

ICLRU Board Meeting
Minutes – November 18, 2019
10: 00 AM

All board members were present.

1. President Zietlow called the meeting to order and confirmed the quorum.
2. Approval of the October 2019 Minutes – motion to approve GF, AS 2nd carried.
3. There was no ICL member participation at this meeting.
4. Unfinished Business
 - a. Membership Fees – President Zietlow prepared a President’s Letter for the Board’s review, assuming the proposed \$15 increase would be included in the approved 2020 budget. She requested that the Board send her feedback and suggestions.
 - b. Angie Sharkey reported that Brookdale, Hoffman Estates, does not have funds in their marketing budget to pay ICL for services such as a proposed lecture series. For now they are going in a different direction.
5. New Business
 - a. 2020 History Day, John Wiese – Unless something changes, the consensus was to skip the History Day seminar in 2020 and look at it again in 2021.
 - b. Holiday Party, Andrea Zietlow – Andrea Zietlow proposed an agenda for the Holiday Party announcements. Andrea requested that board members review her proposed remarks and provide feedback.

Henrietta Leary and Steve Wolf are planning a Sing-Along for the Holiday Party entertainment.

- c. Pabst Holiday Field Trip – The Executive Committee approved the self-funded budget form for this field trip in order that it could be advertised prior to the November board meeting.

About 22 people have committed to the trip so far. Bob Masterson will send another email reminder about the trip.

6. Treasurer's Report and Financials

Bill Amster provided his observations on the 2019 budget through October:

- a. Overall Total Assets through October 2019 are \$146.7K.
- b. For the month of October 2019, Net Income was negative \$2,148.
- c. Membership renewals went from roughly \$7,000 in September to \$1,200 in October.
- d. There was a discussion and explanation of how the Friendship Village payment of \$2,400 is handled and recorded in QuickBooks.
- e. Expenses for October were very low.
- f. For the remainder of the year, revenue from renewals will be low, while the expenses will total approximately \$15.5K. This includes \$6K in facility rental, \$6K for the Holiday Party and \$3.5K in Salary. ID card expenses were \$2K, and these won't be repeated next year.
- g. Membership decreased slightly from 434 in September to 432 in October.

Anything we could do to get more members would be helpful. The goal is membership around 460-470.

There was a discussion about the proposed 2020 Budget that would increase the new and renewal membership dues by \$15 per member. The budget also includes a new Marketing Budget of \$2,000 and a Website Design budget of \$2,000 with an additional \$2,000 for software for member management, automated registration and online payments.

7. Les Miller moved to approve the proposed 2020 Budget as presented, with the \$15 increase in annual fees and the new line items. Henrietta Leary seconded the motion, which carried
8. There were a few additional comments to the submitted committee reports:
 - a. Sue Masterson, Chair of the Web Update Committee, recommended on behalf of the committee, that the board approve a proposal from TJE Design & Development LLC dated Nov. 13, 2019 for work including, but not limited to the following:
 - i. Refresh the look and feel of the 10-year old website;
 - ii. Modify the site structure and add content, such as calls to action for non-members to join ICL;
 - iii. New website functionality, such as transitioning to a secure server, and updating some features and making them easier to find and use, such as the calendar and Contact Us features.
 - iv. Possible incorporation of a members only page and a 3rd party cloud-based member management, online registration and online payment tools.
 - v. Adding Search Engine Optimization, website analytics, and social media links.
 - vi. Making sure that our website is viewable and usable on multiple devices: iPad, iPhone and Android devices.
 - vii. When it comes time to train members on the new website, Bob Masterson will do the trainings as intersessions.

- viii. The Committee has been looking at third party vendors offering cloud-based member management, registration and online payment tools. We contacted ProClass for a demonstration and received their Annual Software Application and Hosting Fees, Customer Order Form and Service Agreement, and Customer Billing Authorization. ProClass also provided a template that would be used to import our data to their system. The Committee wants to do more checking on other vendors before making a recommendation to the board in early 2020.
 - ix. John Wiese moved to accept the proposal and approved payment not to exceed \$2,000. Andi Basalay seconded and the motion carried.
- b. Gene Flynn presented the Outreach Committee Report. The discussion included the following:
- i. Caryn Amster will help to promote our Winter Lecture Series in the Daily Herald. In mid-December, Bob Masterson will know which lectures will have lower attendance and we'll allow a handful of people to come in at no cost as an introduction to ICL. The information in the Herald will emphasize that ours is an organization for those who are 55 and up. We hope to have a Daily Herald reporter come to the lecture by Professor Art Ward, to raise visibility. Caryn will send her notice(s) to the board, prior to sending them to the Herald.

We'll want to extend a warm welcome to these guests at the front desk at RU. We're considering having a non-members' Check-In there and volunteers to escort guests to Alumni Hall.
 - ii. The Outreach Committee plans to participate in a Senior Recognition Day in Mt. Prospect (District 214). There is no cost for this event that will be held March 24th.

When a notice is ready to be sent, Bob Masterson will send an e-blast advertising this event. It should also be posted on FaceBook.

- iii. Gene thinks we'll have an ICL banner by March 24th.
- c. Gene Flynn also updated the board on the activities and plans of the fund-raising Development Committee. He described two scenarios -- a raffle for the June Annual Meeting and a booklet with paid ads and informative content for ICL members for the December Holiday Party. The raffle could be held in December and the booklet could be distributed in June, if that turned out to be easier. Gene suggested that the committee start these efforts in 2020. If successful, and members like it, then we would reach out for additional volunteers for future development efforts.
 - i. The raffle might have prizes ranging from \$200 to \$800. For restaurants, we would link up a package of 10 different restaurants. For planning purposes, we would need 2-3 tables spread out at Chandlers for members to drop their raffle tickets in the decorated container for each of the prizes. Alternatively, we might put all the tickets in a bin and draw for prizes. These might include golf packages with lunch at Chandlers, or tickets to the Lyric Opera or hotel packages. They would be described on a sheet for ICL members to review.

Gene advised that most large organizations have a formal process for non-profits to apply for donations via online forms. If we visit smaller businesses we would ask for donations.

Tickets might be \$5 each or 3 for \$10 or 8 for \$20. We might raise \$1,500 to \$2,000 without expense to ICL. The contribution would be the time and energy of the volunteer members.

Typically, a non-profit would need to file for a raffle license 30 days prior to the raffle and list the prizes.

Gene Flynn suggested that we might use the June 2020 event as a marketing test and see if we can build up the effort over time. If the committee is not successful in June, then we'll give up the idea.

- ii. We may be able to create an ad/information booklet that could also be used as a handout at events. If we were able to sell a booklet with a color front and back cover with 15 pages or ads in black and white, priced at \$400 per page and with 5 or 6 pages of relevant content for ICL members, it may be worthwhile.

Gene believes that ICL should be able to sell \$400 ads to Friendship Village, Brookdale and other senior living options and medical groups in the area.

- iii. Gene asked that board members to consider what might be useful content for ICL members.
- iv. The board was in agreement that Gene should have the go-ahead to proceed with these marketing efforts.

9. There were no additions or changes to the calendar.

10. Other Business?

John Wiese asked if ICL had a policy that prohibited non-members from presenting Study-Groups.

There is no policy preventing non-members from presenting Study Groups, however, it needs to be made clear to the presenter that ICL does not pay presenters for Study Groups – these are offered on a volunteer basis.

11. The next board meeting is scheduled for Monday, Jan. 13 at 10 AM.

12. John Wiese moved to adjourn the meeting at 12:45 PM. Henrietta Leary seconded and the motion carried.