

## ICLRU Board Meeting

Minutes – October 15, 2018

11:40 AM

1. Andrea Zietlow called the meeting to order and confirmed the quorum at 11:45 AM.
2. Selwyn Schwartz moved to approve the September 2018 minutes. Angie Sharkey seconded and the motion carried.
3. ICLRU Members Gene Flynn and Richard Westgard participated in the meeting to update the board on the projects they undertook on behalf of ICLRU as volunteers. There were no other participants from the membership.
4. Unfinished Business
  - a Color Trifold Brochure - Richard Westgard presented his revised color trifold brochure for ICLRU and asked for comments and suggestions. The board overwhelmingly liked of the design approach Richard has taken and there were a few suggestions regarding content. Richard will make some changes and distribute it to board members.
  - b Advertising Slide and Flyer for the Elgin Symphony Orchestra- At the request of Joan Brody, Richard agreed to update ICLRU's existing advertising PowerPoint slide and the flyer for the Elgin Symphony Orchestra.
  - c ICLRU's Facebook Page - Gene Flynn described for the board the updated, controlled and managed Facebook page. It can be found at 'ICLRU Roosevelt'.

If ICL members want to share info with friends and family, they should go to their own personal Facebook page and 'like' the ICLRU Facebook page and set up their privacy controls according to how they want to share information.

There are a few new short videos featuring Bob Allen, Sue Gavigan, and Mike Glass. They each share their experience of ICLRU.

Gene plans to post one or two new pieces each week. Photos about upcoming fieldtrip sites or Lyric Opera events can be posted so that members and guests can see what the trip will be like if they sign up.

As the new manager of ICLRU's Facebook page Gene is considering introducing features such as:

- Shared links between ICLRU's Facebook page and iclru.org
- Inserting ICL's events calendar on Facebook
- Posting a five-minute taste of ICL video clip for an upcoming class on either Facebook or ICLRU's YouTube page.

Andrea Zietlow asked Gene to draft an announcement that she and Bob Masterson can distribute to the membership.

Gene's purchase of a dedicated video camera for Facebook will be reimbursed

- d Working with Local Libraries – Gene shared his suggestion that Intersession Presenters might consider contacting local libraries to speak at community event lectures that are sponsored by libraries throughout the year. Gene has approached some libraries and he will also be presenting to the Holy Family Senior Group in Palatine.

Gene is willing to contact the libraries and get some ground rules and contact information to see what they would view as helpful in this mutually beneficial outreach effort.

- e Update on the ICL-Colonial History Initiative Special Interest Group  
There were no questions or comments on the written report that Bob Allen provided to the board members.

f ICL Member Recruitment Campaign Evaluation

- i. For the next time, each coordinator should have an assistant who is able to supply more materials and distribute and collect the tickets.
- ii. The drawing was conducted for the three ICL members who each won a \$25 renewal discount because the guests they brought to an Intersession joined ICLRU during August or September.
- iii. Extra copies of materials should be returned to the Center.
- iv. The concept of reaching out to local historical society members was discussed. It was suggested that ICLRU might hold a handful of of history-themed Intersessions geared at introducing history lovers to ICLRU, and possibly gaining new members.

Andrea Zietlow will contact John Wiese to ask if he is interested in chairing an exploratory committee to hold a seminar along those lines.

Several board members thought that ICLRU should repeat a similar Taste of ICL in 2019 with small changes to keep it interesting. However, we should explore multiple avenues to encourage prospective members to join ICLRU if they are feasible.

- g Status of The Moorings Partnership Agreement - Henrietta Leary reported that Marie Lanza may be very busy and she still might be interested in partnering with ICLRU.

5. New Business

- a Meet the Board – Andrea Zietlow and Bob Allen talked about the possibility of holding small group discussions among board members and the general membership as was sometimes done in the past. The board agreed on the fourth week in March 2019. Members will have the option of attending on a Tuesday, Wednesday, or Thursday.

Members can drop in to learn what's going on and comment if they choose to do so. This would be a 'brown bag' lunchtime get-together.

- b Perks for Intersession Presenters - Andrea Zietlow, Joan Brody, Angie Sharkey and Henrietta Leary developed the following suggestions and the board agreed to implement them. Note that the Annual Membership discount will be reserved for Study Group Coordinators.

Selwyn Schwartz moved to invite the Intersession Presenters to the Appreciation Luncheon and exempt them from the wait list as shown below. Henrietta Leary seconded and the motion carried.

- i. This year nine members who presented intersessions only, will be invited to the Fall Study Group Coordinator Wrap Up meeting.
  - ii. In 2019, Intersession presenters will be invited to the Appreciation Luncheon.
  - iii. The order of waiting list exemptions going forward will be: Study Group Coordinators then Intersession Presenters.
- c Office Manager's Review - All Board Members are very appreciative of the job that Bob is doing and had high praises for him. We recognize that as the Board has implemented more and more programs and projects, this has increased the workload for Bob. Therefore, the Board agreed to a 10% increase in Bob's salary for 2019, bringing his base salary to \$23,540 and a \$2,500 bonus for 2018.

Board Members suggested that Andrea talk to Bob about making sure the Administrative Manual is updated. Andrea will also talk to him about delegating some of his tasks to a committee or individual volunteers.

6. ICLRU Calendar Additions / Changes  
Reserved Dates in 2019

- a ICL Reads Spring Event – April 12, 2019
- b Meet the Board – March 26, 27, and 28 in 2019

- 7. In response to a recent survey, around 20 people appeared to be interested in a Cubs away game, in Milwaukee, WI on Sunday, Sept. 8, 2019. The bus company charges the same for a weekend or weekday.

Selwyn will update the board members (ticket prices, etc.) as more information is received. Selwyn noted that he wants to include a bus driver's tip in the total cost of the ticket.

## 8. Finances

- a Treasurer's Report – Joan Brody reported that with the increase in members, shown as 444 through September, we have more net income \$10,127.
- b Bob Masterson presented the 2019 draft budget and asked that board members review it for voting at the November meeting. Bob encouraged questions and feedback.

In response to a question, Bob will check out the costs for HostGater (which hosts the website) and Go Daddy (which handles the registration of our domain name – iclru.org).

Bob had word from RU that the new entrance IDs with electronic chips may cost \$10 per person (rather than the \$20 originally discussed) – but nothing is final yet.

- c Availability of Scholarship or Other Financial Assistance for RU Students  
There will be no change to the current board policy of offering an annual Pharmacy College scholarship in the amount of \$500.

## 9. Additions to Submitted Committee Reports

- a Selwyn Schwartz reported that ICL would appear in the next edition of the Seniors Blue Book, which will be coming out at the end of this week. Andrea Zietlow responded that she had just picked up a copy covering Aug 2018 to Jan 2019 and ICLRU was not in it. ICL may be in the February edition -- Selwyn will check on it.
- b Selwyn was told by Peggy Slattery, Advertising and Marketing, Multi-Media Sales Consultant at the Daily Herald to contact Mike Evans, Director of Local and Category Advertising, also on the Editorial Board. Selwyn Schwartz sent the recent draft version of the color trifold brochure to Mr. Evans so he might become acquainted with ICLRU.

Joan Brody mentioned that the Daily Herald would be visiting the Forest View Educational Center on Wednesday, Oct. 17 from 4 PM to 8:30 PM. Selwyn plans to be there.

10. Other?
  - a Bob Masterson informed the board about the personnel change in RU's Conference and Event Planning Department in Chicago. His requests for rooms, the monthly rental contract, and rental of Alumni Hall for the Winter Lecture Series have all been delayed.
  - b Andrea Zietlow pointed out revisions to the Study Group Proposal form. The website will need to reflect the new form when the request for Spring Study Group Proposals is sent to members in mid-December.
11. The November Board Meeting will be held Tuesday, Nov. 13<sup>th</sup> at 1 PM.
12. The Board unanimously adjourned at approximately 3:15 PM.