

# *Sarasota Institute of Lifetime Learning*

Minutes of Board Meeting, January 10, 2007

**Board Members Present:** Robert Bailey, Margaret Bates, Patricia Chapman, Richard Hart, Dwight Hoover, Peter Huber, William Jones, Richard Joseph, June LeBell, Don Leidel, John McGruder, Dale Povenmire, Don Savage, Edwin Schmith, Frances Smith-Williams, Mary Testa, Roy Turrett **Absent:** Don Blivas and Joe Harrill  
**Adjunct Members Present:** Jim Martin and Kenneth Hill

*The meeting began at 2:34 p.m., John McGruder, presiding.* Mr. McGruder introduced a guest, Steve Rossoff, formerly of UCON, IBM, and GE.

*The Minutes* of the meeting of December 12, 2006 were approved.

**Treasurer's Report:** Dick Joseph presented a Profit/Loss Comparison for July through December 2006 vs. the same period 2005. The Summary shows although total income increased in 2006, additional expenses in the current year resulted in slightly lower net income: \$91,648.27 vs. \$94,905.78 in 2005. The Balance Sheet as of Dec. 31, 2006 shows Total Liabilities & Equity of \$300,729.14. The Treasurer reminded the Board that the expense period is just beginning.

Following the recommendation of the Finance Committee (Savage, Schmith, Povenmire & Joseph) Mr. Joseph suggested that the Board go forward with an external audit to bring the financial records up to date. The Board concurred. Mary Testa mentioned that the firm of Richard Cox has been used previously. The Treasurer will follow up.

A discussion of procedures to be followed in handling speaker requests for early travel reimbursement ensued. A form will be developed to process these requests, upon submission of proper receipts and documentation.

The Committee recommended further that half of the previously unassigned funds in CDs be invested in index-type, no-load mutual funds. The total of circa \$120,000 would then be considered as a permanent endowment. John McGruder requested further exploration of an endowment strategy before making an investment decision.

**Registrar's Report:** Mr. Savage reported strong results for the fledgling Wednesday Series. However, Monday, Tuesday, and Friday are showing significant declines compared with the same date last year, taking changes of day assignment into account. Venice continues to break records with growth of 113% on Tuesday (formerly Wed.) and 87.5% on Friday. There has been a nice increase in Friends of SILL donations. All in all, we are nearly 10% ahead of last year.

Mr. Savage reminded us that more expenses, compared with last year, will be incurred. Peter Huber commented that this year more people are buying tickets at the door. The previous 60/40 split in types of sales, seems to have reversed in favor of door sales. June LeBell confirmed that this seems to follow the trend in arts organizations.

June LeBell questioned the attendance figures for the Monday series, saying her information was that nearly all of the 400 seats were filled. Various reasons for the discrepancy were discussed and it was suggested that in future, for confirmation, a head-count be made after all patrons are seated.

## **Program Committee Reports:**

**Music--**Ms. LeBell announced that for 2008 a music series is in the planning based upon composers whose names begin with the letter B, adding figures like Leonard Bernstein and Irving Berlin to the traditional line-up of European composers.

**Contemporary Public Issues**—Dale Povenmire reported a good beginning with Susan McManus.

**International Issues & Seminars**--Roy Turrett and Don Leidel reported a good response. Three of the Seminars have tickets available.

**Arts & Humanities**—Peggy Bates reported audience levels less than hoped for. Change of day and venue has impacted attendance. Francis Schwartz will replace Steven Miles, who has been taken ill.

**Venice**—Peter Huber reported lively interest, with well over 450 chairs needed last week. They will set up 500 chairs in the future. There was a “SILL in Venice” blurb in the Herald Tribune. He reminded us that the Friday Series begins at 10 a.m., not 10:30.

**Facilities & Production:** Bill Jones reported that last Thursday we were perilously close to having too many people in the auditorium. Season ticket holders are coming late. John McGruder suggested holding part of the outside area for late season ticket holders.

**Public Relations Committee:** Ed Schmith reported that press released containing the SILL schedule have been issued. June LeBell reported good phone response to publication of the music schedule in the Longboat Observer.

The campaign inviting subscribers to bring guests seems to be catching on. The program will be reevaluated after January to see if it should be extended.

Mr. Schmith again touched on the research program involving Focus Groups to determine our future direction. Two focus groups will be held in Sarasota and one in Venice during the third week of February. Announcements of the program will be made beginning Monday. Interested parties will be asked to fill out forms. It is hoped that ten people can be recruited for each focus group. A concluding report will be made to the Board in March.

**Old Business:**

- Peggy Bates circulated the sign-up sheet for conveners and action officers.
- Frances Smith-Williams reported that SILL will be represented during ARTS Day at a stand centrally located at Five Points.
- John McGruder encouraged Board members to utilize the SILL website by sending him their password.

**New Business:**

- John McGruder will chair the Nominating Committee
- Advance Sales: Don Savage commented that there were even more complaints than before. The advanced sale policy did not help take the heat off of the Thursday Series. Mailings cannot be made in the summer, as many people do not receive them. John McGruder suggested considering guaranteeing current holders a seat for next year.
- C-Span: Dale Povenmire reported that our lectures are in many cases better. He suggests sending a brochure to C-Span. Pierian Springs Academy puts their lectures on the Internet. [Check out <http://www.salrome.com/index-ap.html>.] John McGruder suggested taping selected lectures for further consideration.
- Mary Testa proposed presenting a gift to James Schiffman for services to the Board. There was general concurrence, however it was suggested that a policy on service recognition be codified and presented to the Board in February.
- Mary will investigate a possible date for the Annual Party to be held at Prestancia.

The meeting adjourned at 4:01 p.m.

Respectfully submitted: Joy McIntyre, Recording Secretary

**Next Meeting: GWIZ building, February 14, 2007, 2:30 p.m.**

**Mark your calendars: due to scheduling difficulties, the March meeting will take place one week earlier on March 7<sup>th</sup>, at 2:30 p.m. in the GWIZ building.**



## • **Sarasota Institute of Lifetime Learning**

Minutes of Board Meeting, February 14, 2007

**Board Members present:** Robert Bailey, Margaret Bates, Don Blivas, Pat Chapman, Joe Harrill, Richard Hart, Jane Hopkins, Dwight Hoover, Peter Huber, William Jones, Richard Joseph, June LeBell, Don Leidel, John McGruder, Dale Povenmire, Don Savage, Edwin Schmith, Frances Smith-Williams, Mary Testa, Roy Turrett

**Adjunct Members present:** Kenneth Hill and Lee Solomon

**The meeting began** at 2 p.m., John McGruder, presiding.

The Minutes of the meeting of February 14, 2007 were approved as amended.

In an **opening presentation**, Ed Schmith and Ed Ogiba explained the marketing strategies currently being used to assess patron reaction to our programs. A mailing of 1500 addressees went out offering a discount to new subscribers. The cost was \$1000 and only four season subscriptions resulted. The market research project included focus groups, which have already been implemented, and an online market survey which will commence in the next week. For further detail, see the handout provided by Mr. Ogiba.

**Treasurer's Report:** Dick Joseph submitted a Profit & Loss report for July 2006 through January 2007, showing net income of \$78,265.16. He also reported that. In his opinion, too much cash is currently held in a Sun Trust account without benefit of a sweep function. He proposed modifying the account to include "sweeping." Yield is close to 5%, but is not FDIC insured. Mr. Joseph further reported that petty cash to Venice was increased to \$200. Pat Chapman requested the same courtesy for Sarasota. Finally, Mr. Joseph raised the issue of "errors and omissions" insurance for the directors and officers of SILL. It was decided that this important issue be researched further and report made to the Board.

**Registrar's Report:** Don Savage presented four reports--Ticket Sales Comparisons, Revenues and Attendance. In comparison of Feb. 13, 2007 with the same date 2006, the percent of overall ticket sale growth is 6.31%. Significant revenue declines are to be noted in Music, Contemporary Issues and Arts & Humanities. For further detail see Tables 1-4 of the Treasurer's Report.

**Program Committee Reports:** Peggy Bates reported efforts are underway to find a substitute for Thursday's speaker, who is unable to fly out of the northeast. If necessary, the Thursday Seminar will have to be cancelled.

- Music – June LeBell restated her overall title for next year "The Busy B's".
- Contemporary Issues – Dale Povenmire reported that all was going well.
- International Challenges & Seminar – Roy Turrett voiced some concern about international subjects not drawing as well on Tuesday. Discussion at a later meeting.
- Arts & Humanities –Peggy Bates reported that audiences have been enthusiastic, if small. Friday's speaker will bring actual "freedom riders" with him.
- Venice—Peter Huber noted that attendance has been down slightly, balanced by an increase in daily sales. The March 2<sup>nd</sup> lecture will be at the Venice Little Theater. Dale Povenmire remarked that Venice outdraws Sarasota five weeks out of six.

### **Old Business:**

- Program Calendar Requirements – Peggy Bates requested volunteers for the two remaining host slots.

- John McGruder asked for a vote to ratify the current practice of paying all presenters the same rate of \$500, which violated previous action capping local presenters at \$350. The motion passed. Honorariums will be revisited prior to 2008 speaker negotiations.
- Website
  - Board Members are encouraged to access the new website.
  - Of the 2000 on our mailing list, we have over 1000 on the Email list; only three asked to be removed
  - Video of sample lecture will be posted on the website.
- Mary Testa suggested, following consultation with Solo Schiffman, that a weather radio would be a welcome gift for Jim Schiffman.

### ***New Business:***

- Joseph Roddy was voted Distinguished Board Member.
- Mary Testa announced the Annual Volunteers' Luncheon at TPC on March 21<sup>st</sup>. On March 26<sup>th</sup>, 5-7 p.m. a reception for donors, Board Members and guests will be held at the same venue. The Board is invited to suggest names of community figures to be included. Send them to Ms. Testa.
- Ed Schmith moved that the 2008 SILL Program begin on January 2<sup>nd</sup>. The motion passed.
- GWIZ has asked for our office space back. Our contract runs until July 2008 for the current space. John McGruder recommended negotiating new space arrangements with GWIZ, even if accommodations are reduced. Peggy Bates moved that the Board authorize the President to proceed with negotiations. The motion passed.
- Decisions regarding nominations for President, Vice President and Registrar are anticipated, Defining the Registrar's duties will impact the other results and could lead to contracting out Registrar duties. Dick Joseph suggested it might also become necessary to hire someone to assist with clerical work involved in the Treasurer's duties.
- A proposal for the Historic Asolo to assume responsibility for ticketing and advertising the Music Series was put forward by June LeBell. After discussion the proposal was narrowly defeated in an informal vote. Ms. LeBell withdrew the proposition for possible consideration at a later date.
- Don Savage has been in discussion with the Players administration regarding their possible involvement in all ticket sales. A proposal will be put forward in March.
- John McGruder suggested initiating a policy on automatic renewals for the Wed/Thurs. International Series. A motion to that effect made by Don Leidel passed.
- Peggy Bates commented that the Arts & Humanities series needs to be reexamined, but believes it should be retained. The Bayfront Community Center has worked out well.

The meeting adjourned at 4:01 p.m.

Respectfully submitted: Joy McIntyre, Recording Secretary

**Next Meeting: GWIZ building, March 7th, 2007, 2:30 p.m.**

# ***Sarasota Institute of Lifetime Learning***

Minutes of Board Meeting, March 7, 2007

***Board Members present:*** Robert Bailey, Margaret Bates, Don Blivas, Pat Chapman, Richard Hart, Jane Hopkins, Dwight Hoover, William Jones, Richard Joseph, John McGruder, Joy McIntyre, Dale Povenmire, Don Savage, Edwin Schmith, Frances Smith-Williams, Mary Testa, Roy Turrett

***Absent:*** Joe Harrill, Peter Huber, June LeBell and Don Leidel.

***Adjunct Members present:*** Kenneth Hill and Lee Solomon

***The meeting began*** at 2 p.m., John McGruder, presiding. Three guests were introduced: Bob Glenn, Chet Thompson, and Mac Nicoll.

***The Minutes*** of the meeting February 14, 2007 were approved as amended.

## ***Treasurer's Report:***

Dick Joseph commented that numbers on the distributed sheets were on a cash, rather than accrual, basis. The previously discussed "sweep" bank account has been established. The Activity Fee expense noted on 11/30/06 may be renegotiated. La Quinta has had some accounting changes, resulting in charges which might otherwise have fallen under our State tax exemption. Last year, due to the illness of James Schiffman, the IRS form 990 was not filed in a timely manner. Consequently, SILL was fined \$3600.

## ***Registrar's Report:***

In commenting on his comprehensive four-page report, Don Savage noted that monies had been refunded for the cancelled Seminar in February. Revenues from the Friends of SILL are up more than 40% from last year. Attendance in Sarasota on Wednesdays and Thursdays, as well as in Venice on Fridays, shows significant increase. Totals for Tuesday Venice exceed Sarasota. Total revenues are up 8.4% over last year. Of the estimated costs for 2007, 94.17% have been met by revenues to date.

## ***Program Committee Reports:***

- Music – no report
- Contemporary Public Issues – Dale Povenmire reported a nice article in the *Gondolier*. Space reservations for 2008 are set. Some dates might have to be in the Venice Little Theater. The Board approved authorization for Adjunct Member Jim Martin to prepare a list of organizations and individuals who may be invited to appropriate SILL lectures.
- International Challenges & Seminar – Roy Turrett also supports inviting community officials to appropriate lectures. The SCIS speaker March 14<sup>th</sup> on Homeland Security, David Heyman, is a case in point. John McGruder, Frances Smith-Williams and Peggy Bates will follow up with local officials.
- Arts & Humanities – Peggy Bates recommended highly this Friday's lecture on the emergence of modern Shiism.

## ***Old Business:***

- Peggy Bates asked for a volunteer to introduce the speaker next Wednesday. Don Blivas agreed to take over that responsibility.
- Ed Schmith summarized the preliminary results of the Marketing Survey. Out of 1050 emails sent out, 377 people submitted responses. 84%-94% reported the selected series met their expectations. 88% ranked SILL in the top two quality categories, higher than other local series. 88% of respondents gave SILL very good marks for value. 83% agreed that SILL tickets were a bargain. Cross-referencing analysis will reveal how

individual programs are evaluated.

- Negotiations are proceeding with GWIZ regarding office requirements.
- Recommendations will be put forward at a later date as to whether we should continue using Gravity Free for our email program or switch to another company. The decision will not affect Gravity Free's position as our website host..
- Discussions will follow at a later date regarding videos online, but Board members are encouraged to review those posted at the Google video site, "icollege."
- John McGruder described a possible three-tier honorarium schedule: local, repeats and outside. The comment was made that our current rates seem low by Washington standards. The Board was enjoined to think about these issues for future discussion of ticket pricing and registration.
- On the subject of the nominations, John McGruder reported that no one had volunteered for officer positions and, further, that there may not be a need for the positions of Sarasota or Venice Vice President for Programs. The Executive Vice President could assume some of those organizational duties.
- Mary Testa's background research for the last ten years relative to the Registrar issue showed the dramatic growth in the number of lectures in Venice and Sarasota, In 1998 43 lectures were covered by a single season ticket. In 2007, 92 lectures were covered by seven series tickets, plus seminars.
  - John McGruder remarked he feels strongly that current series holders should be able to renew their subscription early. He will draft language for a letter to be sent out circa May 15<sup>th</sup> offering subscribers the opportunity to renew. Announcements to this effect will be made at the last two lectures in March.
  - The Players' ticketing proposal is not yet ready.
  - Mary Testa made a motion, seconded by Don Blivas, that the Arts & Humanities Series in Sarasota be dropped. The motion passed with two abstentions. John McGruder suggested there might be a reconfiguration of the Tuesday series to include broader thematic units.
  - Dick Joseph agreed to convene a committee drafting budget proposals with and without a paid Registrar.
  - The core problem, according to Don Savage, is that only the Registrar has access to the information necessary for a variety of actions, viz. reaching ticket holders of the cancelled seminar, preparing lists of names for refunds and Friends of SILL, etc. John McGruder commented that in the future this information could be made available to the Board on a READ ONLY part of the website.
- The matter of liability insurance for Board Members was mentioned by Dick Joseph. (See summary of online extension of the meeting.)

***New Business:***

- In the past, speakers have been asked to fill at an IRS W-9 Form, providing the Treasurer with SS numbers, as well as mailing addresses. John McGruder remarked that a procedure needs to be established for next year. Mary Testa suggested the Program Chairmen send the Treasurer a list with mailing information for the speakers and contractual arrangements.
- Discussion of the Players' start time was postponed.
- Ed Schmith reported that GWIZ asked if they could use our email list. Request denied.

The meeting adjourned at 3:59 p.m.

Respectfully submitted: Joy McIntyre, Recording Secretary

**Next Meeting: GWIZ building, April 10, 9:30 a.m.**

***Sarasota Institute of Lifetime Learning***  
**Minutes of Board Meeting, April 10, 2007 Amended**

**Board Members present:** Robert Bailey, Margaret Bates, Pat Chapman, Jane Hopkins, Dwight Hoover, Peter Huber, William Jones, Richard Joseph, Don Leidel, Joy McIntyre, Dale Povenmire, Don Savage, Edwin Schmith, Frances Smith-Williams, Mary Testa, Roy Turrett

**Absent:** Don Blivas, Joe Harrill, Richard Hart, June LeBell and John McGruder

**Adjunct Members present:** Kenneth Hill, Jim Martin, Thelma Sachs and Lee Solomon

**Previously introduced guests present:** Bob Glenn, Chet Thompson and Mac Nicoll

**The meeting began** at 9:33 a.m., Peter Huber, presiding for the absent President. Two new guests were introduced: Roger Bascom, with an engineering management background, and Dr. Janice Smyth, an anesthesiologist with technology expertise.

**The Minutes of the meeting March 7, 2007** were approved as amended.

**Introductory Remarks:**

Mary Testa reported that Dick Hart continues his recovery from heart surgery.

**Treasurer's Report:**

Richard Joseph first reported on the issue of liability insurance. He has been referred to an agent who specializes in not-for-profit issues. A final report will be presented in May.

The Pricing Committee (Joseph, Chair, Savage, Leidel, Huber, Solomon, Schmith and Nicoll) met and presented a report showing two projected scenarios for 2008: 1. Income unchanged, expenses increased by 10%, and 2. Expenses increased by 10% and Income increased as per recent Board vote on the International Series in Sarasota. The latter projection would result in a net income of \$36,477, enabling the Board to at least consider hiring staff support. In addition, the Committee is recommending increases in both Venice programs and Sarasota Tuesday, to be presented for vote at the May meeting. Don Leidel registered a dissenting view that single daily tickets should be discounted, as is often the case in New York and London.

**Registrar's Report:**

Don Savage reported little change compared with the previous report. Peter Huber commended Savage on the thoroughness of his work. Dick Hart is processing the responses to the letter inviting subscribers of the Thursday series to renew early. The tickets will be mailed on [May 18<sup>th</sup>]. A free ticket to a Tuesday lecture of their choice will be offered to subscribers of other series.

**Program Committee Reports:**

- Music -- Mary Testa, reporting for June LeBell, indicated that Michael Lasser and Eugenia Zuckerman have already been engaged for the "Busy B's" series.
- Contemporary Public issues – no report.
- International Issues—Dr. Barylski will open the Wednesday series.
- Arts & Humanities – Peggy Bates will be working with the Tuesday series. She reported that on April 20<sup>th</sup> the Herald-Tribune will have a special insert about lifetime learning.
- Venice—Peter Huber reported that subscription numbers were down, but daily sales were up a strong 29%, resulting in a 4% increase in revenue. The contract with the Community Center will be more costly in 2007. Two occasions will require use of the Venice Little Theater. In the future it may be necessary to seek another venue for Friday, or revert to a Thursday International series, due to scheduling conflicts with

the Venice Community Center for weekend shows and Friday set-up. Mary Testa asked if it would be possible to do an analysis of each series showing direct costs vs. income? Dick Joseph indicated it would be done at some future date.

***Facilities & Production:***

Bill Jones reported that the storage closet has been cleared; he recommended that SILL purchase a laptop computer of its own for speakers using Power point to avoid problems with rental of outside equipment. He further commended the supportive staff at the Players,

***Public Relations Committee:***

Ed Schmith reviewed for the Board the results of the Internet survey. In comparison with other lecture series offered in the city, SILL's lectures are exceedingly well regarded. High ratings were given to content, which, according to the respondents, often proved more interesting than the descriptions in the brochure would have indicated. Peter Huber commended the work done by Ed Schmith and the EFO Group on this survey. The resulting recommendations, pp. 30-41, will certainly prove a springboard for future SILL initiatives, and Peter Huber urged board members to study the report in detail.

***Old Business:***

Robert Bailey referred to the email disseminated to Board Members following the previous Board meeting describing the levels of trademark protection. A straw poll indicated that a significant number of Board members would favor the most complete protection, involving a one-time charge of \$750. Bailey also put forward a possible new logo design.

Lee Solomon provided a comparison of the recommendations in his report of December 2005 with the state of SILL efforts to date. Each of the six points headlined in that earlier report has been addressed directly or indirectly in the ensuing months. We are now fully Internet operational, the market research plan has been carried out, Board staffing issues are being dealt with, and pricing policies have been reviewed. We are making thoughtful progress. He suggested that beyond its work to carry out the 2008 program, the Board take on the task of longer range planning: 1. Each series should do its own "visioning" for future definition, without regard to economics, and 2. Another group should separately deal with issues of fundraising, including grant-writing. He emphasized that this is a no-risk, no commitment "intellectually stimulating exercise."

***New Business:***

Dale Povenmire introduced Ted Koszarski, who made a presentation regarding Internet video programming. He explained that this type of media visibility has become increasingly popular with the entry of major forces such as UTUBE, MySpace and Google. Mr. Koszarski bravely answered questions from Board members regarding pod-castability, quality of the lectures chosen, downloads vs. streaming. He assured us that the appropriate "talent releases" would be secured and the Board would retain control over the choice of lectures posted. The cost would be zero. Filming so far—five lectures from the 2007 series-- has taken place only in Venice. Dick Joseph remarked that the rewards would appear to outweigh the risks of such an undertaking. Several other members felt that further investigation and monitoring was needed.

The meeting adjourned at 11:54 a.m.

Respectfully submitted: Joy McIntyre, Recording Secretary

**Next Meeting: GWIZ building, May 8, 9:30 a.m.**

# ***Sarasota Institute of Lifetime Learning***

## **Minutes of Board Meeting, May 8, 2007 Amended**

***Board Members present:*** Robert Bailey, Margaret Bates, Don Blivas, Pat Chapman, Jane Hopkins, Joe Harrill, Dick Hart, Dwight Hoover, John McGruder, Don Savage, Ed Schmith, Frances Smith-Williams, Mary Testa and Roy Turrett

***Absent:*** Peter Huber, Bill Jones, Dick Joseph, June LeBell and Joy McIntyre

***Adjunct Members present:*** Bob Glenn, Kenneth Hill, Jim Martin, Steve Rosoff and Thelma Sachs

***Previously introduced guests present:*** Chet Thompson

***President John McGruder*** established a quorum and called the meeting to order at approximately 9:30 a.m.

### ***Introductory Remarks:***

President McGruder announced the unexpected resignations of Dale Povenmire and Don Leidel from the Board of Directors and expressed gratitude for their service.

***The Minutes*** from the last Board of Directors Meeting, April 11, 2007, were amended and adopted by voice vote.

### ***Treasurer's Report:***

Mary Testa indicated that certain treasury report categories "do not match up" and that we still "don't have a 2008 budget which normally is done by May." Further discussion on this matter was slated for the June, 2007 BOD meeting.

### ***Registrar's Report:***

Don Savage reported that we received a \$5,000 donation and, as a result, now have "101% of projected costs on hand". Total revenue for 2007: \$164,000 plus (approximately) or a 12% increase over 2006 revenues. Mary Testa has created a spread sheet for profit/loss on each series to determine costs and outlays.

Dick Hart covered pre-registration for the 2008 series. He indicated that Thursdays were "sold out" and that we have sold "300 – 350 tickets for Wednesdays but that about 40-45 subscribers want to move to Thursdays.

### ***Program Committee Reports:***

- Music – no report.
- Contemporary Issues – Don Savage reported that we have 2008 speaker commitments: Thomas Mann on the 2008 elections, Marman on health care and Rosenblum and DiJani on the Arab-Israeli conflict. Eight slots need to be filled at this point.
- International Issues – Roy Turrett reported that he has lined up Tezzi Schaeffer, Martin Walker (perhaps), Rothkopf, Pubantz and Barylski thus far.
- Venice Program – Jim Martin reported that we have signed and amended contracts in place with the Venice Community Center (VCC) for 2008 as well as with VLT.

### ***New Business:***

2008 Brochures – Ed Schmith made a presentation on cover design for 2008 along with other changes: a table of contents, a "center fold" calendar, order form and other design formats. Brochure cost: \$4579 for 14,273 in 2007. 2008 costs: \$5,300 for 15,000. The redesign layout would run an additional \$1900. No motion was made with respect to adoption of this proposal – deferred consideration until June BOD meeting [when a sample is expected to be presented.](#)

Board of Directors composition – The matter of BOD size and the need to make quorum calls was discussed. **John McGruder proposed an option for allowing email voting on issues that received mixed support.** The question of how best to communicate and deal with board business and quorums was left unresolved.

### ***Nominating Committee Report:***

State of the Board – John McGruder stated that the board has had substantial turnover and is experiencing “rapid change” which may increase folks concern that “too much is happening too fast.” And yet the board continues to have new people interested in joining SILL as indicated by a number of adjunct board members who have recently joined SILL. Eight **vacant** board positions needed to be filled which constitutes approximately 1/3 of the board. **A proposal was made to encourage new directors to spend a year as adjuncts prior to joining the Board, to both allow the Board to learn about the candidate and the adjunct to grow into the SILL culture.**

The names of new board nominees was circulated per document *SILL Board Members (Term of Office)* (attached). Thereafter John talked about the need for a “division of labor” so that there are “no more fiefdoms”. He stated that what we need to do is “build redundancy” into the board . There followed a discussion of applicants resumes, the need for assistance in the office of Treasurer and verbal presentations by several new adjuncts. Ed Schmith made a motion, seconded, to accept the recommendations of the nominating committee. Motion carried and new members were added to the board consistent with the proposal set forth in the document previously referenced.

**The Board left two vacancies “open.” John noted that the Board is down to only two Foreign Service Officers and that we need to recruit replacements for the three departing State Department Officials: Don Leidel, Dale Povenmire and John McGruder.**

### ***Old Business:***

***SILL Office at G-Whiz*** – John reported that we are giving up our office and we’ll get a cubicle, phone and computer.

***Website*** – Steve Rosoff (adjunct) would be in charge of the website backed up by Chet Thompson (adjunct).

***Insurance Liability for Board Members*** – A motion was made and ratified to consider spending up to \$2,500 for liability and DNO protection for board members. The matter will be investigated and brought back to the board at the June meeting. **Bob Glenn to coordinate.**

***Need for an External Audit*** – Mary Testa stated that SILL has not had an external audit for ten years, a fact causing concern among many board members. A motion was made and adopted to spend up to \$2,000 to fund an external audit.

Bob Bailey dealt with the matter of *SILL’s trademark* and presented a one page visual document pursuant to that point. After a short discussion and comments, a motion was made and adopted to spend up to \$750 for that purpose. There was one dissenting vote on that motion.

***Internet Video Approval*** - Consideration of this matter was postponed until the June board meeting to allow Peter Huber to conduct the discussion. The site will be left “as is” during the interim.

***Program Guidance*** – No decision was reached on this matter. Suggestions were made that program committees establish programs “by month” or “by theme” and there was a need for direction on this topic. The issue remains unresolved.

***Speaker Honorariums*** – Rates normally established have been \$350 for local speakers and \$500 for out of town ones. Mary Testa suggested there needs to be “flexibility” with respect to fees based on “audience size”. John McGruder said that SILL should be able to pay “more or less” depending on the speaker and that the \$350 and \$500 figures were never set in stone. Mary suggested that SILL “analyze cost/attendance figures” when considering what level of honorariums to pay lecturers. John McGruder added “don’t let them (the speakers) close you out over dollars”. The question of speaker compensation schedules was left open and Don Savage and Roy Turrett were asked to make a proposal (probably in June) on a rate schedule.

*Hotel Selection for 2008* – Three hotels were under consideration: The LaQuinta, The Ritz-Carlton and the Indigo. Ed Schmith reported that the “best deal” for 2008 is the Indigo where the rate should be approximately \$154 per night. Change from LaQuinta to the Indigo was approved.

*Ticket Pricing – 2008* Ed Schmith distributed a document *2008 SILL Prices* (attached). There was discussion and debate about the new ticket prices with a motion to set new prices **at the rates recommended for the series prices, but that instead of four different daily prices to establish a single rate of \$7. The motion carried 7-5.** John expressed his concern about how this matter mirrored board divisions.

The meeting adjourned at approximately 12:15 p.m.

Respectfully submitted: Jim Martin, Acting Recording Secretary

**Next Meeting: GWIZ building, June 12, 9:30 a.m.**

**Sarasota Institute of Lifetime Learning**  
Minutes of Board Meeting, June 12, 2007 Amended

**Board Members present:** Margaret Bates, Dick Hart, Peter Huber, John McGruder, Don Savage, Frances Smith-Williams and Mary Testa

**Absent:** Robert Bailey, Don Blivas, Pat Chapman, Jane Hopkins, Joe Harrill, Dwight Hoover, Bill Jones, Dick Joseph, June LeBell, Joy McIntyre, Ed Schmith and Roy Turrett

**Adjunct Members present:** Bob Glenn, Jim Martin, Steve Rosoff and Thelma Sachs

**Previously introduced guest present:** Chet Thompson

**President, John McGruder** called the meeting to order at 9:35 a.m., absent a quorum.

Ed Ogiba of Group EFO, Ltd., presented the 2008 SILL Brochure, which featured several mock designs with a fold out icon per site, briefs on speeches and speakers, content, web links and a "centerfold" tear-out calendar. He covered each page of the brochure per copy and indicated that the brochure had to go to the printer by 10/3/07. Peggy Bates and John McGruder noted that the mock up of the speaker profiles had to be four lines each and that the mock up, as presented, did not comport with that requirement. Additionally, Don Savage advised that SILL could also not meet the 8/30/07 deadline set forth of page 8 of the report distributed to the BOD. Additional comments included considering bulk mailing since the urgency of delivering the booklet was less given the advent of pre-registration, and the need to solicit three print bids. In light of the time and the space constraints noted by board members, additional changes in the brochure would be necessary. The presentation ended approximately 10:10 a.m.

John McGruder stated the BOD could not approve the brochure absent a quorum. Peter Huber, incoming President, supported the new brochure and motioned to support Ed's firm and with Ed Schmith serving as booklet coordinator. This motion was seconded by Don Savage and John McGruder and carried 7-0. Three additional votes were needed.

**Secretary's Report:** There was none. The BOD Secretary was absent and Jim Martin took notes instead.

**Treasurer's Report:** Mary Testa reported that she has the board's check book (and will transfer to Mac Nicoll on July 1. Mary indicated that she contacted Richard Cox, who has performed SILL audits in the past, and Mac Nicoll (Ass't Treasurer) will forward to Cox the required info. The audit, she said, should be done by September. John McGruder added that we must have the audit in order to secure BOD liability insurance.

**Registrar's Report:** Don Savage distributed a multi-page table of 2007 data on ticket sales. Dick Hart reported that Thursday/Sarasota – 2008 is sold out and Wednesday/Sarasota – 2008 is at 330 tickets sold. Friends of SILL figures were also reported.

**Program Committee Reports:** Jim Martin/Venice – no report

Don Savage/Domestic Speakers – We have six domestic speakers including the Arab/Israeli debate pair, 2 from Brookings, 1 on global issues, 1 on environmental issues, 1 on energy policy, 1 from Yale on health care plans

On the international side, Peter Huber reported for Roy Turret that we had commitments from Barylski, Marty Walker, Rosenblum, Dijani, Pubantz, Rothkopf and others.

***Old Business:***

***icollege*** – Peter Huber reviewed Google /SILL web hits in comparison to icollege and other similar sites. SILL apparently ranks well in comparison to its rivals on the web. Peter favors using Google at a moderate pace to feature four to six SILL speeches per year on the web, but only with the speaker's consent beforehand. John McGruder added that we should only post those presentations that are helpful to SILL. Chet suggested that there needs to be considerable discussion on this marketing approach down the road and that we also needed to get users to learn more about SILL through this portal.

John McGruder stated that if we retain the lectures on icollege, then we should post links on the SILL website. There was no vote on what to do with our links. John noted that Gravity Free charges \$125.00/hour for work done on the website, but that minor changes are done without charge. John said he would speak with Gravity Free on Thursday and negotiate the cost.

***SILL Trademark*** – John McGruder stated that we would spend the \$750.00 previously approved for attorney fees on this matter. He would notify Ed Schmith regarding this so the appropriate notation can be made on all printed literature about the trademark..

***GWIZ Office Space for SILL*** – John McGruder reported that we have a final agreement and a \$900 credit for 2007/8 for office space with the cost pegged at \$2600.00 (includes the credit). We will also receive a \$900 credit for each of the next two years.

***Players' Theater/Holly Hall Contracts*** – John McGruder reported there were contracts prepared for Peter's signature as of July 1 for Holley Hall and Players, and that the rates at Holley Hall remain the same, with a 10 percent increase at Players.

***Martha's compensation*** – Martha Tuttle indicated she will only return if her hourly fee is raised from \$25 to \$35/hr. Players reported it could possibly provide a technician at a rate of \$19/hr, with a 3 hr minimum. The suggestion was made that Martha's hours could be reduced if she is not asked to sell CD's. Peter and Bill Jones to explore and decide prior to August 20, the Players contract deadline for signing.

***Liability Insurance*** – John McGruder reported that Bob Glenn was not able to pursue the issue since the last meeting, but remained committed to getting the necessary information for the Board.

***Speaker Compensation*** – Don Savage submitted a detailed two page memorandum about the compensation schedule which was self explanatory. Comparisons were made with respect to local vs. non local speakers. There followed a pointed discussion and debate about compensations ranges. Votes were taken on the following matters:

1. Should there be a differentiated compensation schedule for local vs. non local speakers?  
For 3 Against 3 Abstained 1
2. Should there be an overall increase in compensation to \$650 per lecture for all speakers local and non local?  
For 5 Against 2 Abstained 0

John McGruder argued for a more flexible approach giving each recruiter up to \$750.00 per lecture with the capability of negotiating “up or down” from that amount but with a “floor” of \$500 per lecture.

3. A third vote was taken on the issue: Should there be a “returning bonus” for a third speech by a returning speaker in the amount of \$500.00?

On this point the vote was: For 2 Against 3 Abstained 2

John McGruder indicated that there would be an email about these matters since, without a quorum, no policy was set.

Peggy Bates suggested that SILL compensate “an opening day speaker” in the amount of \$2,500.00 This motion was adopted 7-0 effective in 2008. All of these will require a full board vote.

*The 2008 SILL Budget* – There was a discussion about the 2008 SILL Budget with specific emphasis on raising the 2008 honorarium line item allocation to \$60,000. There was also discussion surrounding key budget components: rent, insurance, legal/accounting, with the observation being made that some of the budget numbers were incorrect. Thereafter John McGruder suggested adding the sum of \$1,000 for additional postage. We have approximately 2,300 persons on our mailing list. It was also noted that something “was not right with our web site maintenance figures”. Still, even with increased expenditures, SILL turned a “profit” (carryover), see IRC 501(c), of approximately \$43,000. Peter Huber motioned for 2008 budget approval, seconded by Don Savage. Steve Rosoff wanted a percentage figure set for the 2008 budget as opposed to a fixed dollar amount. The 2008 budget was adopted 7-0. Again, an additional 3 votes were needed for formal Board approval.

#### *New Business:*

Peggy Bates reported that she had heard from someone that SILL was “cutting down in 2008 for lack of money”. There has been some discussion with Northern Trust and the Venice Community Trust to get money for SILL programs and Peggy was asked to look into this. At this point, neither institution funds SILL programs. John McGruder liked the idea of seeking funding from community organizations. But he proposed, long term, the creation of a SILL Endowment capitalized at \$500,000. This amount could annually fund \$25,000 for a “high profile” speaker of our choice, such as a keynote speaker. The conclusion, after some discussion, was that the BOD “needs to think about this”.

Finally, the BOD applauded and gratefully acknowledged John McGruder’s service as President. John thanked the board for their support and the gavel was passed to Peter Huber who also commended John and made several remarks about the challenges SILL faces as we move forward.

Meeting adjourned at approximately 11:45 a.m. There will be no BOD meeting in July (or August, 2007).

**Next Meeting: GWIZ, Tuesday, September 11, 9:30 a.m.**



*Sarasota Institute of Lifetime Learning*  
*Minutes of Board Meeting October 9, 2007*

***Board Members present:*** Margaret Bates, Don Blivas, Richard Hart, Peter Huber, Jim Martin, Joy McIntyre, Mac Nicoll, Steve Rosoff, Frances Smith-Williams and Roy Turrett.

***Absent:*** Robert Bailey, Patricia Chapman, Kenneth Hill, Dwight Hoover, William Jones, Richard Joseph, June LeBell, Don Savage, Ed Schmith, Mary Testa and Chet Thompson.

***Adjunct Members present:*** Jane Hopkins and Lee Solomon.

**The meeting began 9:39 a.m., Peter Huber, presiding.**  
The president announced that Robert Glenn had resigned. Peter noted Mr. Glenn's excellent work so far and will be actively seeking a replacement as Assistant Registrar.

In absence of a quorum, action on the Minutes of the Board Meeting of September 11, 2007 was postponed to the November meeting.

***Treasurer's Report:*** No detailed report was available. Speaking for the absent Treasurer, Mac Nicoll commented that the fiscal year ended in healthy black numbers. Comparison of budgeting and income will follow at the November meeting. The topic of liability insurance for Directors and Officers will also be addressed at that meeting.

***Registrar's Report:*** Dick Hart reported that the Thursday series is sold out. Given the loss of extra seating in the auditorium, there is little prospect that many tickets will be sold at the door.

Brochures will be mailed at the end of the month, bulk rate. The few Canadian addresses will be sent first class.

***Program Reports:***

***Music***—Peter Huber, reporting for June LeBell, stated that all was in place.

***International and Seminars***—Roy Turrett reported that all speakers were ready to go. New scheduling policies adroitly offer an opportunity for popular speakers and fascinating topics to be heard by a wider audience. Speakers will appear on several series during the week, each time presenting a different aspect of their area of expertise. Dr. Pubantz will also speak at New College. It was suggested that a relationship with that institution be further explored.

Several speakers, new to SILL, are bringing a variety of interesting topics, e.g. Andrea Farsakh (Islam, Palestinian life), Dr. Jeffrey Record (insurgencies and terrorism). Mexican, South American and further Hispanic influences will also be covered.

Of particular note is the Tuesday Venice event, which will feature Dr. Mark Rosenblum and Dr. Omar Dajani in dialogue on Israeli-Palestinian issues.

Roy Turrett was commended for his efforts in supplying 24 lecture and 11 seminar slots.

Roy brought the documentary film “Blood and Toil” to the attention of the Board. The documentary maker has offered to show the film in February, with a following Q&A. Suggestions on how to best utilize this offer were discussed. Before a decision can be made, Roy will request a copy of the film for review by the Board.

*Contemporary Issues and Venice*—Jim Martin confirmed that the line-up was all set. He mentioned that fees for the Venice Community Center may rise as much as 60% for 2009 due to County budget problems, but that they still would fall within a bearable range.

On the subject of programming, Lee Solomon asked what was being done to acquaint the public with the new Tuesday series. The enumeration of measures being undertaken was regarded as quite satisfactory.

*2008 Program Brochure*—Peter Huber reported for Ed Schmith that the proof was currently being reviewed. The brochure should be printed and available for mailing by the end of the month (see reference under Registrar’s Report). A handy innovation is the separable insert, listing speaker and topic for each date, articulating seating and pricing policies, and containing a map and a Subscription Order Form flap.

Paid advertising in the brochure has increased dramatically from circa \$700 to \$3200.

A discussion concerning the distribution and storage of the brochure boxes ensued. Members Rosoff and Thompson have offered to store the boxes that exceed our limited GWIZ space.

*Marketing*—Peter Huber reported for Ed Schmith that the president will be interviewed on WSLR FM 96.5 at 9 a.m., Wednesday, November 7<sup>th</sup>. Also through Ed, we are exploring coverage on WUSF-FM.

Peter Huber reported that he had negotiated an agreement with SRQ Magazine, for mutual promotion. Don Blivas confirmed this was indeed an advantageous move for SILL. Details of the agreement will be posted on the Board Members’ link of the website.

*Reading Festival*—Frankie Smith-Williams reported that we will be represented on November 3<sup>rd</sup> in our own tent. Peter Huber will follow up on ordering a banner/table skirt.

Frankie also suggested that we join POLL-E and participate in their December 7<sup>th</sup> event. There was some discussion on the necessity and impact of

that affiliation. Peter Huber believes it offers us the opportunity to assess the activities of similar organizations, and that we should join and pay the membership fee. He will attend the November 28<sup>th</sup> meeting to learn more about the organization.

***Status of the website and email capability***—Steve Rosoff indicated that the website, though currently blocked, will be up and running soon. Information on past and current seasons will be available, as well as a downloadable order form. Board Members are encouraged to proof read the site. The 2008 Brochure and Insert will appear on the website.

The email marketing list will be outsourced to AWEBBER, a non-spam sender. They will send out messages at regular intervals to our list. The next step will be marketing to select groups within the list.

***Thank You Gift***—Peter Huber recommended that a \$100 gift certificate be given to Martha Tuttle, in recognition of her long and vital service to the organization.

***Long Range Planning***—for want of time, the discussion was postponed until November.

***Old Business***—none.

***New Business***—Peggy Bates called the Board's attention to a United Nations Association funding-raising event focusing on Liberia, with guest presenter Nancee Oku Bright.

The meeting adjourned at 11:34 a.m.

Respectfully submitted, Joy McIntyre, Recording Secretary

**Next meeting: GWIZ building: November 3, 2007, 9:30 a.m.**

**Please Note: meetings in January through March will be held on second Wednesdays at 2:30 p.m. at GWIZ.**

\*  
***Sarasota Institute of Lifetime Learning  
Minutes of Board Meeting, November 13, 2007***

***Board Members present:*** Robert Bailey, Margaret Bates, Don Blivas, Patricia Chapman, Richard Hart, Kenneth Hill, Dwight Hoover, Peter Huber, Richard Joseph, Joy McIntyre, Mac Nicoll, Steve Rosoff, Don Savage, Ed Schmith, Mary Testa, Chet Thompson, Roy Turrett

***Absent:*** William Jones, June LeBell, Jim Martin, Frances Smith-Williams

***Adjunct Members present:*** Jane Hopkins, Thelma Sachs, Lee Solomon

***Exofficio:*** Past President John McGruder

***The meeting began*** at 9:34 a.m., Peter Huber, presiding. In his introductory remarks, Mr. Huber reported that Dale Povenmire had quintuple bypass surgery. A card and book will be sent to him. Former SILL President, Scott Behoteguy celebrated his 90<sup>th</sup> birthday.

***The Minutes of the meeting May 8, 2007 were approved.*** Reports of discussions at the June, September and October meetings cannot be officially designated Minutes, due to lack of a quorum.

Mary Testa moved that the Budget, as presented in June, be approved. The motion passed.

***Treasurer's Report:*** Dick Joseph reported \$290,312.09 total cash on hand, representing a large portion of the advance ticket sales. Expenses incurred during the lecture season will serve to balance the scale.

On the matter of liability insurance for Directors, Mr. Joseph reported that Ken Patton, the contact person with our insurance agency, is currently out of the country. It was suggested that we first talk with an attorney, who is familiar with DNO (Directors and Officers) Insurance issues. Several names were brought forward.

Regarding an external audit, the comment was made that it is not mandated by the IRS. John McGruder made a motion that an external audit of SILL finances no longer be required. The motion passed.

***Facilities & Production:*** Peter Huber reported that Martha Tuttle had retired and was presented with a \$100 gift certificate honoring her service to SILL. The technician at The Players' will assume her duties. Pat Chapman will arrange for GWIZ to take over the audio/visual needs for the Seminars. It was further reported that entry to the SILL GWIZ office will soon be per keypad.

***Registrar's Report:*** Season ticket sales are brisk and ahead of the similar date last year, due to several factors. Thursday is sold out and Wednesday at near capacity.

Dick Hart will advise Steve Rosoff when to cut off the internet order capability.

***Program Committees:***

- Music—No report.
- Contemporary Public Issues— Everything is in place. Don Savage is anticipating stronger numbers.
- International Issues and Seminars—Roy Turrett reported all is set. A copy of the DVD "Blood and Oil" will be sent to us for review. February 20<sup>th</sup> has been identified as a possible showing date for the Friends of SILL.

**Public Relations:** Ed Schmith reported that he is seeking listings in media calendars, as well as preparing and distributing press releases. There will be advertising in Venice. He indicated that SILL will have a 1/2 page ad in the January and February issues of SRQ Magazine. The magazine has also offered us editorial coverage in early summer. There will be several E-vites. For the Djani/Rosenblum forum extra tickets will be pre-sold. Also under consideration is a possible free ticket promotion to season ticket holders. Mr. Schmith brought forward a proposal to use 20 second ads on WUSF at \$70 per spot. June LeBell will write the copy. Mac Nicoll moved that we buy 33 spots. The motion was approved.

**Old Business:**

- Lee Solomon introduced new *Guidelines for Long Range Planning Committees*. He summarized our current market position and concluded that now is an ideal time to move into the next phase, exploring ideas for future emphasis. Phase two, developing funding, manpower and focus, will then follow. A committee has been established in each of our principal areas of involvement. After due consideration and consultation, written proposals are to be submitted by the committees at the April Board Meeting. (See written report for details.)
- Internet video--Ed Schmith was authorized to continue with four or five selected broadcasts, contingent upon speaker approval. A SILL preamble is to be included. A motion to delay the broadcast by one week was approved.
- Website-- Steve Rosoff indicated that the site was very nearly up to date. He further sends this message to the Board:

In order to logon to the Board Member section of the web site members must enter their email address and a password. Most failures to connect are because an incorrect password has been entered. There is no way to retrieve a password, so if it is unknown, Steve must enter a new one of the member's choice. To establish a password he/she will need to send Steve an email (windwardcd28@tampabay.rr.com) requesting access and naming a desired password. He will create an access path and email back to test it.

- The Reading Festival tent was staffed by Frankie Smith-Williams and Thelma Sachs, under a beautiful new banner. Several boxes of brochures were distributed.
- Poll-e: Peter Huber will attend a meeting Nov 28 and SILL will be passing out 2008 program brochures at a December 7 Poll-e sponsored "For Love of Learning" session at the Sr. Friendship Center-Sarasota.

**New Business:**

- Book sales will be handled through volunteers.
- Peggy Bates has invited us to hold our December meeting at Plymouth Harbor, to be followed by a buffet lunch, as her guests. Mary Testa will send out a reminder.

**The Meeting adjourned at 11:59 a.m.**

**Respectfully submitted: Joy McIntyre, Recording Secretary**

**Please note the following calendar:**

***Sarasota Institute of Lifetime Learning  
Minutes of Board Meeting, December 11, 2007***

***Board Members present:*** Robert Bailey, Margaret Bates, Patricia Chapman, Richard Hart, Kenneth Hill, Dwight Hoover, Peter Huber, William Jones, Richard Joseph, Joy McIntyre, Mac Nicoll, Steve Rosoff, Don Savage, Ed Schmith, Frances Smith-Williams, Mary Testa, Chet Thompson, Roy Turrett, Past President John McGruder, Exofficio.

***Absent:*** Don Blivas, June LeBell, Jim Martin.

***Adjunct Members present:*** Jane Hopkins, Thelma Sachs, Lee Solomon, Gwen Wilson

***Special Guest:*** Joan McDonnell, information input specialist

**The meeting began at 9:37 a.m.,** Peter Huber presiding. The minutes of the meeting November 13, 2007 were approved.

***Treasurer's Report:***

Dick Joseph submitted a Profit/Loss statement for July through November 2007, with the observation that, of course, the picture is slightly skewed as most of the revenues have been received and most of the expenses are outstanding.

There followed some discussion about the possibility of changing the fiscal year designation. Peter Huber requested that the Treasurers make a proposal thereto at the next meeting. Regarding a profitability analysis for each program, Mac Nicoll replied by explaining the complexities involved in prorating expenses, rents and the like.

The second item discussed with the DNO insurance. Peter Huber requested that the attorney identified by Richard Joseph as knowledgeable in this area be invited to attend our next meeting.

Mr. Huber further requested that the Treasurers bring a proposal to the next meeting regarding signatory authorization for SILL checks and cut-off limits.

***Registrar's Report:***

Dick Hart submitted a report on tickets sold to date, showing an increase for nearly all programs in the number of tickets sold. Thursday's numbers for the end of season 2007 reflect extra seating and daily sales. Strong door sales on Friday in Venice also impact those final numbers.

***Facilities & Production:***

Bill Jones reported that we are well prepared. He will make the necessary arrangements with the Players' technician. Volunteer assignments are currently being made. Following consultation with Andrew Foley (Sarasota News & Books), it was agreed that volunteers will coordinate the selling of speakers' books. Peter Huber suggested that speakers be invited to recommend a reading list as background. This information could be posted on the website.

***Program Committee:***

- **Music** – no report
- **Contemporary Public Issues** – Don Savage reported strong numbers, with subscription requests still coming in. Of particular note is the up coming

challenge of the gun control law before the Supreme Court that will be led by Robert Levy, SILL speaker on January 22<sup>nd</sup>.

- **International Issues & Seminars**—Roy Turrett reported that everything is in place. There is still space available in the Seminars. The biographical sheets are at the printer.

**Public Relations**—It was commented that this committee might be more properly renamed *Marketing*. The brochures are being distributed. Ed Schmith reported that our contractual affiliation with SRQ magazine is a kind of joint promotion. (See November Minutes for an outline of this and other media initiatives.) Peter Huber will be speaking for the *New Sarasotans* and will follow up with similar organizations. Ed Schmith would like to solicit email information from audiences. Currently about 600 email recipients have opted into our list. A mailing will go out on January 14 to subscribers offering complimentary tickets to Tuesday lectures. A special reception and showing of Michael Klare's film at GWIZ will be offered to the Friends of SILL. There will be a pre-sale offer for the remaining tickets for the January 15<sup>th</sup> "dialogue." WSLR will broadcast one of our lectures. Peter Huber declined a request by the Literacy Council for discounted tickets.

**Old Business:**

- The Long-Range Planning committee on International Issues will meet following this Board Meeting. Dwight Hoover, Peggy Bates and Peter Huber will research other Lifetime Learning organizations.
- Internet Video—Ted Kosarski is unsure whether he has time available to record any of our lectures this year. Peter Huber will follow up with him,
- The website is functioning, following modification by Chet Thompson and Steve Rosoff. Database issues must still be worked out with Gravity Free. There was some discussion about the posting of FOS names and contribution amounts on the website. Mary Testa, Steve Rosoff, Don Savage and Joan McDonnell were asked to coordinate a plan with Gravity Free.
- Mary Testa circulated a speaker calendar and several remaining host/moderator slots were filled.
- Peter Huber attended a Poll-e organizational meeting 11-28. He and Ed Schmith participated in a Poll-e sponsored "For Love of Learning" session on 12-7 and distributed SILL brochures.

The meeting adjourned at 11:37 a.m.

Respectfully submitted, Joy McIntyre, recording secretary

**Next meeting: GWIZ building, January 9, 2 p.m.**