

ICLRU Board Meeting
Minutes - September 21, 2020
10:15 AM

Attendees: All Board Members were present, as was Office Manager, Bob Masterson

Guests: Bob Allen, Judy Brandhorst, Debbie DeChinistso, Mike Glass, and Mary Wajda

1. Andrea Zietlow called the meeting to order and confirmed that a quorum was present.
2. Bill Amster moved to approve the August 2020 minutes. Les Miller seconded and the motion carried.
3. ICLRU Member Participation comments included:
 - a. Does ICL have a process in place to reach out to former members to ask the reason for not renewing? Andrea Zietlow explained that this has been done. Generally, there are a few reasons beyond ICL's control, such as health changes or a move out of the area. In a few cases they say the ICL program just wasn't a good fit for them.
 - b. Another member was interested in hearing the financial report.
 - c. There was a question as to whether the board was looking into other universities or sites for classes. The board indicated no – a number of years ago, there was more concern about the future of RU. Currently, the university is in good shape. Most lifelong learning organizations hold classes in multiple locations because they don't have access to a campus setting.

If the situation were to change in the future, ICL might explore options such as Harper College, which has a lightly used facility on Higgins Rd.

4. New Business

- a. Andrea Zietlow introduced and welcomed our two new board members, Pamela Novey and Greg Benesh. Pam has also volunteered to serve as Chair of the Events Committee.
- b. Andrea Zietlow described the following proposed perks for Intersession and Virtual Class Presenters:
 - i. 50% Reduction in dues will now be available to Intersession and Virtual Class Presenters who present for a combination of a minimum of 4 weeks. Therefore, any Study Group Coordinator or Intersession or Virtual Class Presenter will be entitled to the 50% dues reduction, if at the time of his/her dues renewal, he/she has completed the 4 weeks of presentations requirement within the previous 12 months.
 - ii. Invitation to the Wrap-Up Luncheon (applies to all Intersession Presenters/Virtual Class Presenters regardless of the number of weeks)
 - iii. Invitation to the Appreciation Luncheon
 - iv. This change would be effective immediately and retroactively back to the Fall/Winter (2019-2020) Intersessions and will apply to members who have offered enough virtual classes to bring up to the 4 total.
 - v. Bill Amster moved to accept the Program Development Committee's proposal to include the above perks for Virtual Class Presenters and for Intersession Presenters. Gene Flynn seconded and the motion carried.

- vi. The Treasurer suggested that it might be helpful if the annual renewal letters indicate whether or not a member is eligible for the Coordinator / Presenter dues reduction. Pam Novey moved that Bob Masterson should begin indicating the amount due on each annual renewal letter to members for the sake of clarity. Greg Benesh seconded and the motion carried.
 - vii. Andrea Zietlow will provide a chart to Bob that will help identify the Coordinators and Presenters who qualify for the discounted renewal fee.
- c. Should the normal request for proposals for in-person Winter Study Groups be emailed in mid-October?
- i. Pros A number of members don't care for the Zoom Classes. Some members would feel comfortable going back to in-person classes and would like to do so. It would be a show of good faith to allow them that opportunity.
 - ii. Cons The organization was prepared to go forward with Fall Study Groups, and at the last minute all of them were cancelled.

Rm. 706 probably won't be available to ICL. If current state guidelines remain in force the largest maximum number of attendees would be 12. That's a lot of preparation by Coordinators for 12 members who may or may not attend.

It's not certain how comfortable members would feel coming to campus after some members have celebrated the holidays with family and friends.

We don't know whether RU will hold the January semester on campus or virtually. It's likely that RU might go to virtual classes after the holidays.

The board agreed not to plan for Winter classes at RU although we hope to do so in the Spring.

- d. For many years, ICL has offered an annual Pharmacy College student scholarship in the amount of \$500. The Pharmacy College selects the winner, who makes a presentation to ICL on an issue relating to senior health. This year, Steve Wolf is not able to make the arrangements, so Andrea Zietlow contacted the Pharmacy College. They will select this year's winning student and keep us posted. It's our intention that the winner would make a Zoom presentation to members. This is part of our commitment to having a good relationship with RU.
- e. Pam Novey moved to accept the proposed 2020-2021 Friendship Village Partnership Agreement and Les Miller seconded. The motion carried.

Gene Flynn, and Co-Chair, Caryn Amster, negotiated this agreement, which is basically a continuation of last year's agreement. Due to Covid-19, the lectures will be on Zoom, rather than in person. The central area of negotiation was to allow Friendship Village permission to re-use presentations on their in-house TV station for a limited period of time. All the presenters, except one, agreed to this arrangement. Friendship Village will sponsor the Winter Lecture Series in the amount of \$2,400.

- f. Andrea Zietlow informed the board that Zoom might initiate changes to improve security. Viewers may need to enter the passcode manually and may need to wait for the host to admit them to the meeting. There will be an opportunity for the ICL Zoom Team to test the system after the changes are implemented and before the weekly zoom classes on Sept. 29-30. An announcement will go out to members concerning the possible changes.

5. Unfinished Business

- a. For the Web Update Committee report:

- i. Andi Basalay provided an explanation of the monthly free Google Analytics report of the current website. We hope to see improved metrics when the new website goes live. Andi explained the report and is open to tracking specific pages of the website if anyone is interested in that.

It will be important to see improvement in our search engine percentages once we go live with the new website.

- ii. The committee is engaged in testing links and downloads to make sure everything works and goes to the appropriate locations and/or downloads the right files. We are also reviewing text updates and calendar updates (sections of the calendar have been migrated from current site). Later this week, we plan to discuss options for the ICL Membership Directory.

6. For the Calendar Update

- a. Sue Masterson was not able to provide the usual Calendar pages for the meeting packet because of WordPress system issues. Some items need updating:
 - i. Remove Fall classes from the home page and calendar
 - ii. Add all the weekly Zoom class topics and presenter names into late Fall. Detailed descriptions won't be available until the Friday before the class and would be added when received.
 - iii. Indicate that both book clubs meet via Zoom. The book selection and the author are currently on the calendar.

7. Treasurer, Bill Amster reported on the monthly finances, leading up to the preliminary budget discussion:

- a. Assets and Equity through August = \$146,194.

- b. Income for the year so far is \$11,900. This should increase toward the end of the year, because we have not been billed for rent at RU nor do we expect to hold the annual Holiday Party.
- c. Current membership is 376. The Access database system that our organization uses was set up to allow for a 90-day 'grace period' beyond our members' renewal dates. Members have 3 months to pay fees before they are dropped from the system. The result is that August and September membership losses will be reflected in the November and December membership counts.
- d. In preparation for this financial statement Income, Bill Amster and Bob Masterson looked at the trends and decided that an appropriate gauge for end of year membership would be approximately 300. This represents a loss of 100 members or about 25% of our membership during the pandemic.
- e. Observations Include:
 - i. Net Income last year through August was only \$296, after paying rent, and holding the Annual Meeting luncheon. Comparatively, the net income through August 2020, without those expenses is \$11,900.
 - ii. Net Income for August 2020 alone was \$4,090.
 - iii. Assets ending August equal \$146.2K compared to \$142K at the end of July and \$136.5K at the end of 2019. Dues received in August were from 28 regular renewals, 6 coordinator renewals and 1 new member. This was good to see.
 - iv. The only notable expense for August was the Office Manager salary of \$1,300 and Bob only took 60% of his salary because of reduced time on the job.
 - v. Membership decreased from 378 last month to 376 this month.

- vi. Next month is a big one for renewals as was August. We will show larger income because we are not spending. Also we may see membership drop.
- vii. Bob reported that for June, July, August, and September 40 members have told him they don't plan to renew.

Another 46 members have not indicated whether they plan to renew or not and Bob continues to contact them for payment.

8. By way of introduction to the 2021 Budget discussion, Andrea Zietlow informed attendees that we are starting a month early, due to the complexities this year due to COVID-19. Nothing said today would be final and there are several unknowns regarding 2020 expenses. We hope to have more information by October. In November the board will vote on next year's budget.

a. Bill Amster approached the budget from these perspectives:

- i. 2020 Projected Results This assumes 300 members at year-end and no Facility Rental payments for 2020 (which may not be a completely valid assumption). Projected Net Income would approximate a positive \$16,929.
- ii. 2021 Budget Option Without Strategic Changes The Membership Fee would not be changed, all social functions would be held (Annual Meeting, Appreciation Luncheon, Ice Cream Social and Holiday Party) and ICL would be billed for and pay Facility Rental charges. Projected Net Income would be expected to be *negative* in the area of - \$22,015. At this rate, without changes, our assets would be exhausted in 7 years, and ICL would not be able to continue. We are losing members during the pandemic and doing so at a time when it's difficult to attract new members.

iii. 2021 Budget Applying a Variety of Income and Expense Options This may help us understand the impact on the Budget:

1. Reduction of 25% in rental payments, assuming classes resume in Spring 2021.
 2. Office Manager functions at reduced salary (60%), for Q1 2021 (when he's not in the office).
 3. Showing the difference if the Annual Meeting were to be held via Zoom, rather than incurring the expense of holding this event at Chandler's Banquets.
 4. Holding membership fees at \$175, or alternatively, reducing member fees for one year only, by \$40 or by \$50 on the member's 2021 renewal date. Additional income from new members was not built into the budget projections.
- b. The board provided background on rental expenses. ICL initiated a discussion with Dr. Mablene Krueger about rental costs for this year and next year. Historically, the Facility Rental Agreement has been approximately \$18,000 per year. We've provided Dr. Krueger with information on ICL's special relationship with RU and our agreements with the university that began in 2013.
- c. Projections provided by Bill Amster are attached.
- d. There was additional discussion covering:
- i. The history of ICL's transition from an adjunct university organization into a stand-alone 501(c) 3 non-profit at the request of RU in 2009. There was a negotiated disposition of funds when ICL separated from RU, which became the basis for our reserves. Member fees fund all of ICL's expenses and activities.

- ii. The board would like to hold as many social events and activities as possible for our members as soon as safely possible.
- iii. It is hoped that the Outreach and Fundraising Committee can begin an aggressive member recruitment campaign in 2021.
- iv. The board reviewed past membership fee levels. There are dues reduction options included in the budget projections for new and renewing members in 2021 only. The goal would be to reward and retain existing members, encourage renewals, and attract new members.
 1. At least as far back as 2006 (and probably earlier) ICL's annual membership fees were \$110. Fees were increased from \$110 to \$150 in January 2014, which resulted in a loss of just over 100 members.

When fees went to \$160 in January 2017, the effect on membership was minimal. The increase to \$175 in January 2020 also had little effect on membership levels.

2. The discussion raised suggestions that are not included in the budget projections, and that have not been done before at ICL. They present administrative and budgetary challenges:
 - a. Might it be necessary to offer a larger fee reduction than the budget projections indicate for 2021?
 - b. Would it be easier to recruit new members for a year or two at a really low initial membership fee? However, the renewal increase to \$175 might be seen as a huge *increase* in the membership fee. Would this approach be feasible, given that we

offer a reduced fee for Taste of ICL new members, and retention is routinely 50%.

- c. Should the budget options allow for a membership term extension rather than a break in membership fees? A 3-month membership extension would equate to approximately \$50. It could be considered for 2021 or, even retroactively, if it were possible administratively.
 - d. Would a new class of introductory members join ICL for six months (or a shorter period of time) at a lower rate and then renew at the regular fee? How would cash flow be affected if additional payment options such as semi-annually and monthly were developed?
 - e. How would cash flow be affected if semi-annual or monthly payment options were developed?
- e. Which options should be shown in the preliminary budget at the October board meeting? As of March 2021, we will all have missed one full year of benefits. The board's goal is to retain members and compensate and thank them for staying with ICL.

The board decided to review the following budget options in October, considering that by March 2021 we will have missed one full year of benefits.

- i. No reduction in fees as well as \$40 and \$50 reductions.
- ii. Membership extensions won't be included in the budget at this time. A 3-month membership extension is roughly equivalent to a \$50 fee reduction.
- iii. We'll budget as if the Annual Meeting luncheon and the Holiday party would be held in person in 2021. It all depends on how fast we get back to normal.

- f. ICL should be planning ahead to offer activities that would appeal to the newest generation that would be eligible for membership.
- 9. There were no additions or changes to the submitted committee reports.
- 10. There was no other business for the board.
- 11. There were no additional member comments.
- 12. Les Miller moved that the board go into Executive Session to discuss the Office Manager's annual review. Bill Amster seconded and the motion carried.
 - a. Sue Masterson doesn't participate in this discussion. Andrea Zietlow recorded the board's decision.
 - b. All Board Members concur that Bob does a fantastic job, but due to the current budget situation resulting from a significant loss in membership, the ICL Board voted to offer Bob the same base salary of \$25,860 that was offered in 2020 with a continued reduction of 40% for the remainder of the pandemic. We are unable to offer a bonus at this time.
- 13. The next Board Meeting is planned for Monday, Oct. 19, 2020 via Zoom at 10:15 am.
- 14. The meeting adjourned at 12:45 pm.

2021 Projected Budget

- Based on 300 members

Dues Reduction	2021 Net Income	Combined 2020/2021 Net Income
\$0 Annual Mtg	-\$14,892	+\$2,077
No Annual Mtg	-\$11,142	+\$5,827
\$40 Annual Mtg	-\$26,092	-\$9,123
No Annual Mtg	-\$22,342	-\$5,373
\$50 Annual Mtg	-\$28,892	-\$11,923
No Annual Mtg	-\$25,142	-\$8,173

Impact on Assets

- Assets at beginning of 2020 -- \$136.5K
- Assets at end of 2020 based on results projection --
\$136.5K + \$16.9K = \$153.4K

Assets at end of 2021 based on budget --

\$0 dues reduction w/ Ann Mtg -- \$153.4K - \$14.8K = \$138.6K
w/o Ann Mtg -- \$153.4K - \$11.1K = \$142.3K

\$40 dues reduction w/ Ann Mtg -- \$153.4K - \$26.1K = \$127.3K
w/o Ann Mtg -- \$153.4K - \$22.3K = \$131.1K

\$50 dues reduction w/ Ann Mtg -- \$153.4K - \$28.8K = \$124.6K
w/o Ann Mtg -- \$153.4K - \$25.1K = \$128.3K