



UNIVERSITY of WISCONSIN GREEN BAY

Board of Directors Meeting

Date: March 25, 2024

8:00 AM – Zoom

Members present: Julia Wallace (President), Norm Schroeder (Vice-President), Kris Lewins (Treasurer), Kay Pascoe (Secretary), Mary Cook (Publicity and Promotions), Steve Lenz, (Curriculum), Liz Koehler (Curriculum Man/Sh), Gary Hanna (Technology), Karen Carvenough (Social), Lou Norsetter (At-Large), Rob Miller (At-Large), Mary Gajeski (At-Large), Kerry Winkler, (Advisor), Fred Delie (Past President).

Members excused: Heidi Jahnke, Jean Rausch, Dean Cherry, Mary Gajeski (at 8:30)

Guests: Bob Srenaski, Sue Sorenson, Wes Carvenough

The meeting was called to order by President Julia Wallace at 8:00 am.

1. Changes to Agenda
 - Move New Business to follow Treasurer's Report
2. Introductions
3. Approval of Meeting Minutes
 - Moved by Gary Hanna, seconded by Karen Carvenough, to approve the minutes of the Board Meeting of February 26, 2024. Motion carried.
4. Treasurer's Report/Finance Committee – Kris Lewins
 - February revenues totaled \$4,642 and consisted of registrations, travel reservations and course fees. February expenditures totaled \$8,037 and consisted of payroll, venue rentals and office expenses.
 - Our February cash balance is \$70,344.92 and is in balance with WISER.
 - Kris noted that we will have very little additional revenue for this year and our Fund Balance will continue to decrease. Our Fund Balance will be largely depleted by next spring without a substantial increase in membership and revenue.
 - Kris will have a budget for the next fiscal year at the next Board meeting. It will be based on 700 members; current membership is 674. The Finance Committee is considering raising the fees for the Spring Semester from \$90 to \$100 but does not see raising fees for all members as a prudent move right now. Kris again suggested that we need to look for additional revenue streams and should consider the possibility of a fund-raising committee.

- Norm noted that he had met with Ben Cruz-Urbe to discuss a fund-raising drive among LLI members. Although an endowment fund would be ideal, we do not want to interfere with UWGB's corporate fund-raising. UWGB is currently promoting its inaugural Day of Giving and contributors can designate a department for their contribution. LLI is not listed as a designee but Kerry will check to see if LLI could be included in subsequent fund-raising. Additionally, the Donation Link can be made more prominent on the website and on the registration link. UWGB has promised support for LLI but we do not know to what extent and for how long. Also, it is better for us if we are self-sufficient and this will necessitate some fund-raising on our part. Norm is willing to meet with members interested in promoting fundraising. Julia, Wes, Kris, Fred, Rob Miller and Bob Srenaski indicated that they would be willing to meet with Norm. Wes noted that a substantial part of our previous fund balance went toward curtains and technology improvements in Rose Hall 220 and 230, which is an asset for the University.

4. Advisor's Report – Kerry Winkler

- Kerry noted that Jess had e-mailed members about the availability of tickets for LLI members to attend the play *Waiting for the Parade* in Marinette. 21 LLI members have responded. Wes reported that he had talked with the theater director in Marinette about promoting an event where the Marinette choir and the Green Bay LLI choir perform together. Kerry urged him to pursue this.

5. Office Manager's Report – Heidi Jahnke

- No report

6. Vice President's Report – Norm Schroeder

- Norm reported that he had met with Gary Hanna and Jeff Gibson relative to problems with registration. The issues seem to have been resolved but they are urging a testing session with volunteers prior to registration. Norm will coordinate this with Heidi.

7. President's Report – Julia Wallace

- Julia has checked the Policies and Procedures Manual and it does not address the allocation of hours of UWGB employees assigned to LLI. It was suggested that we look at the MOA and add a clause that LLI should be informed of any changes that affect LLI. Wes will look at the MOA and recommend changes.
- Julia also noted that the Policies and Procedures Manual does not permit the President to be on the Nominating Committee. However, with the approval of the Board, she will continue to fulfill the duties for this year. Next year, as past-president, she will again serve on the Nominating Committee. The slate of candidates is set. Both Kris and Kay have already served two years in their respective positions but have agreed to serve another term as no new candidates were forthcoming. Ballots will be sent out in April.

8. Committee Reports

- Publicity and Promotions Committee – Mary Cook

- The first of 13 ads for LLI will appear in the May issue of the ADRC magazine. We will be able to change the ad 4 times during the year.
 - Our Facebook page is updated regularly by Heidi and Ed Smith and includes pictures from a variety of classes and members comments. We have 1,000+ separate visitors to our Facebook page and this is considerably larger than our membership.
 - Kay, Ellen and Mary worked on recommendations to update our website and the recommendations were sent to Heidi approximately 2 weeks ago. All changes must be made by Marketing and the website is still highlighting our Christmas social. Our committee feels it is imperative that the website must be timely to be relevant and hope that Marketing can enable Heidi or Kerry to make edits to the website. We would like to highlight travel and our social events and those events are very time-sensitive.
 - Breakfasts continue to do well.
 - We will be speaking to the Menominee Women's Club on April 3rd.
 - We will be upgrading the bulletin boards in Rose Hall to make them more relevant and encourage volunteers.
 - There was considerable discussion on our Newsletter and its timeliness. The committee understands that Marketing is very busy and we have offered to go back to doing the Newsletter ourselves. Mary has not received any feedback on this suggestion. Kerry will check with Marketing on this.
- Curriculum: Steve Lenz
 - 50 + classes are already set for Fall Semester. The deadline for recruiters is May 5th and there is a lot of activity going on.
 - The committee continues to discuss how to label classes, particularly this distinction between new, repeated classes and on-going classes.
 - There was considerable discussion on ways to recruit presenters and the method used by recruiters. Steve noted that over 450 presenters are in the data base but there are not enough recruiters to pursue all the suggestions that are received by the committee.
 - Lou briefly summarized the reports from the Focus Group. She e-mailed the reports to all Board members and is willing to set up a Zoom meeting to discuss the reports in detail with those that are interested. She will coordinate this with the office.
- Technology Committee – Dean Cherry/Gary Hanna
 - Gary noted that the only microphone in RH 220 was a hand-held and this caused some problems for the presenter. Gary requested that \$500 be budgeted for additional clip-on microphones.
 - Gary noted, that as a coordinator, he did not get a list of attendees to the class he was coordinating while Heidi was on vacation. He feels that moderators/coordinators need all the tools available to them to do their job correctly.
- Social – Karen Carvenough

- The Spring Fling will be held at the Tundra Lodge on May 1st. This is also our Annual Meeting. Invitations will go out April 8th. The Gallery of Creativity is also part of the Spring Fling and members are urged to submit projects which were completed in LLI classes.
- Nominating Committee
 - Discussed under President's Report.

9. Old Business

- None

10. New Business

- Rob Miller discussed the need for a marketing plan to enable LLI to grow and become self-sufficient. He noted that he has never seen a marketing plan in spite of the fact that we pay a marketing fee to UWGB. (Per the February Financial Report, \$15,000 is budgeted for Salaries/Marketing. YTD we have paid \$6,879.) Rob referenced a marketing plan that was prepared by ChatGPT and that he submitted to the Board, although not all members had received it. After some discussion, it was agreed that Kerry will discuss this with Jess and with Marketing. Rob offered to sit in on this discussion.

There being no additional business, there was a motion by Gary Hanna, seconded by Rob Miller to adjourn the meeting. The motion passed and the meeting adjourned at 9:22 am.

Next meeting: **8:00 am**, Monday, April 22, 2024.

Minutes submitted by Kay Pascoe, Secretary.