

**ICL BOARD MEETING
MINUTES
May 16, 2022**

1. Call to order and confirmation of quorum

Andi Basalay called the meeting to order at 10:02. All Board Members and Bob Masterson were present. Guests included: Debbie DeChinistso and John Kness

2. Approval of April, 2022 Minutes

In an email, Ruth Sellers commented that the minutes stated that another new class would be added during the Summer/Fall Intersession. It should have been the Spring/Summer Intersession. Andrea will make the change.

Sheila moved that the minutes be approved. Ruth seconded the motion. The Board unanimously approved the minutes.

3. ICL Member Participation

Debbie asked if the same people are going on the Cook, Fork, and Cork Field trip as went to the play in June. She is concerned about the high cost of these field trips since they may be too high for some members. Sheila responded that the costs are low compared to the general marketplace and that some members are just not ready for field trips yet.

4. Unfinished Business

a. Nominating Committee Update

Committee Chair, John Kness thanked the nominating committee. This committee consisted of Board Members Les Miller and Sheila Schwartz and members at large, Nancy Mieszala and Ken Bobbe. The candidates selected for the Board are Andi Basalay, Gene Flynn, and Greg Patzer.

b. Annual Picnic Update

The menu has been selected, but drinks still need to be purchased. There will be brownies for dessert.

Andi purchased both an audio system for the picnic and the games for the picnic.

A “Save the date” eBlast for the picnic will be sent out on June 1, invitations will be sent out on June 15, and members will need to register by July 14. The fee will be \$10.

c. Membership Survey Committee

Chuck, Sue Masterson’s brother, cleaned up the data and charts and completed charts for the most and least engaged members and reasons for belonging. The columns have filters that can be used in many ways. Slides have been created to provide information. The committee is working on analyzing the comments. There are 8 responses that need comments from Board Members. Sue will email these to the Board for their responses. Information from the survey will be presented at the Annual Meeting.

d. Program Development

i. Summer Study Groups

For the Summer Study Groups, only 6 proposals were submitted. One of these is being offered by guest presenter, Melissa Melby, PhD, daughter of Christopher and Carol Melby. Two others are ongoing study groups (Bridge and Experiencing Art). That leaves just 3 traditional study groups being offered by ICL members. Hopefully, the Coordinator Meeting on May 23 will help to drum up more programming.

ii. Coordinator Meeting

Andrea sent out an email to 81 past, present, and potential coordinators inviting them to the May 23 Coordinator Meeting. Of these, 58 have responded. Disappointingly, only 28 are planning to attend the meeting. (An additional 12 would like copies of the handouts, but are unable to attend the meeting.) Another reminder was sent out on Saturday, May 14 and a new eBlast will be sent to the entire ICL membership on Monday, May 16.

iii. Taste of ICL August 9-24

Andrea gave an overview of how “Taste of ICL” was run in the past.

- Members were encouraged to invite friends and family who might be potential members to classes during the

Summer/Fall Intersession. Guests could attend as many classes as they wished.

- Members who planned to bring guests needed to inform Bob of the classes they wished to take to ensure space available in the rooms.
- Guests each filled out a ticket with their name, email address, phone number and sponsoring member.
- Members who brought guests filled out a ticket for each guest with similar information.
- Any guest who joined before September 30 received a \$25 discount over their first year's membership.
- Any member who sponsored a guest who joined before September 30 became eligible for a drawing for \$25 off their next year's renewal. Three names were selected.

Gene suggested that any member who brings in a guest who joins should get \$25 off their renewal. Guests would then get 2 discounts --- the regular \$25 off for new members and an additional \$25 off for joining during Taste of ICL.

Sheila pointed out that the Taste of ICL will be ending on August 24 which is the date of the Ice Cream Social which will also be encouraging members to bring guests.

Bill moved to give a \$25 discount to any guest who joined ICL during Taste of ICL (until September 30) in addition to the normal \$25 discount. This would mean that their first year's dues would be \$125. Lapsed members (those whose membership has lapsed for at least one year) would also be entitled to this discount.

Gene seconded the motion; it carried 8-1.

Bob mentioned that he has not been giving lapsed members the new member discount.

5. New Business

Summer Lecture Series

Gene reported that we will be unable to have the Summer Lecture Series with Gary Midkiff due to Gary's vacation schedule. However, he reported that he and Caryn have already begun planning the Winter Lecture Series and have several speakers lined up.

Andi asked about offering the Summer Lecture during the Summer/Fall Intersession, but Gene said not this year.

Bob asked if the Winter Lecture Series could again be offered hybrid; the Board agreed that it should.

In a separate matter, Bill mentioned that in the ICL Reads Committee Report it mentions that \$300 from the ITW donation would be used to purchase books. Bill felt that this needs to be approved by the Board since the money is not already in the budget. Andi responded that she worked with ITW to designate the money for ICL Reads. Les commented that if ITW specifically designates the money for ICL Reads, then it is OK.

Les moved that we approve the \$300 donation from ITW to go to ICL Reads; Sheila seconded the motion. It was approved 8-1.

a. RU Update

Andi is meeting with Mablene tomorrow. Mablene has agreed to pursue training for coordinators. Andi has also contacted Tom Kernan of the College of Performing Arts, but has not heard back from him.

b. Office Manager Update

Renewals --- 2 people whose renewals were due in January did not renew; an additional 5 from February have indicated that they do not plan to renew. So far, March, April, and May seem to be OK. Renewal letters have gone out to members whose annual renewals are due in June.

We have received approval for all rooms for the Spring/Summer Intersession. Bob will send out rosters and room numbers this week. Zoom classes are still outpacing on-campus, but the numbers are getting closer. About 60% of members are registering online.

c. Recruitment and Engagement Efforts

i. Communication

- Gene has sent an email to 87 lapsed members and 43 referrals. He will send out another mailing about five weeks from now.
- Any new names that are added to the list will get the original email that was sent out.

- The email includes a link to the ICL web page.
- Members are encouraged to bring ICL trifold brochures to any groups/organizations that they belong to and encourage members to join ICL.
- Andi asked if we should look at using Yelp to help bring in new members. Some board members expressed the concern that Yelp allows negative reviews with only minimal benefits. Other members noted that other organizations similar to ICL do use Yelp.

ii. Events

- The Ice Cream Social will also be used as a Recruitment Event; The Events Committee has a welcoming committee for this event.
- Sheila plans to leave some ICL brochures at the Hoffman Estates Chamber of Commerce
- Taste of ICL ---As mentioned earlier, this will also be used as a means to recruit new members

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d. Annual Meeting

The Annual Meeting is scheduled for 10:00 AM on June 14. Topics will include the results of the Membership Survey (with a possible slide presentation), review of the past year's events, and an update on donations. Andrea will send Andi the agenda from last year.

Bob has eBlasts from the past and will send this out about June 1.

The June Board Meeting will be rescheduled for 1:00 on June 14 to follow the Annual Meeting and a lunch break.

6. Calendar Packet (separate document)

No comments

7. Treasurer's Report and Financials Report (separate document)

The total assets at the end of April were \$150K, down from \$151K in March. Net income for April alone was a loss of \$2,071 with a total loss of \$5,233 for 2022. The *King and I* outing was very successful and broke even. Dues were received in April from 8 renewals. Membership rose from 269 to 270.

8. Additions or Changes to Written Committee Reports

None

9. Other Business

None

10. Additional Member Comments

None

The next meeting will be Tuesday, June 14, at 1:00 pm via Zoom.

The meeting was adjourned at 11:28.