

UNIVERSITY of WISCONSIN
GREEN BAY
Lifelong Learning Institute

Board of Directors Meeting

Date: August 28, 2023

8:00 AM – Zoom

Members present: Julia Wallace (President), Norm Schroeder (Vice-President), Kris Lewins (Treasurer), Kay Pascoe (Secretary), Mary Cook (Publicity and Promotions), Gary Hanna (Technology), Dean Cherry (Technology), Jean Rausch (Curriculum: Man/Sh), Karen Carvenough (Social), Lou Norsetter (At-Large), Rob Miller (At-Large), Mary Gajeski (At-Large), Heidi Jahnke (Program Specialist), Fred Delie (Past President).

Members excused: Steve Lenz, Liz Kohler, Teri Zuege-Halverson

Guests: Sue Sorenson

The meeting was called to order by President Julia Wallace at 8:01am.

1. Changes to Agenda
 - Add Nominating Committee to Committee Reports
 - Discussion of Registration Process
2. Approval of Meeting Minutes
 - Moved by Fred Delie, second by Gary Hanna to approve the minutes of the Board Meeting of July 24, 2023. Motion carried.
3. Treasurer's Report/Finance Committee – Kris Lewins
 - July revenues totaled \$745 from catalog sales. July expenditures totaled \$11,295. There were no unusual expenses. We were charged for June and July health insurance, there were ticket costs from the Peninsula Players trip and charges for three Facebook Boosts (Intro to LLI, the catalog publication and registration).
 - Our July cash balance is \$31,610.50 and is in balance with WISER.
 - Moved by Gary Hanna, seconded by Kay Pascoe to approve the Treasurer's Report. Motion carried.
4. Advisor/Office Manager Report – Heidi Jahnke
 - The new software program is still a work in progress. The University has extended the contract with a third party to customize the software. The software problems are not unique to us but extend to all users of the system. The transition has been rough but is improving.

- Currently, we have registered 583 members, which is short of expectations and below Spring enrollment of 632. Fall 2022 enrollment totalled 572. We are still taking registrations.
- Recruiting for Spring Semester is on-going. Currently, 45 classes are already set. The deadline for recruiting for spring is October 1st.
- The planned fall trip to Door County was expected to include a ghost tour, dinner and a Peninsula Players play but that turned out to be too expensive at a cost of approximately \$170. We are now expecting the trip to include two out the three activities, most likely dinner and a play. The date for that trip October 12th.
- Heidi has sent website upgrades to Marketing but the priority right now is the Newsletter and the Fall Kick-Off.

6. Vice President's Report – Norm Schroeder

- No report

7. President's Report – Julia Wallace

- No report

8. Committee Reports

- Publicity and Promotions Committee –Mary Cook
 - We will not have a booth at ArtStreet this month. In spite of Heidi's efforts, we did not receive word from ArtStreet in time to procure enough volunteers. Because of problems with Sign-Up Genius for ArtFest, we may need to revert to e-mail and telephone calls to procure volunteers. ArtStreet costs us \$150 and is not timely for registration. We will be discussing whether or not to participate next year. Members who attended ArtStreet noted that the area for non-profits was not very favorable.
 - ArtFest was very successful for us. We participated Saturday and Sunday only. There was a lot of foot traffic, our location near the food vendors was very favorable, and the raffle generated a number of very interested prospects. The winner was very excited and has already signed up for classes. ArtFest is not as large as ArtStreet but is expected to grow. There is no charge for a booth at ArtFest.
 - Kudos to Heidi for the excellent job she did when interviewed by WBAY-TV, Channel 2. This interview was facilitated by one of our committee members who approached three TV stations multiple times. The interview was approximately 6 minutes and did a fantastic job promoting LLI.
 - The Newsletter is in the works and will include contact information for all Board members and committee chairs, as well as a calendar and committee reports.
 - The committee has also designated one member to promote LLI on Facebook and one member to work with the City Pages of the Press Times to promote LLI events. At every meeting, we will focus on getting information to these two venues. It is worth noting that this kind of information also goes to non-members.

- We will also be changing the focus on the Monthly Breakfasts and encouraging members to bring a friend or relative who is not a member but might be interested in joining.
 - Heidi noted that we have reached 1,000 hits on Facebook. An effort will be made to get more analytics from Marketing to aid us in focusing our marketing efforts.
 - There was some discussion of allowing single semester registration and/or allowing registration part way through the semester. Kris noted that the Finance Committee has had some discussion on these issues.
 - There was also considerable discussion about surveying past members to see why they did not rejoin LLI. Heidi noted that LLI e-mails go to over 1,600 recipients. Rob volunteered to write questions for a survey. The P&P Committee will look into this.
 - There was also some discussion about contacting nursing and retirement homes. Heidi will be meeting with Woodside this week. It is possible that these facilities have venues that could be used for LLI presentations that would serve their residents and other LLI members.
- Curriculum: Jean Rausch
 - Jean noted that the Schmidt Brothers presentation by the Two Rivers Historical Society in Two Rivers was very successful. It was held upstairs in the museum but the entire museum was open for the presentation. This is a very nice venue that is also very reasonably priced and might be available for future presentations. It holds approximately 100 people. Tech resources are limited.
- Technology Committee – Dean Cherry/Gary Hanna
 - Gary noted that he attended both sessions of the moderators/coordinators training and felt that these sessions were very productive.
 - A significant discussion ensued regarding issues with the registration process. Heidi again noted that these problems are not unique to us and the University is working with a third party to customize the programs. The legal department is reviewing the contracts pertaining to what was promised and what was delivered. There were also problems with the new credit card processor which was not able to handle the volume of payments during the first registration. The second registration went much more smoothly. Sign-ups for the Fall Kick-Off and October travel will give us a good idea of how the system is working. There were a number of suggestions for improving the registration process and Julia asked Heidi to set up a focus group to look at these issues.
- Social – Karen Carvenough
 - The Fall Kick-Off will be held at The Rite Place on Wednesday, Sept. 20th. The cost will be \$19 per person. Mary Ehlinger will be discussing the Play by Play Theater Company.
 - Karen hopes to have a new chair by December.

10. Nominating Committee – Fred Delie

- Fred suggested that Members-at-Large become de facto members of the Nominating Committee. This could broaden access to other members who might be interested in holding an office. This suggestion generated positive feedback from the Board members.

9. Old Business

- There was none.

10. New Business

- A survey of members, current and prior, was discussed. Ben Cruz-Urbe had done a survey several years ago that was demographical in nature. Heidi will try to locate this survey which could be used as a starting point for a future survey. Rob is willing to write questions for the survey and to analyze the results. The office has an e-mail list of approximately 1,600 persons that could receive the survey. The Board would like to see the questions before the survey is sent out.

There being no additional business, the meeting adjourned at 9:35 am.

Next meeting: **8:00 am**, Monday, September 25, 2023. We will be notified if the STEM Center is available.

Minutes submitted by Kay Pascoe, Secretary.