

ICL Board Meeting Minutes

August 23, 2021

1. Call to order and confirmation of quorum

Andi Basalay called the meeting to order at 10:01 a.m.

Present: Bill Amster, Andi Basalay, Gene Flynn, Sue Masterson, Les Miller, Sheila Schwartz, John Smith, Andrea Zietlow and Bob Masterson

Absent: Pam Novey

Guests: Caryn Amster; Debbie DeChinistso, Ruth Sellers

2. Approval of July, 2021 Minutes

A request was made to put page numbers on the board packet.

John Smith moved that the minutes be approved; Sheila Schwartz seconded the motion and the motion carried

3. ICL Member Participation

None

4. Unfinished Business

a. Appreciation Luncheon Update (Bob Masterson)

i. About 55 invitations were sent out for the Appreciation Luncheon on September 7. 37 people will be attending including Mablene Krueger, Chief Operating Officer of the Schaumburg Campus, who will be saying a few words.

ii. Andrea Zietlow mentioned that several members complained that the luncheon will be held on Rosh Hashanah, an important Jewish holiday. This was an oversight, but the Board needs to be cognizant of this when planning any events in the future.

b. Return to Campus Update (Bob Masterson)

Basically, the return to campus proceeded very smoothly; however, some members didn't read the information that had been sent out and

gave the guards a hard time about having to fill out the COVID form. One member even swore at the guard.

c. Fall Sticker Distribution (Andrea Zietlow)

Andrea sent Bob a list of those members who have registered for on-campus study groups in the Fall. She requested that Bob send her a list of those who still haven't received stickers. She will then ask for volunteers to check vaccination cards and put stickers on the ID cards prior to the first session of each on-campus Fall Study Group.

d. Pilsen Trip (Sheila Schwartz)

Sheila will send out checks and deposits within the next few days. She doesn't have a bill from the museum yet. We can cancel up to 2 weeks in advance for a full refund.

e. Amendment to Vaccination Requirement (Andrea Zietlow)

In May, the Board passed a motion requiring members to be vaccinated against COVID-19 in order to attend on-campus classes. Prior to the Board Meeting, Andrea Zietlow contacted members of the Executive Committee and moved to amend this motion to include all ICL sponsored activities and events other than those hosted on Zoom. Gene Flynn seconded the motion. The Executive Committee unanimously approved the motion. Other Board Members then voted on the motion via email and it passed.

f. Zoom Equipment Update (Andrea Zietlow)

i. The Zoom Team and Bob Masterson met to discuss what would probably be needed if ICL were to purchase its own equipment for hybrid classes. Based on his experiences with the Holy Family Job Search Ministry, Gene sent out a description of equipment that could be purchased for much less than RU spent; Bob agreed to check with Jon Resele to see what his thoughts were about this.

- ii. Gene has purchased a camera with a built-in microphone. Bob thinks the sound would be routed through speakers; the presenter would need to remain stationary in front of camera. This equipment was \$35. This will have to be tested since it is uncertain if people will be able to hear one another when questions come up. The study group coordinator will probably have to repeat questions or the member will need to come up to the mike. Questions included:
 - Does RU have the band width to support this?
 - Would it be possible to obtain a 2nd mike for people in the audience?

We will need to set up a meeting in the center to test this equipment.

- iii. On September 14, we will find out how well the RU equipment works. The Zoom app is loaded on the computers in the rooms that are set up for hybrid classes. The presenter will have to enter the meeting ID and password to use it.

5. New Business

a. Scavenger Hunt (Sue Masterson)

The Web Committee is working on a Scavenger Hunt Challenge. The intent is to help members learn to navigate the website by following links to answer 25 questions. Members can find out their score and go back and redo the quiz. Up to 8 winners will be selected randomly. Mike Thompson will set this up on Survey Monkey. The Scavenger Hunt Challenge will be introduced on September 1 and will run from September 8-22. Winners will be picked by October 1 and announced at the Holiday Party.

b. Ad Hoc Member Satisfaction Survey Committee (Sue Masterson)

The purpose of this committee is to help us make sure that the ICL Board and members are in alignment on the SWOT Analysis. How can ICL improve? How do members feel about renewing and referring friends, etc. Mike Thompson will assist with putting this on Survey

Monkey. Committee members include: Sue Masterson, Chair; Andi Basalay, Marlene Brusko, Joan Reisen, Sheila Schwartz, and Andrea Zietlow. The first meeting will be September 1.

c. Membership Campaign (Sheila Schwartz)

- i. Gene made 70 calls to members who did not renew their memberships during COVID. Selwyn and Sheila Schwartz will be making additional calls.
- ii. Andi presented information about Hibü, a company that develops Facebook ads for a target audience. This could help ICL to recruit members and also includes Instagram. Filters could include an age range of 55-70 and the radius around ICL. Through this, ICL would be able to promote events, build awareness, and direct people to the website. The cost is \$250/month for a minimum of 6 months. It takes 10 business days to create the ads. Hibü would try two ads; then select the one that is performing better. They would also provide analytics regarding the responses. They anticipate 14,000 views of which 70 would probably go to the website. We would need to respond to inquiries right away. One board member pointed out that if we get 12 new members, we break even.
- iii. Andrea Zietlow moved that we use Hibü ads on Facebook for 6 months at a cost of \$1500 to promote ICL. Les Miller seconded the motion. The motion was unanimously approved.

d. Winter Lecture Series Sponsorship (Caryn Amster)

- i. Gene Flynn and Caryn Amster have booked a slate of 9 lectures and are working on a tenth. They offer a variety of diverse topics. Caryn contacted investment broker, David Sterner with Merrill Lynch, to see if they would be willing to sponsor the lecture series. They have agreed to do so for \$2500. ICL will provide perks similar to those provided for Friendship Village including a back page ad on our membership directory, information on the website, recognition on

the brochure for the lecture series, and a banner for the lecture series.

ii. Bill moved that the Sterner Group of Merrill Lynch be approved to sponsor the Lecture series at \$2500. John Smith seconded the motion and the motion carried unanimously.

e. Introduction of ICL Readers Theater Lunchtime Program (Andi Basalay)

Andi Basalay talked to Mary Rose Nowak, a retired high school drama teacher, about doing a lunchtime Readers Theater Program. While members won't have to memorize any lines, there will be many activities including sound, production, etc. An organizational meeting will be held on September 29.

f. Roosevelt Community Update (Andi Basalay)

i. Andi Basalay met with Mablene Krueger so that they can keep each other informed. Mablene agreed to do a Winter Lecture. Roosevelt University has a community program to encourage faculty to reach out to the community. As a result, ICL may be able to utilize some of their faculty expertise. Mablene will check with a professor about a community project for both RU and ICL. She also mentioned a professor who is involved with Title 9 which would tie in with the Olympic Theme for March. ICL can also use RU's message board to welcome members back, announce events, etc. In return, Mablene suggested that perhaps our members could conduct mock interviews for their students. Mablene also plans to come to the Appreciation Luncheon and will say a few words.

ii. Andi is meeting tomorrow with Victor Oswald, who was instrumental in getting ICL connected with Roosevelt University. RU works closely with Harper which may be an opportunity for ICL to engage with Harper --- possibly reinstating the weeklong programs.

g. Village of Schaumburg Proclamation (Sheila Schwartz)

Sheila contacted the mayor of Schaumburg about ICL's 25th Anniversary. Based on a form provided by the village, Andi wrote out a proclamation. August 24, 2021 will be ICL Day in Schaumburg. Andi, Sheila, and Andrea are going to the Schaumburg Board Meeting on August 24 to accept the proclamation. Sheila will ask if this can be put in Schaumburg Newsletter.

h. Matching Funds Grant/Anonymous Donor (Andi Basalay/Sheila Schwartz)

- i. ICL received an anonymous donation of \$4000. This money will be used to provide matching donations to encourage members to donate to ICL. This should be short term, probably in October and November. Sheila has prepared a graph titled, "ICL Path Forward Matching Grant Challenge" which will be on the website. Sheila and the Outreach and Fundraising Committee will determine whether the graph should just show donations or include the matching amount. They will start working on marketing materials in which members will be told what the money will be used for. Members will also be reminded that they can avoid paying taxes on the money that they give as part of their IRA minimum distribution. The results will be shared at the Holiday Party.
- ii. Sheila moved that ICL proceed forward with the Matching Grant Program. Les seconded the motion and it was approved.

i. September 16: Zachary Hughes Beethoven Concert sponsored by Gloria Kinney and Rem Stokes (Andi Basalay)

- i. Gloria Kinney and Rem Stokes have arranged for Zachary Hughes to perform at The Garlands, Friendship Village, and now ICL. He will be performing a piano concert of Beethoven Sonatas on September 16. The concert will be free for attendees; however, no food or

beverage will be allowed. This information will be in the announcements and on the website. Members need to register for this event and can bring guests. We do need Board approval to tune the piano for \$130.

ii. John moved that we spend \$130 to get the piano tuned at RU. Bill seconded the motion and it carried.

j. SWOT Analysis/Strategic Planning for 2022 (WIP)

Andi Basalay reviewed the weaknesses that the Board agreed need attention. These included:

- Decrease in Membership Base: Retention/Aging/Loss of Income
- Lack of Community Visibility/Awareness
- Lack of Engagement/Passivity of Members
- Recruiting and Retention of New/Young Members
- Loss of Experienced Coordinators/Presenters
- Limited Social Activities Outside of Classroom

Andi would like to prioritize these items and the Board will then create a list of actions to create quarterly milestones. Each Board Member selected two of the six topics they thought most critical. 75% selected “Recruiting and Retention of New/Young Members”; 63% chose “Decrease in Membership Base,” and 50% chose “Loss of Experienced Coordinators/Presenters.” These will be the items we will focus on first.

6. Calendar (separate document)

No additions or corrections

7. Treasurer’s Report and Financial Report (Bill Amster)

i. The total assets are \$161,350.00. The net income through July was \$4,378 with \$3,330 in July alone. The current membership is 276, up from 273 in June. The cost of the picnic was \$4595, which is about \$1000 over budget.

ii. An ad hoc budget committee was formed. As a result of the loss of membership, if ICL returned to all previous activities, we would lose

about \$30,000 per year. Therefore, we need to take a hard look at our expenses. Andi will check on some issues prior to the next Board Meeting.

8. Additions or changes to the written committee reports

Andi reported that the Events Committee Report stated that everyone wore masks at the picnic; however, this was not the case.

9. Other Business

There was no other business.

10. Additional Member Comments

Debbie DeChinistso did not think it was appropriate to have someone from a business sponsor a program since this leads members to believe that ICL is endorsing this business. She also didn't think that the sponsor of the Lecture Series should speak. Board Members gave reasons for not seeing this as a problem.

11. Next Meeting --- Monday, September 20, 2021, location TBD

12. Adjournment

Bill moved to adjourn the meeting; Gene seconded it; the motion carried.

Submitted by Andrea Zietlow