



UNIVERSITY of WISCONSIN GREEN BAY

**Board of Directors Meeting
Lifelong Learning Institute
Date: March April 22, 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), Dean Cherry (Technology), Karen Carvenough (Social), Lou Norsetter (At-Large), Rob Miller (At-Large), Mary Gajeski (At-Large), Kerry Winkler, (Advisor), Heidi Jahnke (Program Specialist), Fred Delie (Past President).

Members excused: Jean Rausch

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
 - Due to the Memorial Day Holiday, the May meeting is rescheduled to June 3rd.
2. Introductions
3. Approval of Meeting Minutes
 - Moved by Gary Hanna, seconded by Karen Carvenough, to approve the minutes of the Board Meeting of March 25, 2024. Motion carried.
4. Treasurer's Report/Finance Committee – Kris Lewins
 - March revenues totaled \$5,567 and consisted mainly of travel reservations. March expenditures totaled \$8,874 and consisted mainly of payroll, travel expenditures and the ADRC ad.
 - Our March cash balance is \$62,787.94 and is in balance with WISER.
 - Kris noted that it is estimated that we will end the year at an approximate \$20,000 loss. Parking and software expenses are still outstanding.
 - Kris also presented the proposed budget for fiscal year 2024-2025. Projected expenses exceed projected income by \$41,525, based on a projected membership of 700. This makes it imperative that we increase our membership substantially and/or find additional sources of revenue.

- Moved by Kay Pascoe, seconded by Gary Hanna to accept the Treasurer's report. Motion carried.

4. Advisor's Report – Kerry Winkler

- Kerry noted that the website had been updated. Going forward, all changes and updates to the website should go to the P&P Committee and then would be presented to Heidi who would pass them on to Tori. It was suggested that the committee review the website **at least** quarterly.
- The Newsletter is scheduled to go out quarterly. Unfortunately, marketing was unable to send out the last Newsletter as soon as the Committee wanted but Heidi is able to send out notices and information by e-mail when necessary. All information for the Newsletter should go through the P&P Committee.
- At the last meeting, a question arose as to the continuing commitment of UWGB to LLI. Jess has agreed to meet with the Board at a lunch meeting sometime in June to discuss issues between LLI and UWGB. We will be notified when that is scheduled.
- Rob noted that he had requested that a meeting be held between LLI and Marketing to discuss a marketing plan to rescue LLI from its current financial crises, but no meeting has been set. Heidi reported that she does meet monthly with Marketing and with the P&P Committee and they do have a plan for us. This led to considerable discussion about how to market LLI, and the difference between publicizing LLI events and a marketing plan geared specifically towards growing the organization. Kerry noted that we can meet with Marketing but they would be looking for specific input from us. It was also noted that we are not marketing experts and that we need marketing to help us grow LLI. The status quo is not serving us well at this time. Marketing can also be expensive and that becomes an issue. We need to make sure that we are spending our money where it does the most good. It was noted that Marketing is the executor of a marketing plan that should be developed by LLI. Heidi will contact Tori to schedule a meeting with the P&P Committee.

5. Office Manager's Report – Heidi Jahnke

- The bus trip to the Fireside Inn was very successful. The trip was sold out and our profit will be between \$1,000 and \$1,500. There were non-members on the bus who are now potential new members.
- 85 reservations are in for the Spring Fling and Jess, Kerry and Heidi will be attending. There will be a Q&A session.
- As noted, the website has been updated and the DONATE link is more prominently displayed. Heidi shared her screen and demonstrated the procedure for donating. She also noted that contact information for LLI appears at the bottom of each screen on the website.
- There was a short discussion of our weather/class cancellation policy due to differing weather conditions on different campuses. It was decided that members need to use their judgment and the policy will remain as is at this time.

6. Vice President's Report – Norm Schroeder

- The subcommittee for Fund Raising did meet and Norm detailed the accounts we have with UWGB. An Endowment Fund would generate interest but the minimum amount for the fund is \$25,000; up to 4% can be withdrawn annually. The management fee is 1%. Our spend down

account does not generate interest but we are not charged a fee. Moving our Foundation account into an Endowment Fund would limit our access to that money. It was also suggested that we may need to raise funds to do a marketing campaign that would be geared to increasing our membership. Considerable discussion ensued on fund-raising, marketing and metrics. It was also noted that a marketing plan, which could be a new-member campaign, should include a plan for financing the campaign. The subcommittee will continue to develop a fund-raising plan. It was also noted that any money that is donated at this time will be available for LLI to use.

7. President's Report – Julia Wallace

- The **Donate** link on the website and the need for a Fund-Raiser could be added to the Spring Fling agenda. It was noted that we need to remain as positive as possible and let members know that we are growing, albeit at a slower rate than we need to become self-sufficient.

8. Committee Reports

- Publicity and Promotions Committee – Mary Cook
 - We are very pleased with the changes to the website and thank Marketing for doing a very good job with that.
 - We are also very pleased to hear that we will be working more closely with Marketing and see that as very positive.
 - Our Intro to LLI will be held July 17th in the Fort Howard Room at the Weidner Center.
 - We are still waiting to hear from ArtFest. We are hoping to be at ArtFest rather than Art Street because it is prior to Fall Registration.
 - Gary noted that the President of the Men's Club had been on TV and that brought in new members. Mary noted that one of our members is in regular contact with the TV stations and we have done occasional appearances.
 - Thanks to Liz, we will be at the Farmers' Market in Manitowoc.
- Curriculum: Steve Lenz
 - 146 classes are already set for Fall Semester. The deadline for recruiters is May 5th so we will probably hit between 150 and 200 classes. Members seem to be very excited about the classes they are taking and it would be good to tap into their enthusiasm, perhaps with testimonials.
 - Recruiting for Spring 2025 will begin in July. Lou is invited to attend that meeting to talk about the Focus Group information to help recruiters.
 - Liz is looking into the Denmark Pickleball group.
 - Lou noted that several people asked for the full list of comments from the Focus Groups and she will be putting together the full report. Julia asked that she address how people feel about the Newsletter.

- Technology Committee – Dean Cherry/Gary Hanna
 - Gary noted a need for back-up microphones and had requested \$500 be put into the budget for next year. Kris reported that \$500 was added to the proposed budget. Heidi noted that one microphone is still out for repair.
 - Social – Karen Carvenough
 - The Spring Fling will be held at the Tundra Lodge on May 1st. This is also our Annual Meeting and invitations have gone out.
 - We need to remind members that their job is to recruit new members.
 - Nominating Committee
 - The ballot has been sent out,
 - A discussion was held relative to those members who have @new.rr e-mail accounts and are not always receiving bulk e-mails from LLI. Heidi will send out a face-book post to alert all members that the ballot has been sent out.

9. Old Business

- None

10. New Business

- None

There being no additional business, there was a motion by Gary Hanna, seconded by Liz Kohler to adjourn the meeting. The motion passed and the meeting adjourned at 9:26 am.

Next meeting: **8:00 am**, Monday, May 3, 2024.

Minutes submitted by Kay Pascoe, Secretary.