

ICLRU Board Meeting
Minutes – September 16, 2019

10 AM

Present: Bill Amster, Andrea Basalay, Gene Flynn, Henrietta Leary, Sue Masterson, Les Miller, Angie Sharkey, John Wiese, Andrea Zietlow and Bob Masterson

1. President, Andrea Zietlow called the meeting to order at 10 AM and confirmed the quorum.
2. Angie Sharkey moved to approve the August 2019 Minutes without change. Gene Flynn seconded and the motion carried.
3. There was no general membership participation at the meeting.
4. Unfinished Business
 - a. Andrea Zietlow advised that there were 20 new members and 5 returning members, so far, as a result of the Taste of ICL. Andrea provided a copy of a letter she sent to guests during the Taste of ICL. She pointed out the benefits of membership and asked the guests to ‘join today’. In addition, Bob Masterson will track last year’s new members from the Taste of ICL, to find out how many renew in 2019 and to see how this retention compares to ‘average’ retention.
 - b. Henrietta Leary, Angie Sharkey and Andrea Zietlow will meet with Peter Marron, Chair of the Membership Committee to discuss changes to the welcome letter for new members, including:
 - i. Links to the online Event Calendar and the Frequently Asked Questions (FAQ’s)
 - ii. Bob Masterson’s role with ICL and the room number for his office, because Bob is mentioned more than once.

- iii. Some of the information in the New Member Welcome Letter might be covered more quickly and easily in a one-page sheet:
 - 1. Andrea Zietlow offered to create a draft with the assistance of Peter Marron, Henrietta Leary, and Angie Sharkey.
 - 2. The 9 bullet points that Andrea included in her letter to Taste of ICL guests could be adapted to this one-page sheet
 - 3. Information about specific events could be included and rather than showing sample 'Weekly Announcements' a comment would be sufficient that Weekly Announcements will be provided prior to Study Groups, Intersessions, and other events.
- iv. Decisions regarding the draft Member Handbook included the removal of the Guide to the ICLRU Website (until it's been updated) and the addition of the latest classroom map to the back of the Handbook when it's finalized. Andrea and Angie Sharkey were thanked for their work on revising the Member Handbook.
- c. Recently, Andrea Zietlow, Angie Sharkey, Les Miller, and Gene Flynn met with Michael Ratchford, Executive Director of Brookdale, Hoffman Estates, as well as the Activities Director, and two Ambassadors. Any community outreach by ICL should be complimentary and in conjunction with our current model.

The IRS might view any direct payment from Brookdale to ICL for speakers, as taxable unrelated business income. However, this would not endanger ICL's 501c3 status.

Les Miller moved to authorize those who met with Brookdale to provide them with feedback. Further board discussion will be tabled until the Brookdale representatives respond with a proposal. Angie Sharkey seconded the motion, and it carried.

The main ideas generated during the conversation included:

- i. Offering one five-week, one-hour study group class on site at Brookdale that would be open to ICL members. Assist Brookdale in setting up a parallel study group program onsite in return for a multi-year (3) lecture sponsorship.
 - ii. Offering a limited number of single presentations at Brookdale and assist administrators and residents in establishing a parallel onsite study group program.
 - iii. Surveying ICL members on their level of interest for an evening study group that would be open to ICL members in Hoffman Estates at Brookdale.
 - iv. Interested residents of Brookdale might attend ICL Study Groups at RU via their transportation bus.
- d. The submitted committee report for the Website Update Committee informed the Board that the goal of the committee is to re-organize the website so that the user community visits it more frequently for relevant and easily available information. Plans are to first consider modifications to our current website. If that's not possible, we may need to consider development of a new website.

Sue Masterson pointed out during the meeting that no dedicated budget exists to update the website. After discussion, Les Miller moved that further discussion would be tabled until the committee's final recommendations and projected costs. Henrietta Leary seconded and the motion carried.

It was mentioned that improving the registration process should be a major focus for the committee.

The Board agreed that there is no problem in shortening our organization acronym to ICL on the website but that communications with RU should continue to use ICLRU and/or our full name.

5. New Business

- a. Gene Flynn, Chair of the Facebook Committee advised that 144 members are using the social media site. Members can be added to the committee if areas of interest can be identified. Individual members were mentioned who might be able to take pictures for FaceBook that could also be used on the website. In addition, videos are powerful advertising. Gene is working on creating very short videos on what members like about ICL.
- b. Andrea Zietlow sent a letter to the university regarding room requests and assignment issues.

6. There were no additions or changes to the ICL Calendar.

7. Treasurer, Bill Amster reported that through August 2019:

- a. Total Assets for August of \$142.5K reflects an increase over July's assets.
- b. Net Income for August was \$5,462, which turned the year-to-date Net Income slightly positive at \$296.
- c. Membership renewals changed from \$5,500 in July to over \$11,000 in August.
- d. Additional renewals during September should further improve year-to-date Net Income.
- e. Membership increase to 431 in August from 415 in July.

8. There were two additional comments concerning the submitted committee reports:
 - a. Andrea Zietlow received 11 intersession proposals for Fall/Winter
 - b. Kathryn Dublinski will serve as Co-Chair of the Lecture Committee with Henrietta Leary.
9. The next board meeting is scheduled for Monday, October 21, 10 am.
10. All Board Members concurred that Bob does a fantastic job and is very valuable to ICL. Because he is so valuable, the Board is very concerned that we would be in an extremely difficult situation if something were to happen to Bob. Therefore, we would like to see the following:
 - a. We would like to have Bob familiarize other people with what he does.
 - b. We would also like to have him write out instructions on how to carry out his daily activities, accounting procedures, and names and contact information of anyone he deals with outside of the organization.

Andrea Zietlow proposed offering Bob a 10% increase in his base salary to be more in line with typical office manager salaries. After considerable discussion, Angie Sharkey moved that the Board offer Bob a 10% increase in base salary and a \$2,500 bonus. Gene Flynn seconded the motion and it carried with a vote of 6-2.

11. John Wiese motioned that the meeting be adjourned at 12:30 pm. Henrietta Leary seconded the motion, which carried unanimously.