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# UNIVERSITY of WISCONSIN GREEN BAY

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## **Board of Directors Meeting**

### **Lifelong Learning Institute**

**Date: January 27, 2025**

**8:00 AM – Zoom**

Members present: Rob Miller (Vice-President), Kris Lewins (Treasurer), Kay Pascoe (Secretary), Mary Cook (Publicity and Promotions), Bob Srenaski (P&P), Steve Lenz (Curriculum), Liz Koehler (Curriculum: Man/Sh), Gary Hanna (Technology), Dean Cherry (Technology), Loraine Klopotic (Social), Karen Carvenough (Social), Gary Lewins (At-Large), Mary Gajeski (At-Large), Lou Norsetter (At-Large), Heidi Jahnke (Program Specialist), Kerry Winkler ((Program Adviser), Julia Wallace (Past President).

Members excused: Norm Schroeder

Guests: Jess Lambrecht, Ex. Officer for Continuing Education and Workforce Training; Tori Grant-Welhouse, Marketing Manager; Sue Sorenson and Wes Carvenough,

The meeting was called to order by Vice-President Rob Miller at 8:00 am.

#### 1. Changes to Agenda

- Old Business: Status Report of Nominating Committee was moved to beginning of Agenda to accommodate Julia's need to be at another meeting.
- Julia noted that the by-laws state that a member of the Board is elected for a one-year term and can agree to a second year. The member can then run for the position one more time, after which they cannot run for another consecutive term.
- There are two candidates for President: Norm Schroeder and Rob Miller
- There is one candidate for Vice-President: Bob Srenaski
- Kris Lewins and Kay Pascoe have agreed to remain as Treasurer and Secretary, respectively
- There are two candidates for At-Large: Gary Lewins and Mark Wapinski. One more candidate is needed. If you know of anyone willing to serve, contact Julia and she will contact member.
- The slate of candidates will go out by e-mail in April, voting takes place in May and officers are installed in July.

#### 2. Approval of the October 28, 2024, Board meeting minutes

- Minutes were approved by consensus without objection.

3. Treasurer's Report/Finance Committee – Kris Lewins
  - December revenues totaled \$8,269 and consisted mainly of registrations, travel and holiday social receipts. December expenditures totaled \$13,616 and consisted of normal office expenses, venue rentals, software expenses and food service for the Winter Social.
  - Our December cash balance is \$81,460 and is in balance with WISER.
  - As of December 31<sup>st</sup>, records show 725 members with 61 being new members.
  
4. Advisor's Report – Kerry Winkler
  - As of this morning, records show 734 members with 118 being new members. Last spring, we had 628 members and 90 were new. There is no count of members who did not re-enroll.
  - Rose Hall classrooms have been updated with cameras and microphones for live streaming. The first classes live streamed will be those classes going to Rennes facilities. Those classes are from our catalog.
  
5. Program Specialist's Report – Heidi Jahnke
  - The e-mail detailing classes which still have openings has gone out and more than 150 requests to add classes have been received.
  - The bus trip to the Milwaukee Craft Fair still has spots available at \$49.
  - Heidi is still working on rearranging venues for classes with waitlists. Coordinator rosters are being sent out. If there is a fee for a class, it will be taken care of in the office.
  - Heidi noted that presenters will be asked if they are comfortable with live-streaming on the form they fill out. It was noted that more training may be needed for coordinators and IT may have to make some adjustments as this develops.
  
6. UWGB Guests
  - Jess Lambrecht noted that she has been working with the software developers and engineers to improve the system. Our program has been given the highest priority and comprehensive testing is on-going. Software costs of approximately \$5,000 will be eliminated for LLI to compensate for technical problems.
  - Tori Grant-Welhouse did an extensive review of Web and Social Media Analytics. This included an Overview of Users, Top Ten Webpages, Top Search Queries and Top Posts.
  
7. Vice-President's Report
  - Rob noted that he has prepared a podcast using our FAQ's and AI that is available to members.
  - Rob also noted that he is involved in the virtual tour of the Anne Frank House which will be presented on February 17<sup>th</sup>.
  
7. Committee Reports
  - Publicity and Promotions Committee – Mary Cook
    - Mary noted that the focus of the committee has been to get the Newsletter off the ground. There is a committee of six volunteers, including a professional expert, Lynn Gerlach, who has been consulting with us and has been enormously helpful. "Reporters" have been given assignments and we hope to have a prototype ready in a few weeks. It

will be put together by the committee, sent to the office for formatting and returned to the committee for final approval. It is planned that we will have interactive features that will enable member feedback, especially on travel options. We will also be working with the office on analytics that will give us feedback.

- We are also asking for assistance in producing a professional-grade video that can be used for marketing and LLI events. It is essential that the committee have editorial approval of this project.
  - Wes noted that the Travel Committee has put together some suggestions and would like member input via the Newsletter on member preferences. The office has been trying to put out one day trip per month but it is possible that this is more than we need. He also noted that it has been a feature of all LLI trips that an educational component be included. The upcoming trip to the Milwaukee Craft Fair is a shopping trip and does not meet this criteria.
  - An overnight trip to Holland, MI for the Tulip Festival is also being considered for this spring.
  - Gary noted that he has been working with Norm and the office to facilitate the Newsletter, improve the registration procedure and upgrade the marketing for LLI and all things seem to be coming together. The office is working on a Dashboard that will summarize our efforts and results, but this will take some time. The increase in membership indicated that our efforts are beginning to show results.
- Curriculum: Steve Lenz
    - Recruiting has begun for Fall 2025 but is still in the early stages. There may also be some new recruits for the committee.
    - Liz noted that she is working with presenters who conduct tours, which fill very quickly, to see if additional tours can be scheduled.
    - It was also noted that there seems to be a large number of no-shows and Heidi was asked if notices could be sent prior to classes. Right now this can only be done manually but Heidi is working with IT on this.
- Technology Committee – Dean Cherry/Gary Hanna
    - Dean noted that there seems to be a problem with dead batteries in Rose Hall but this is being addressed. The use of rechargeable batteries was discussed but this was done previously and also had problems.
    - The use of live-streaming may require additional coordinator training and an update to the instruction manual.
- Social – Loraine Klopotic
    - The Winter Social was very successful and was well-attended.
    - The Fall Kick-Off will be held Sept. 24<sup>th</sup> and the committee is working with The Ravine on a contract for that event.
    - The Spring Fling and Annual Meeting will again be held at the Tundra Lodge.

8. Old Business
  - Moved to beginning of meeting.
9. New Business
  - There was none.

There being no additional business, there was a motion by Gary Hanna, seconded by Liz Koehler to adjourn the meeting. The motion passed and the meeting adjourned at 9:10 am.

Next meeting: **8:00 am, Monday, February 24, 2025.**

Minutes submitted by Kay Pascoe, Secretary.