybe to other attendees

Les Miller moved that ICLRU approve Bob Allen's idea for the CAGGNI special interest group. Henrietta Leary seconded and the motion carried.

Bob Allen will prepare a flyer that Bob Masterson will send as an e-blast to members. Those interested will be asked to contact Bob Allen directly.

4. Andrea Zietlow described ICLRU member Gene Flynn's recent contact with the Palatine Public Library. Gene suggested that ICLRU members work out schedules with various local libraries to give Intersession presentations and promote ICLRU. We've been relying on friends and family and the time has come to attract new 'younger' members.

Comments and questions included the following:

- a. As a matter of courtesy, ICLRU members should be informed before their names and speaking topics are distributed to third parties.
- b. Who would be approaching the libraries?
- c. Would an honorarium be provided for speakers?
- d. A presentation schedule would need to be developed
- e. Venue equipment requirements would need to be investigated.
- f. Libraries would be told about the high quality of our speakers

Prior to board approval the Outreach Committee and Gene Flynn will determine whether the Palatine Library is interested.

Andrea Zietlow gave Selwyn Schwartz, Chair of the Outreach Committee, several other suggestions and ways to market ICLRU that she received from members. Selwyn will review and will report back in October.

5. Unfinished Business:

- a. Technology Changes/Improvements
 - i) Social Media – Andrea Zietlow met with Mike Thompson and spoke with Bob Masterson recently. At this time, no one from the Schaumburg Library could address our questions about social media marketing but Andrea Zietlow was given some information. ICLRU member, Gene Flynn offered to help improve the organizations Facebook page.

- ii) Selwyn Schwartz will follow up with the Daily Herald on an article to increase local interest and help drive web searches to ICLRU.
- b. The Information Cards (business card format) that John Wiese developed for prospective members will be provided to the Elgin Symphony Orchestra and can be brought to ICLRU events so that members can pick them up. The availability of these handouts will be mentioned in an e-blast as well as in the weekly announcements. The address correction (from Parkway to Boulevard) will be done at reprint.
- c. The draft Moorings Partnership Contract was reviewed by the board in detail along with suggestions elicited from board members. Advertising options were reviewed for the Member Directory. Full-page ads could appear one over the other early in the directory.
 - i) Andrea Zietlow, Chair of Program Development, prefers to hold the three summer lectures in July during the Summer Study Group session on Wednesday afternoons during weeks 2, 3, and 4.
 - ii) The Request for Study Group Proposals will indicate that Wednesday afternoons will not be available to coordinators.
 - iii) Henrietta Leary will ask Marie Lanza whether Wednesday afternoons at 1:30 PM in July is agreeable to The Moorings.
- d. Angie Sharkey gathered information on pricing and potential printers for the project to add color and update the tri-fold brochure.

Angie did the legwork, but she will not be able to further pursue this project at this time.

- i) Steve Wolf will check the spreadsheet of member talents through 2014 compiled by Cathy Jensen.
- ii) Bob Masterson will review recent member applications looking for interest and experience in graphic design rather than hire an organization.
- iii) An e-blast may go out to members stating that the board is considering re-designing the trifold flyer and asking if anyone is willing to take the project on.

- iv) Andrea Zietlow may discuss it with members who have marketing experience, such as Richard Westgard.
- v) Are user reviews available for any of the prospective printers?
- vi) Are samples available from the print vendors?
- vii) Are there provisions for a re-print, if we are unhappy with a print job?

6. New Business

- a. Steve Wolf reported that the October Piano Showcase – Music of Debussy - will be held Friday, Oct. 12 at 2 PM (doors open at 1 PM) at Friendship Village.
- b. Andrea Zietlow has one of her coordinator study group presentations posted on iclru.org. Andrea intends to inform coordinators about this opportunity at the Appreciation Luncheon. An alternative was brought up - coordinators who choose to do so might send a pdf of weekly power point presentations to all current class members.
- c. ICLRU is advertising our August and September discount for new members with attendees at Elgin Symphony Orchestra summer events. The ESO will post the flyer on their Facebook page and in their September and October concerts. After Sept. 30th we will need to send new material to the ESO.

- 7. ICLRU Calendar Additions / Changes – Andrea Zietlow would like to reserve a date for the special event in Alumni Hall for the ‘ICLRU Reads’ featured book, Being Mortal. The committee’s first choice for Alumni Hall would be April 12, 2019 and second choice would be April 5.

Funding for this event will be taken up in October/November under the 2019 budget. The new contract between ICLRU and RU for rental of Alumni Hall should be effective January 1, 2019. This event date will be reserved and will appear on the calendar when funding is approved and the venue has been secured.

- 8. There were no questions or comments on the Treasurers Report.

9. Additional information on the Committee Reports & By-laws Committee Update:

- a. Henrietta Leary may discontinue offering the off-campus outings to the Lyric Opera. She was required to pay a 50% deposit on tickets by July and 1 ticket has been sold. This is probably due to purchasing tickets so far in advance of the performances.
- b. For Field Trips, Henrietta is considering a trip to Oak Park to visit the Frank Lloyd Wright home. The cost of the trip would be approximately \$50. A suggestion was made to also include the Hemingway House, which is nearby.
- c. The Lecture Committee will meet right after Labor Day.
- d. The Program Development Committee thanked Joan Brody for her co-chair leadership. Joan will continue on the Committee and it will meet Oct. 12 at 11 AM to discuss perks for Intersession Presenters.
- e. The 'ICL Reads' Committee is considering a Being Mortal – Living Options Fair (April 12 event). Providers of various types/levels of senior living options, such as Friendship Village, The Moorings, and others will be invited. The budget will be taken up later this Fall.
- f. Henrietta Leary, Chair of the By-Laws Committee announced the Committee Members: Karen Bales, Marlene Brusko, Les Miller, Selwyn Schwarz, and Steve Wolf.

Andrea Zietlow asked all board members to carefully read the by-laws and send input to the committee. Bob Masterson suggested board members might visit the Road Scholar Institute site and review the by-laws of similar 501(c)3 organizations.

10. Other?

- a. On September 8, Andrea Zietlow leaves for China. Andrea opened a Yahoo account: andrea.zietlow@yahoo.com and asked that emails be sent to Yahoo and her normal Gmail account: andrea.zietlow@gmail.com.
- b. Kaye Boorum provided some recruiting suggestions. Selwyn Schwartz plans to review the information and report back in October.

- c. The suggestion of partial year membership fees was dropped due to the disruption it would cause to the operating budget.
 - d. Bob Masterson requested that flyers and announcements that are to be distributed to the membership be submitted in Power Point format to the extent possible. This better facilitates uploading into MailChimp.
11. Next Proposed Board Meeting Date/Time: Monday, Sept. 17 at 11:40 AM.
 12. Selwyn Schwartz moved to adjourn. Joan Brody seconded the motion and it carried.