

ICL BOARD MEETING
MINUTES
April 18, 2022

1. Call to order and confirmation of quorum
Andi Basalay called the meeting to order at 10:01. All Board Members were present. Debbie DeChinistso and Caryn Amster were guests.
2. Approval of March, 2022 Minutes
Ruth moved to approve the March minutes and Gene seconded the motion. The motion carried.
3. ICL Member Participation
None
4. Unfinished Business
 - a. Nominating Committee Update
The three current Board Members who are up for reelection are Andi Basalay, Gene Flynn, and Sue Masterson. After serving on the Board for nine years, Sue does not plan to run for reelection. The nominating committee also received an application from Greg Patzer. He joined in 2017 and has worked in management of not-for-profit organizations. The committee will meet via Zoom later this afternoon to interview him. The three candidates for the board are: Andi Basalay, Gene Flynn, and Greg Patzer
 - b. Events Committee
King and I: The last ticket for *The King and I* was sold this morning. The final payment will be made this week.

Cook, Cork, and Fork: This is all set for June 6 with a cost of \$60/person.

Anderson Japanese Garden in Rockford:
Sheila gave the information to Deanna Stuart. The Gardening group thinks that providing a bus would add too much to the cost. Deanna will determine how they want to proceed.

Elgin Symphony Orchestra:
Rehearsals are always in the evening 6:30-10:00. Performances are usually on Friday and Saturday nights and Sunday afternoons. If we pursue this, it would be for Fall.

“Dream World”
Another possible field trip would be to “Dream World” at Cantigny. If members carpool, they just pay by car.

Gene Flynn suggested having a field trip to a Roosevelt University concert. They are usually in the evenings or on Sunday afternoons. Andi suggested that we arrange a tour of historic Gantz Hall beforehand.

Ice Cream Social:

The Committee has reserved the cafeteria space for the Ice Cream social. They are working on ideas to make it more interesting.

Picnic:

John reported that the tent at CRC has a very nice setup.

Bill mentioned that when Henrietta was chair of the Events Committee, she filled out a form for outings showing expenses. Sheila said that although she has all the information, she would prefer to revise the form to make it simpler. Other board members agreed that we do need some type of report to look at. Sue said that prior to the current form, the Board was losing money on self-funded events due to insufficient registrants. Sheila said that she would have a revised form for the next board meeting.

c. Membership Survey Committee

Sue shared several graphs that displayed information garnered from the Member Satisfaction Survey. Some observations included:

- Members are generally more interested in passive rather than active participation
- The biggest reason for attending ICL is the study groups
- This didn't vary much by years of membership or by age; however, for the five members who have been part of ICL for one year or less, social relationships and staying current were most important
- Amongst all age groups and years of membership, the activities that draw the most participation are the Study Groups, Intersessions, Winter Lectures and Zoom.
- The two youngest groups want Zoom to continue the most

The committee is still analyzing the data related to the most active members (8 or more activities) and least active members (5 or less activities).

Other things to still look into include:

- Narrow down who are the most engaged members - is there any pattern?
- Is there a correlation between reasons for belonging and participation?
- Analysis of the text responses (this is underway).

d. Email Membership Recruitment Campaign

A total of 45 names and email addresses have been submitted. Gene has started sending out emails to these people. To avoid complications with Mail Chimp, he is using his own email. To build awareness among our members, Gene suggested putting something in the weekly announcements.

Andrea asked if the current brochure and/or the calendar page for the current or upcoming month could be attached to all mailings so that the potential members know what we have to offer. Gene said that this would be very easy to do and could be incorporated

e. Program Development

i. New Classes

When Sue was going over the results of the Membership Satisfaction Survey, she indicated that the biggest reason for attending ICL is for the Study Groups. The Program Development Committee has been working on ways to offer a greater variety of study groups that don't require as much preparation on the part of the coordinators.

Based on the Alternate Study Groups survey that was conducted at the Holiday Party, three new study groups were offered this Spring. Two of these, *After Dinner Conversations*, coordinated by Ruth Sellers and Lynn Shevelenko, and *The Science of Gardening*, coordinated by Deanna Stuart, Randi Long, and Alan Johnson, were very successful. The third class, *Come Play Mah Jongg* just started last week. We will be adding another new class during the Summer/Fall Intersession called *You Be the Judge and Jury*, presented by Jeff Gray. Hopefully, all of these classes will continue into the future. We also hope to add more of the alternate study groups during the Summer Session.

ii. All Coordinator Meeting

The Program Development Committee is sponsoring an All-Coordinator Meeting on Monday, May 23 from 9:30-11:30. This meeting is for all past, present, and potential coordinators. From 9:30-10:30, we will address various informational issues such as "Information for Coordinators on the ICL Website" and various technology issues. After a 10-minute break, we will offer a panel discussion featuring experienced coordinators and questions from the participants. Refreshments will be served. This meeting will be a very important format for moving Program Development forward. Andrea hopes that all board members will attend. If board members can think of anyone who may be considered a "potential coordinator", they should let Andrea know.

iii. Changes in Program Development

For the past year, chairing the Program Development Committee has become very time-consuming and overwhelming. (A list of responsibilities and the timeline for completing tasks are included with the Program Development Committee Report). This has caused a great deal of stress apparently affecting Andrea in more ways than she had realized. Therefore, the Program Development Committee is recommending some changes to reduce the workload. These include:

- Eliminating the Wrap-Up Luncheons
- Using paper evaluation forms only; these would go straight to the coordinator/presenter
- Offering Winter Study Groups via Zoom only (eliminating the need for brochures and registrations; the weekly schedule would still be provided)

In addition, Anita Brandes will take over the weekly Announcements beginning the week of May 1. Andrea would also like to have someone be responsible for creating the print brochures for the Study Groups and Intersession Presentations. This could be divided amongst two people. Bill offered to take on this responsibility.

Bill asked if there was some way to get the brochure off of ProClass. Bob said that what we could get would not be very useful for our membership. He will print out what we would get off of ProClass and send it out to the Board. This also does not include a registration page

f. **SERVE (Senior Excellence of Restaurants Review)**

Caryn Amster provided an update on SERVE. The goal of this initiative is to increase member involvement. Members will be encouraged to write positive reviews of restaurants; these reviews will be shared with members and on Facebook. Les suggested including restaurants that focus on breakfast and lunch; Ruth suggested also including take-out restaurants.

The program will be launched through an eblast. The submissions would go to Caryn.

5. New Business

a. RU Update

Andi is meeting with Mablene tomorrow; she will ask again about training for Program Development and RU concerts.

Gene mentioned that in the past we have had study groups with food and wine. He was wondering if we can do that now. Bob replied that once the mask restriction was lifted, food and drink are OK. Board members suggested that

we remind members that while they can bring in food and drink, they should avoid cellophane wrappers and smelly or crunchy foods. Andrea will put this in the announcements.

Bob mentioned that the last time a wine tasting class was offered, participants were asked to pay a nominal fee for the wine.

b. Office Manager Update

Bob mentioned that March is not a big time for renewals; in June will there will be 35 members up for renewal. There have been a small number of non-renewals. Registration has begun for the Spring/Summer Intersessions. The majority are using Pro-Class to register. Andrea will include a reminder to register for the Spring/Summer Intersessions in the announcements.

Bob has been including a few reminders on the weekly schedule. Since 75-80% of members are opening the Saturday schedules, this seems to be a means of reaching more people. He is not including anything long.

Bob has also heard comments that there are too many eblasts and that they are too long. The Board did not concur and believes that the eblasts are the best means of communicating with our members.

c. Taste of ICL

Andrea reminded the Board that in 2018 and 2019, ICL offered a "Taste of ICL" during the Summer/Fall Intersession. During this session, members were encouraged to bring in friends and relatives to try our classes. Guests who joined before September 30 were given \$25 off their first year's dues. The names of members who brought in guests that joined were included in a drawing. Three of these names were drawn and those members also received \$25 off their renewals. She would like to know if the Board would like to proceed with "Taste of ICL" this year.

Sheila mentioned that we would also be having the Ice Cream Social during the summer at which time members could bring guests. Gene added that he is looking at the possibility of a Summer Lecture Series of about three lectures featuring a special history speaker such as Gary Midkiff. We could use Path Forward funds to pay for this.

The Board agreed that we should have the Taste of ICL. Sheila suggested that we work on coordinating all these events.

Gene moved that Board approve \$1200 for three lectures focused on history in July or August. The motion was seconded and unanimously approved.

6. Calendar Packet

Sheila asked about including the Cook, Cork and Fork field trip on the calendar. Andrea mentioned that the April Board Meeting is not listed on the calendar.

7. Treasurer's Report and Financials Report

- * The total assets at the end of March were \$151K, down from \$155K in February. Since March was low on renewals, this is not surprising.
- * Membership decreased from 271 to 269.
- * For the first quarter, ICL received \$57 in donations from Amazon Smile.

8. Additions or Changes to Written Committee Reports

None

9. Other Business

None

10. Additional Member Comments

Debbie DeChinistso had two questions:

- a. She asked how many respondents there were for the membership survey. Sue replied that there were 179 responses; however, not everyone answered all of the questions.
- b. She also asked about the Hibu Facebook ads. During the six months of operation, ICL only had three leads, but no new members. Therefore, ICL has discontinued using this program.

The meeting was adjourned at 11:41 a.m.

The next meeting will be May 16, 2022 at 10:00 via Zoom.

Respectfully Submitted,
Andrea Zietlow
Secretary, ICL