

## **ICL Board Meeting Minutes November 15, 2021**

### **1. Call to order and confirmation of quorum**

President Andi Basalay called the meeting to order at 9:30. All board members were present as well as Bob Masterson. There were three guests: Debbie DeChinistso, Gloria Kinney, and Caryn Amster

### **2. Approval of October, 2021 Minutes**

Sheila moved to approve the October, 2021 minutes; Ruth seconded; the motion carried.

### **3. ICL Member Participation**

Debbie DeChinistso raised several points:

- She was concerned that most of the Intersession classes were in person (It was pointed out that 5 classes are on Zoom; 4 are on-campus)
- She questioned how many breakthrough cases we've had from Roosevelt (We've had one.)
- She commented that the hybrid classes are outstanding and asked if there are any scheduled for January (There are 2.)
- She asked how many RSVP's there have been for the Holiday Party (About 140 members or about 50% of the membership have registered.)

Gloria Kinney wanted the opportunity to listen and thanked the board for the great job they have done. She also offered assistance in the future.

Caryn Amster pointed out that the sponsor of the Winter Lecture Series would be sponsoring a presentation on Tuesday morning. Ruth and Gene would like to have this recorded.

### **4. Discussion and Approval of Budget for 2022**

There were no suggestions for changes since October. Andi expressed concern about the Marketing budget and said that ICL may need to spend more money to attract new members. Bill suggested leaving it alone; if more money is needed, the Board can vote on the matter at that time. Bob added that adjustments would probably be made later in the year since there may be places where less is being spent than originally budgeted.

A request was made to keep track of the donated money on a separate ledger on Excel spreadsheet; this way it will be easier to keep track of the money spent from donations. Bob is already doing that.

The Board agreed to fund an annual picnic rather than the Annual Meeting. Members will be charged \$10 for attending the picnic and \$15 for the Holiday Party.

Bill noted that the budget covers all of our needs, but is out of balance.

John requested an end-of-year report comparing how much was budgeted and how much was actually spent.

John moved that the budget be accepted; Les seconded the motion. The motion carried unanimously.

**a. General comments from Office Manager**

More than 50% of the registrations for the Fall/Winter Intersession have been online. The Lecture Series is on the website, but members can't register yet.

**5. Unfinished Business**

**a. Path Forward Result**

The response to the Path Forward Matching Funds has been phenomenal; the amount is expected to hit \$11,000 this week. Sheila thanked everyone who helped out and sent thank yous to those who contributed. This shows that our members care and want to see ICL continue. She reiterated that the donation money needs to be kept separate from the general budget.

**i. Sub-Committee to recommend use of donated funds**

Sheila would like to have a subcommittee to recommend uses for the donated funds. She would like Bob Masterson to be on the committee. She also asked for volunteers. Andrea Zietlow and Caryn Amster volunteered. The Zoom Equipment Committee will be consulted for recommendations on equipment to ensure the continuance of hybrid classes.

There was a great deal of discussion regarding how the donations money should be spent. Some board members believe that the original intent of the fundraising was to offset the deficit in the budget. Others want to spend the money in a way that gets members excited. The committee will discuss various options and bring them back to the Board.

No one anticipated that we would get as much money as we did. Since October 1, more than \$11,000 has been donated. Several thousand dollars had been donated earlier. In total, \$15,693 has been collected in donations during 2021.

**b. Friendship Village Meeting report (Sheila)**

Recently Sheila Schwartz and Andi Basalay met with Mark Zucco, VP of Sales and Marketing, Jill ?, who is also involved in marketing, and Jeanette Magdaleno of Friendship Village to discuss the ICL Partnership between Friendship Village and ICL. Previously, Friendship Village indicated that they did not wish to continue sponsoring the Lecture Series and ICL found a new sponsor. In this meeting, Jeanette explained that a continued partnership would benefit both Friendship Village and ICL. Since the Lecture Series is now being sponsored by the Sterner Group of Merrill Lynch, they discussed other possible means of working together.

Since we could provide Friendship Village more than we previously have offered, Sheila is asking for \$5000. Friendship Village will be meeting in the near future to discuss this further.

Andi complimented Sheila for representing ICL in a positive manner

**c. Hibu Facebook Ad**

The Hibu Facebook Ad has had 4,665 views. Of these, 97 people clicked through. The concern is that people are going to the website, but are not clicking through far enough to provide ICL with an email address. Andi will be meeting with Timm to figure this out. 88% of the views are from women; 12% are from men.

Andi mentioned that the ad is being released to 200 people/day and follows them for 14 days. Many board members would like to see more exposure.

Andi responded that we are getting a typical response and have to give Hibu six months. Andi will contact Hibu to see if ICL can get greater exposure without paying more money.

Although two ads are going out at a time, Andi reiterated that the issue is that more than 90 people have come to the website, but we're not getting the contact information.

**d. Wrap-Up Luncheon**

There were 19 members who offered Summer/Fall Intersession Presentations and/or Fall Study Groups. Of these 15 will be attending the luncheon on Thursday. Andrea put together a menu from Café Zupas and will call in the orders on Tuesday. We will be using Room 624 for eating our lunch and 620 for the meeting portion.

**e. Holiday Party**

John Smith reported that we will be able to start setting up at Chandler's at 10:30. To commemorate ICL's 25<sup>th</sup> anniversary, there will be 25<sup>th</sup> anniversary bookmarks for each attendee. Andi also has slides showing the accomplishments of each of the former presidents of ICL. The Mayor of Schaumburg will be attending the ICL Holiday Party. Hopefully, we will be able to get a press release from this.

Andrea asked if anyone had checked to verify that all attendees for the Holiday Party have been vaccinated. Sheila responded that this has been done.

Andrea also brought up her concerns about religious symbols such as candy canes and bells being used for table decorations for the Holiday Party. There was a great deal of discussion about this; the final decision was to leave it up to the Events Committee to decide.

**f. Pharmacy Scholarship**

This year's Pharmacy Scholarship was awarded to Shams Azzawi. Andrea attended the Awards Ceremony on Thursday, November 11. Shams will be offering a presentation to the ICL membership on Bone Health. Most likely, this will be sometime in January.

**g. An Olympic View from the ICL Crew**

Information has been sent to Bob and a flyer will soon be going out to the membership with information about this program with a call for proposals. A proposal form will be attached.

**h. Readers' Theater**

Eleven members have been participating in the ICL Reads Readers' Theater with an equal number of men and women. Their first offering was supposed to be in December; however, the member with the lead role tested positive for COVID so they had to cancel the remainder of the sessions. The group plans to resume in January with their next meeting on January 19. The participating members really enjoy the group.

## **6. New Business**

### **a. Amazon Smile Activity**

Several members have contacted Mary Svetlik about joining Amazon Smile. Sheila believes that there may be more, but there is no way of knowing until we get the report. Bob added that he has found out that three additional members have joined Amazon Smile.

### **b. Membership engagement/onboarding update**

Sheila has welcomed the two new members and verified that they have been vaccinated.

### **c. Expansion of Potential Class Offerings**

The Program Development Committee looked at what other LLI's are offering to see how we might expand our offerings beyond the traditional study groups which involve lecture, PowerPoints, and videos. There are several reasons for this:

1. It may help to attract new members
2. It may help to retain current members who would like something in addition to the traditional study groups
3. It may make it easier to find coordinators for classes that don't require as much preparation.

The Committee developed the form in the packet titled, "Interest in Alternate Types of Study Group Offerings". These will be handed out and collected at the Holiday Party. Once the results are tabulated, the committee will determine how to proceed.

### **d. Spring Coordinator Meeting**

The Program Development Committee is planning a Spring Coordinator Meeting for all past, present, and potential coordinators. On November 9, Andrea sent a survey to 92 coordinators to find out what their needs are. To date, Andrea has only received responses from 11 people. Two members said that they would no longer be coordinating any study groups. Andrea will bring forms to the Wrap-Up Luncheon and send out another reminder.

### **e. Hybrid classes/Zoom update**

During the Fall Study Groups, Marlene Brusko offered a hybrid class. She said that it was very easy to do and encouraged other coordinators to try it. She typically had about 50 participants on Zoom and 15-20 on campus.

Bob pointed out that 36 members had signed up for Marlene's on-campus class. Therefore, many of these may have decided to stay home and participate via Zoom. Bob also mentioned that for the Fall/Winter Intersessions, registrations for Zoom classes is outpacing those for on-campus classes.

Bill asked if more than one Zoom session could be conducted at a time. Bob said that he would check into this. However, the bigger problem may be getting the equipment for two or more rooms. Andrea indicated that this problem could probably be averted by scheduling classes so that no two requiring the hybrid method be scheduled at the same time.

For the Winter Study Groups, Andrea has two requests for hybrid classes. One of these is for the Current Events class which will provide insight into how his format might work for a class that involves a lot of discussion.

**f. ICL Reads Book Registration, Pick Up and Announcement**

The ICL Reads book for 2022, *The Boys in the Boat: Nine Americans and Their Epic Quest for Gold at the 1936 Berlin Olympics*, will be formally introduced at the Holiday Party. At that time, members will find out how they can reserve copies of the book.

**g. Proposed Event Dates for 2022/2023**

Andrea submitted proposed dates for 2022 major events and the 2023 schedule for Study Groups, Intersession Presentations, and Wrap-Up luncheons. Andi pointed out two concerns: One is that the Holiday Party should be on December 15, 2022 with alternate dates on December 13 and 14. The second is that the Winter Wrap-Up Luncheon for 2022 is scheduled for Wednesday, March 2. This is Ash Wednesday. It could be rescheduled for Thursday, March 3.

Board Members were asked to review the dates for any other potential conflicts prior to the January Board Meeting.

**7. Treasurer's Report and Financials Report**

Treasurer, Bill Amster, noted that ICL's total assets ending October, 2021 were \$161,722.00. The net income for 2021 has been \$6,883. The net income in October alone was \$5,073. This is largely due to donations and the fact that RU did not bill ICL for rent. Since the billing from Roosevelt is sporadic, this makes it difficult to make monthly comparisons from one year to the next.

For 2021, the total donations thus far have been \$15,693. For October alone, they were \$7200. Bob was asked to send out a detailed break out of donations. (He did so later in the day.)

Our membership in October went down from 288 to 284. Bill commented that there were very few renewals in October; however, Bob indicated that October and November are our lightest months.

**8. Other Business --- none**

**9. Additional Member Comments**

Gloria commented that she was impressed that the Board is able to deal with the very technological world that we live in. She appreciates being able to attend the Board Meeting and listen and thanked the Board for the opportunity to join.

**10. Next Meeting --- January 17, 2022, 10:00 via Zoom**

**Meeting adjourned at 11:50.**

Respectfully submitted,  
Andrea Zietlow  
Secretary, ICL