

ICL Board Meeting Minutes

July 19, 2021

1. Call to order and confirmation of quorum

President Andi Basalay called the meeting to order at 10:17.

Present: All board members and Bob Masterson were present.

Guests: Ruth Sellers, Debbie DeChinistso, and Caryn Amster

2. Approval of June 2021 Minutes

Gene Flynn moved to approve the June, 2021 minutes. Sheila Schwartz seconded and the motion carried.

3. Welcome new and newly-elected ICL Board Members to new roles

Andi Basalay welcomed John Smith and Sheila Schwartz to the ICL Board as well as Andrea Zietlow and Andi Basalay in their new roles.

4. ICL Member Participation

Debbie DeChinistso would like to see Zoom classes continued this winter.

5. Unfinished Business

a. Welcome Back Picnic (Pam Novey)

- i. The picnic is this Friday, July 23. From 11:00-11:30, members can get their name tags, raffle ticket, and vaccination stickers if they have not already done so.
- ii. At 11:30, a barbecue, buffet style lunch will be served; followed by ice cream and cookies at 12:15. Tables will be called one at a time for the buffet.
- iii. Pam Novey will check into purchasing a bingo set which could also be used on buses for field trips. Pam will also look into a sound system.
- iv. Bob Masterson will look for the banner in the office and bring that to the picnic.
- v. Sheila Schwartz has 10 raffle prize tickets.

b. Pilsen Tour

- i. Sheila Schwartz provided an overview of the Pilsen Tour. The trip, which will be on October 1, includes 2 tours, a lunch, the bus, and a tour of the National Museum of Mexican Art. Sheila will send Bob a draft of the flyer to be sent out by August 1. The cost is \$87.00. Registration and payment are due by September 8.
- ii. Pam Novey moved that we approve the Pilsen trip at \$87.00 for October 1. John Smith seconded the motion. Eight board members approved; one opposed.

c. Intersession and Fall Study Groups

Andrea Zietlow reported that the Transition will be confusing. The brochure for S/F Intersession Presentations is for on-campus classes only. Weekly schedules will still be sent out for virtual classes. Beginning with Fall Study Group, proposals for both on-campus and virtual classes will need to conform to the Study Group/Intersession schedule. For Fall, 2021, we will be offering on-campus classes, Zoom only classes, and two hybrid classes. All of these are in the brochure with notes to clarify. Andrea will send Bob notes to be sent to all members including this information and related instructions on registering for the Fall Study Groups. Weekly schedules with Zoom links will still be sent out for virtual classes.

d. Intersession Sticker Distribution (Andrea Zietlow)

Andrea asked for volunteers to help distribute proof of vaccination stickers before the first session of each class. If members miss the first class, they will need to contact Bob.

e. Re-Entry Procedures (Bob Masterson)

Bob will send out an Eblast informing members of all entrance issues including ID cards, questionnaires, and temperatures. So far 190 members have provided proof of vaccination of which 118 have stickers. 116 members are signed up for Summer/Fall Intersession classes.

6. New Business

a. Friendship Village Partnership (Gene Flynn/Caryn Amster)

- i. Gene Flynn reached out to Friendship Village regarding partnership for 2022; however, Friendship Village is planning to go a different direction. The new CEO wants to get things set financially and is cutting other programs. Board members suggested keeping Friendship Village in mind in the future and discussed other ways to fund the Winter Lecture Series including looking for individual or corporate sponsors.
- ii. Discussion turned to continuing the lecture series. Bill Amster moved that we continue with the lecture series with roughly the same number to be funded at \$2500. We will try to offset this with sponsors. Les seconded the motion. The motion carried unanimously.

b. Zoom Equipment (Andrea Zietlow)

Andi Basalay established an Ad hoc committee to investigate the costs of equipment to meet our needs. Andrea Zietlow will chair the committee. Andi Basalay, Bill Amster, Gene Flynn, and Bob Masterson agreed to serve on the committee.

c. SWOT Analysis

- i. The purpose of the SWOT Analysis is to provide a clear snapshot of where the organization is now.
- ii. Andi shared a spread sheet showing Board Members' responses to the SWOT Analysis. She said that we should put aside the external factors for now and focus on our weaknesses. She then asked Board Members for their thoughts on the main issues. These included:
 - Getting new members
 - Recruiting new and younger members
 - Encouraging people who have left to rejoin
 - Getting more presenters
 - More off-campus activities
 - Lack of visibility (related to recruitment)
 - Finances (will be addressed by the Executive Committee)
 - Member engagement (classes, committees, etc.)
- iii. Weaknesses which can be eliminated for now include:
 - Limited technology skills of members
 - Membership sensitivity to dues increases
 - Lack of on-campus study groups; building entry cumbersome (COVID restrictions)
 - Limited handicap parking
 - Potential loss of RU as home
 - Aging RU campus and technology
- iv. The Board will continue to work on this.

d. Member Satisfaction Survey (Andi Basalay)

A membership satisfaction survey has not been done since 2015. We can do this via survey monkey. Andi Basalay, Sue Masterson, Sheila Schwartz, and Andrea Zietlow will work on this.

e. Past Membership Offer (Andi Basalay)

- i. A member suggested that ICL give old members a 90-day comeback renewal offer. Board members felt that there was no need for this since they are already getting a lower price, they could continue to come after the 90 days, and they may not continue after 90 days anyhow.

- ii. It was suggested to offer each member who did not renew their membership a personal invite and not just an email.
- iii. Bob Masterson pointed out that 118 people did not renew last year and less than 10 have rejoined. Some left before COVID.
- iv. It was suggested that an email be sent out no later than August 2 so that returnees could register for Fall Study Groups. This email would be followed by a personal call.

7. Calendar

The question was raised regarding providing a means to distinguish between Zoom, hybrid, and on-campus classes. Sue Masterson will look into this, but indicated that room numbers will be on the calendar for on-campus classes.

8. Treasurer's Report and Financial Report (Bill Amster)

- a. Although ICL made money during COVID due to reduced expenses, our membership has fallen significantly and we need to slow down expenses.
- b. For June, the membership decreased from 274 to 273.
- c. There was a slight loss in income for June due to the \$1600 expenditure for an external audit.
- d. Unfortunately, there has been a disappointingly low response from our advertising.
- e. President Andi Basalay suggested using the Executive Committee to form an ad hoc committee to look into ways to cut the budget. Bill Amster will chair the committee and set up a meeting. Les Miller suggested including other ICL members with a financial background.
- vi. The committee needs to get a draft budget to the Board by the October meeting so that it can be finalized in November.

9. Additions or changes to the written committee reports

There were no additions or changes to the written committee reports.

10. Other Business

Pam Novey requested that a final Eblast be sent out about the picnic and that it should remind people to bring games.

11. Additional Member Comments

- a. Debbie DeChinistso said that it was a good meeting and that she was glad to see two new members. However, she is feeling depressed because ICL appears to be a top-down organization which makes it hard to get younger, energetic people because there is not a place to add input.

- b. Caryn Amster suggested that on the website the various types of classes be color-coded; Sue Masterson responded that a person can select just virtual classes.
- c. Caryn also suggested that mentioning our new and bigger website should be included in the email to members who have not rejoined.
- d. Caryn said that the last ad in the newspaper will be on August 7 and that she will contact the *Daily Herald* about including something about our 25th anniversary in the Senior Section.

12. Next Meeting --- Change of date proposed:

The next board meeting is scheduled for Monday, August 23, 2021, on campus at 10:00 AM in Room 704. Pam Novey will be unable to attend since she is leaving on a cruise that day.

13. Adjournment

Pam Novey moved to adjourn the meeting at 12:50. Sheila Schwartz seconded the motion and it carried.