

Minutes
ICL Board Meeting
October 18, 2021
at 9:30 AM

Present: Andi Basalay, Bill Amster, Gene Flynn, Sue Masterson, Les Miller, Sheila Schwartz, Ruth Sellers, and Bob Masterson

Absent: John Smith and Andrea Zietlow

Guest: Debbie DeChinistso

1. Andi Basalay called the meeting to order at 9:35 AM and confirmed the quorum.
2. Andi welcomed Ruth Sellers, our newest board member, to the board.
3. Sheila Schwartz moved to approve and accept the September 2021 Minutes as read. Bill Amster seconded and the motion carried.
4. Andi Basalay welcomed Debby DeChinistso, who has been diligent in attending Board Meetings over the last 18 months. Debbie had no comments or concerns at this time.
5. Unfinished Business
 - a. Sheila Schwartz updated the board on the Path Forward Donation Campaign:
 - i. ICL is over our goal. The total is now over \$5,000. The board needs to decide how to best spend the money, so that members see where it's making a difference.
 - ii. Bob Masterson will investigate pricing for an all-in-one ink-jet printer for the office.
 - iii. Sheila sent 'thank you' emails to everyone who donated, except one person who needs to provide a new email address.
 - iv. Sheila thanked Richard Westgard, Gene Flynn and Bob Masterson and everyone who participated for all their help in this campaign.
 - v. Bob Masterson advised an additional \$600 was donated over the weekend from a few members.
 - b. Andi Basalay updated the group on Hibu FaceBook ads.
 - i. Two versions of the ads went up October 1 and one ad is significantly outperforming the other. To date the ad has been viewed by 1,757 people 55+, within a 15-mile radius of RU. To date, 35 people clicked to see more and were brought to ICL's website, but haven't provided any contact information.

- ii. Andi contacted Hibu and one other company (for comparison purposes) who both said that during the first month a baseline is established. As they continue to tweak the ad, we should get better responses. Both companies said that we should continue to watch the 'click-through rate' which has an average rate at 2% and is currently right on target.
 - iii. Andi tested the process with our web designer and it's working correctly. They changed the contact form to ask for email address only and dropped phone number.
 - c. Sheila Schwartz updated the board on the Membership Committee
 - i. We had two members who volunteered to help with new members, but unfortunately, due to a health issue, they needed to decline at least for now.
 - ii. Sheila will meet with another member who is interested in helping. We need a number of volunteers because some of them travel and some are away during the winter. If any board members have suggestions for members who may enjoy volunteering for this, let Sheila know.
 - iii. Andi Basalay mentioned that there are pocket folders that can be used for providing information to new members. There is also a booklet, and Andrea Zietlow may have the digital format and might be able to make any needed updates.
 - d. John Smith was unable to attend today. Sheila Schwartz provided the update on the Holiday Party.
 - i. Everything is arranged at Chandler's Banquets. The email invitation is going out soon.
 - ii. The Events Committee will be offering open seating and reserved seating options to groups of up to 8. If there are any open seats at tables with reserved groups, they will be filled with members who elect open seating. Seating will be finalized a few days prior to the event, and can't be changed at that point.
 - e. Sue Masterson reported on the Survey Committee:
 - i. We're learning that in general, organizations are moving toward smaller, targeted questions instead of longer, formal surveys.
 - ii. Members who are engaged and participate, tend to be the most loyal to an organization. We want to encourage engagement and one way to do that would be to deliver a few brief questions, on different topics, at reasonable intervals. We hope to make it really easy for members to provide feedback and then take action based on responses – where that's possible.
 - iii. The committee has been testing this out with both a link and a Quick Response code (a QR Code) that goes immediately to a few sample questions.

- iv. The Committee needs to discuss it but there seem to be lots of options.
- v. We are discussing moving away from a long, multi-question survey, assessing satisfaction

f. Opportunity SWOT Discussion (Work in Progress)

- i. During the Summer, the board began an exercise to identify some components (Strengths, Weaknesses, Opportunities, and Threats) for ICL.
- ii. Board members were asked to identify the External Opportunities that may be available to the organization.
 - 1. Large and growing base of 55+ age group in the NW Suburbs
 - 2. Develop Strategic Partnerships to create awareness of ICL Programs
 - 3. Pursue corporations seeking to support LLIs with funding
 - 4. Libraries and other LLI may seek partnerships with us.
 - 5. Senior Fairs may welcome us
 - 6. Increase use of Internet and social media to create awareness and boost membership
 - 7. Augment member benefits through increased access to Roosevelt University's programs and academic staff
- iii. In determining how we can use these opportunities to improve weaknesses, the board agreed to the following Strategic Goals for 2021-22, and some of these have already begun:
 - 1. **OUTREACH:**
Actively seek sponsorship from corporations to enrich ICL programming and offset decrease in revenue caused by reduced membership.
 - 2. **MARKETING:**
Focus membership recruitment efforts on seniors aged 55-65.
 - 3. **MEMBERSHIP:**
Develop Membership Process to focus on new member experience and keep current members engaged.

6. New Business

- a. Sheila Schwartz reported for the Outreach Committee.
 - i. Friendship Village is interested in being a sponsor of our organization as they had been in the past. They had previously indicated they did not intend to sponsor the Winter Lecture Series, but they have new marketing management who contacted Gene Flynn about this.
 - ii. There are differences in opinion as to whether residents of Friendship Village would want to join and participate in ICL, because they have a comprehensive program there.
 - iii. A meeting is scheduled for October 28. The ICL members will listen to their proposal and expectations for a donation of \$2,400. ICL might counter with additional services we might provide for a slightly larger

donation. The Winter Lecture Series is not available, as we have a new sponsor this year. Outreach would like to develop a policy and program for corporate sponsors that could be used in future instances. Bob Masterson provided the committee a list of ICL members who have become residents of Friendship Village.

- iv. A lecture series at a different time of year may be an option for sponsorship.
 - v. Friendship Village might want to sponsor the ICL Reads paid lecturers in April, on topics relating to the community book. Residents of Friendship Village would need to obtain their own copies of the book.
- b. Sheila Schwartz said that the committee is looking for a volunteer to assist ICL members who have questions about choosing ICL as a donation recipient under the Amazon Smile Campaign. Once the volunteer is lined up, an E-Blast will go out launching the campaign. The goal is to launch the campaign in October as members start to think about holiday shopping.
- c. Andi Basalay provided an update on the Program Development / ICL Reads Joint Project: An Olympic View from the ICL Crew
- i. The seminar will be loosely related to the book selection for ICL Reads, *The Boys in the Boat: Nine Americans and Their Epic Quest for Gold at the 1936 Berlin Olympics*, by Daniel James Brown. The book will be announced at the Holiday Party.
 - ii. There will be 1-hour Olympic-related presentations during the week of March 7th-10th. These will be either in person, on Zoom, or a combination of the two.
- d. Andi Basalay updated the board on the ICL Reads 2022 Program
- i. *The Boys in the Boat*, by Dan Brown is about a college Olympic rowing crew, and is set during the Depression Era and the Dust Bowl. It's a true story and it encompasses Hitler's Olympics in August, 1936.
 - ii. We are scheduled for two book curbside pick-ups and two book discussions.
 - iii. All the ICL Reads events will be hosted online this year. It's easy to allow non-members to participate, as an introduction to ICL.
 - iv. Fridays in April will be set aside for 8 scheduled (paid) speakers. Andi provided the speaker names and topics. It's a great lineup.
 - v. Ruth Sellers has agreed to serve as Chair of the ICL Reads Committee to select the book for 2023. She has been serving on the Committee and will do a great job.
- e. Andi Basalay led a discussion about whether we should hold the Ice Cream Social in 2022. The decision was to leave it in the budget for now.

- f. Bob Masterson reported to the board:
 - i. The 2022 proposed budget was provided to the board for discussion and questions. The main thing is to be ready to vote on the budget at the November board meeting. If we add members, it will help us because ICL doesn't want to continue losing at the rate of \$11,000 per year.
 - ii. Bob reported on Covid protocol violations by members. He sent a reminder Eblast yesterday, asking members not to take their frustrations out on the guards; they don't make the rules. Hopefully we can reduce this behavior. Another problem is that members are walking into classrooms with coffee and water – which are not allowed in classes. ICL will continue to send out reminders and notices to all members.

- g. Andi Basalay gave an update on the new hybrid classes. The coordinator was concerned that the Zoom audience would feel like second-class citizens. That doesn't seem to be the case. Bob brought up some concerns about noise coming from the classroom to Zoom viewers before class and at break. There is a way to diminish the noise, but if members were in the class, they would be hearing it anyway.

7. Calendar

Fall Wrap-Up Date Change: The date has been changed to November 18. We are able to have two rooms – one to eat in and another for the meeting.

8. Bill Amster presented the Treasurer's Report.

Total Assets = \$157,136.00

Total Liabilities & Equity = \$157,136.00

Net Income YTD = \$1,929.00

The current membership was reported as 288 for September. It's trending upward, we've had 2 new members and the remainder are returning. Next year's budget is based on 300 members.

- Net income thru September was \$1929 and for September alone was -\$3764
- Net income YTD thru August was \$5,693. There are two reasons for the loss: The Office Manager is back to full salary and Roosevelt rent has resumed and Aug and Sept were billed in Sept (\$2867).
- Assets at the end of September were \$157.1K compared to \$158.2K at end of August 5. The Roosevelt rent is charged to ICL's American Express card and is charged in one month and paid in another, depending on when the bill arrives.
- Donations YTD are \$8,493 and for Sept alone are \$1,125
Dues were received in September from 17 regular renewals, 1 new member and 1 coordinator
- Membership increased from 281 last month to 288 this month.

9. There are two corrections to the committee reports:
 - a. Andi Basalay is listed as the Chair of the Zoom Equipment Committee, but it should be Andrea Zietlow.
 - b. The dues for everyone in 2021 should be listed as \$125, rather than \$100 in the Facebook Program report.
10. There was no other business.
11. There were no additional comments from our guest.
12. The next meeting is scheduled for Monday, November 15, 2021 on Zoom at 9:30 AM.
13. The meeting unanimously adjourned at 10:45 am.

Submitted by Susan Masterson,
for Andrea Zietlow