

ICLRU Board Meeting
Minutes – October 21, 2019

10 AM

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

Absent: Henrietta Leary

Guest: Caryn Amster

1. President, Andrea Zietlow called the meeting to order at 10:05 AM and confirmed the quorum.
2. Bill Amster moved to approve the September 2019 Minutes without change. Angie Sharkey seconded and the motion carried.
3. ICL member, Caryn Amster joined the meeting to offer specific marketing suggestions to help boost income to the organization.
 - a. 'Monetize' the ICL website with advertisements. As a 501c3, ICL may have a better chance of soliciting ads than a for-profit organization.
 - b. We have connections with senior living residential options. They might consider reciprocal web links.
 - c. ICL members have organized many trips for Grand Circle Travel/Overseas Adventure Travel. Perhaps ICL could receive a rebate from GCT/OAT?
 - d. Overhead costs already built into the ICL Field Trips could be reviewed.
 - e. Gene Flynn suggested we sell ads to local restaurants and businesses in a Holiday Party booklet designed for members.
 - f. Gene Flynn suggested we sell ads to local restaurants and businesses in a Holiday Party booklet with content designed for members. This would eliminate the need to ask members for a nominal (\$10) contribution for the Holiday Party.

4. Unfinished Business

- a. To finalize the Taste of ICL, three names were drawn for a \$25 discount on their 2020 membership renewal. The winners are: Kit Kissane, Adrienne Rukstales, and Judy Krakowiak.

Andrea Zietlow mentioned that the Taste of ICL resulted in a total of 28 new members. Of these, 23 are new members and 5 are returning members who had stopped their membership for at least 1 year.

It was suggested that in future, all members who refer a paying member might be given a \$25 gift card.

- b. The board reviewed changes to the 'welcome letter for new members.' After the website is updated, it could be looked at again. Potential members could be referred to the website.
- c. Angie Sharkey advised that ICL is offering Brookdale, Hoffman Estates, the opportunity of sponsoring 3-5 lectures at RU. Brookdale could bus up to 25 Brookdale residents for the lecture. Brookdale administrators are very interested. Authorization from their corporate headquarters is necessary prior to any commitment by Brookdale. ICL would also send our brochures to Brookdale. We were invited to go to Brookdale for a one-hour presentation that would include a brief introduction to ICL.
- d. Steve Wolf and Andrea Zietlow met with the winner of the ICL pharmacy scholarship. Najma Ansari. Her presentation to ICL members, Pain Management for the Elderly, will be held on Wednesday, Dec. 4 at 1 pm during the Fall/Winter Intersession. The Fall/Winter Intersessions now have over 100 members registered.

5. New Business

- a. Roosevelt University recently announced that it would be acquiring Robert Morris University. The President of Robert Morris University, Mablene Krueger, will be appointed as Chief Operating Officer at the Robin Campus in Schaumburg.

Andrea Zietlow met with Ms. Krueger at RU recently and related the importance of ICL to the community. The Robert Morris Experiential College, and their culinary program will be operating in Schaumburg. It would be great if the cafeteria would be re-opened.

- b. Gene Flynn joined the Outreach Committee. Selwyn Schwartz will remain as Chair. Gene presented a budget for \$2,000 in the 2020 ICL budget to fund proactive events and publicity for the organization.

Other suggestions included beefing up the ICL YouTube and Twitter social media sites, using Meetup.com to advertise non-member events, linking all of these with the updated website, and inviting non-members to events, such as lectures. Bob will know by mid-December how many members are registered for lectures.

- c. Gene Flynn will Chair a Fund Raising/Development Committee, consisting of himself, Caryn Amster, and Sue Masterson.

6. Bill Amster, Treasurer, reported the following:

- Total assets for September of \$146.4K is an increase over August's assets of \$142.5K
- Net Income for September was \$3,723
- Membership renewals went from over \$11,000 in August to roughly \$7,000 in September
- The only expense of note in September was the Appreciation Luncheon at \$1,416
- Membership increased slightly from 431 in August to 434 in September.

Bill's comments on the draft budget included the following:

- Membership revenue will be reviewed and revised.
- The big ticket items are the Annual Meeting, Appreciation Luncheon, Holiday Party, ICL Reads, the new Outreach Committee Budget, the RU Rental Agreement, and the Office Manager's salary.
- The expected deficit will change with budget revisions.
- Expenses shown in Bob's budget estimate are all repeated rather than one-time. Website development, not currently in the budget, would be one-time. Donations would be appropriate toward one-time expenses. Dues increases would best support repeated expenses as they can be counted on.

There was discussion and general agreement about an increase in dues for 2020.

7. Andrea Zietlow updated her Program Development Committee report. Two Winter Study Group proposals were submitted. Others are promised.
8. The ICL Reads event will be added to the calendar for March 13 from 1 to 3 pm.
9. The next board meeting will be held on Mon., November 18 at 10 am.
10. Other Business?
 - ICL may extend an invitation to Ms. Krueger to the Annual Meeting.
 - Gene Flynn reported on the Palatine Library senior event.
 - Andrea Zietlow will ask John Wiese about holding the history seminar in 2020.
11. Andi Basalay moved to adjourn the meeting at 12:30 pm. Angie Sharkey seconded and the motion carried unanimously.