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***Sarasota Institute of Lifetime Learning***  
***Minutes of Board Meeting, January 9, 2008***

***Board Members present:*** Robert Bailey, Margaret Bates, Patricia Chapman, Richard Hart, Dwight Hoover, Peter Huber, William Jones, Richard Joseph, Joy McIntyre, Mac Nicoll, Steve Rosoff, Don Savage, Ed Schmith, Chet Thompson, Roy Turrett and Past President John McGruder, Ex-Officio.

***Absent:*** Don Blivas, Kenneth Hill, June LeBell, Frances Smith-Williams, Mary Testa,

***Adjunct Members present:*** Gwen Wilson

**The meeting began at 2:08 p.m.,** Peter Huber presiding. The minutes of the meeting December 11, 2007 were approved.

***Treasurer's Report:***

Dick Joseph presented a Balance Sheet as of December 31, 2007, showing Total Liabilities and Assets to be equal at \$372,854.81. Net Income July through December was \$47,207.04. He remarked that some ticket sales income was assigned to "general" and "other" categories, as the funds carried no specific Series designation when received by the Treasurer.

With reference to D&O insurance, Mr. Joseph reiterated that the attorney consulted, W.E. Gaylor, was clearly of the opinion "that SILL does not need to purchase D&O." (See letter from Mr. Gaylor, dated December 20, 2007) SILL's insurance presently covers the cost of legal fees in the event of a liability suit. An extended discussion followed, during which several Members voiced their continued concern. Peter Huber will follow up in discussion with Tina Papa, insurance sales agent for non-profit organizations.

***Facilities & Production***

Bill Jones, it was announced, will continue to serve in this capacity only until the end of the season. Bill reported that SILL is well staffed with volunteers on lecture days. There was discussion concerning the policy of seating patrons in the north foyer, as well as the posted audience capacity of the Players' Theater. In Venice, volunteers are poised to assume some of the responsibilities performed by Jim Martin, who has resigned from the Board.

***Registrar's Report:***

The Monday series is showing good gains in attendance. Wednesday is surging. According to Dick Hart's report, total sales and income are well ahead of last year. (See SILL Ticket Report – January 8, 2008)

***Program Committees:***

- Music- attendance so far is better than any day last year.
- Contemporary Public Issues – Don Savage reported a weak start, with the prospect of improving attendance numbers. It was reported that the speaker for Feb. 26<sup>th</sup>, Dr. Marmor, would also be speaking before another Sarasota group. Peter Huber will follow up.

- International Issues & Seminar -- Roy Turrett reported everything running smoothly. The oil movie might possibly be shared with academic institutions, rather than used for a special showing for the Friends of SILL.

***Public Relations Committee:***

Ed Schmith reported that the focus on building Monday, Tuesday and Venice audiences has met with good success. Series ticket holders will receive one free Tuesday ticket in the mail this week. The hope is that they will encourage new patrons to attend. Ed mentioned the 2 for 1 advertisement in the Sarasota Concert Association program book, the spots on WUSF and the SRQ Magazine advertising arrangements. The comment was made that the *Herald Tribune* calendar page does not always list our events in full form, an outcome that is not easily influenced. Gwen Wilson will follow up.

***Old Business:***

Peter Huber reported that the International Long-Range Planning Committee has had three meetings to date. Other Committees plan meetings in the coming weeks.

***New Business:***

- TCP Receptions -- the question of dual receptions was raised. After some discussion Ed Schmith made a motion that the two events be combined. The motion passed.
- The issue of pre-registration for all series was discussed. Don and Dick will follow up.
- On the subject of books sales, it was reported that Andrew Foley from Sarasota News & Books has been very cooperative in enabling volunteers to sell speaker's books. It was requested that only books published within the most recent three years be sold.

***The Meeting adjourned at 3:30 p.m.***

Respectfully submitted, Joy McIntyre, Recording Secretary.

**Next meeting: GWIZ building: February 12, 2 p.m.**

***Sarasota Institute of Lifetime Learning  
Minutes of Board Meeting February 13, 2008***

***Board Members present:*** Robert Bailey, Don Blivas, Patricia Chapman, Richard Hart, Kenneth Hill, Peter Huber, William Jones, Richard Joseph, Joy McIntyre, Mac Nicoll, Don Savage, Edwin Schmith, Frances Smith-Williams, Mary Testa, Chet Thompson, Roy Turrett

***Adjunct Members:*** Gwen Wilson

The meeting began at 2:13 p.m. Peter Huber, presiding.

***Introductory Remarks:*** The President introduced two guests. Beth Cotner joins the Board as an Adjunct Member, bringing with her impressive experience in the fields of money management, as well as with non-profit arts organizations. Robert Germain comes to us following a distinguished career with IBM and has already applied his IT skills in service to the Board.

***The Minutes of the meeting of January 15, 2008 were approved.***

***Treasurer's Report:*** Mac Nicoll reported \$46,883.71 in Net Income, fiscal year to date. Expenses for the rest of the season remain outstanding.

***Facilities & Production:***

***Sarasota***—Bill Jones remarked that approximately twenty volunteers facilitate the smooth functioning of the various series. Seven or eight are needed for each session. He commended all those who have helped. On Wednesday and Thursday approximately fifty cars use the back lots. 90-100 CDs have been burned to date. Seven books by five authors have been offered for sale. 155 red tickets have been received back. It seems to split evenly between current series holders and new patrons.

Frankie Smith-Williams remarked that patrons be made aware of the thresholds when exiting the building. Peter Huber will send an email to Michelle.

***Venice***—The duties of Jim Martin, who resigned from the Board, are being covered by volunteers.

Next year fees in Venice will increase to \$8500 from \$5200. Dates are being secured at the Venice Community Center. Don Blivas made a motion, seconded by Ed Schmith, which carried, authorizing the President to sign contracts with the VCC at the higher rates. Peter Huber will follow through with Holley Hall.

***Registrar's Report:*** Dick Hart reported on attendance and ticket sales. In all categories we are running ahead of last year. Total income applicable to this season is \$192,991. See Registrar's Reports.

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

**Music** – Mary Testa reported for June LeBell that several speakers have already been secured for next year, among them Henry Fogel, who has held many arts management positions, including President of the Chicago Symphony Orchestra and President and CEO of the American Symphony Orchestra League.

**Contemporary Public Issues** – Don Savage reported that attendance has been good, but variable. Attendance numbers in Venice are quite strong. A subsequent discussion explored ways to increase attendance on Tuesdays, perhaps by adding more international subjects.

**International Issues & Seminars** – Roy Turrett reported on the reactions to Andrea Farsakh's presentations, particularly in Venice on Friday.

### ***Public Relations:***

Ed Schmith reviewed the initiatives coming from SRQ Magazine, including a page in a summer issue that will be devoted to SILL. It is not yet clear whether there will be a direct benefit from the WUSF spots and the discount offer in the Sarasota Concert Association program book.

On January 16<sup>th</sup> Peter Huber addressed the New Sarasotans at the Yacht Club. Seven messages have gone out from our e-info program. The report says that 44% opened the emails, compared with 37% for other sites. 3.5% used the link to the website. A link to speaker articles posted on the website is being considered.

Peter Huber receives e-mail address submissions. The Herald-Tribune is doing better at giving us full listings. The Venice Gondolier featured SILL in an editorial. WSLR will broadcast the Rosenblum/Dajani dialogue on Tuesday the 19 & 26<sup>th</sup> of February at 5 p.m.

Pat Chapman requested that additional Mailing-list-request-cards be printed or made available for distribution.

Ed Schmith reported that he and Gwen Wilson have met with Ed Ogiba (EFO Group) regarding establishing a Power Point presentation to be shown prior to lectures in Venice.

The President and CEO of Plymouth, Harry Hobson, has expressed an interest in strengthening the connection with SILL. Chet Thompson and Peggy Bates joined Ed Schmith in meeting with Mr. Hobson to explore possible avenues of mutual benefit.

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

On the matter of D&O insurance, Tina Papa, in discussion with Peter Huber, suggested that the Board should definitely consider it. She will gather some quotes and follow up with a meeting.

**FY 2009 Planning**—Peter Huber reminded the affected committees (budget, nominating, etc.) to be thinking ahead for presentations at the May meeting. A revision of the By-laws is also under consideration.

**Poll-e update**—Frances Smith-Williams and Peter Huber continue to monitor usefulness.

***New Business:***

Don Savage, the returning Registrar, will begin pre-registration after March 5 for holders of Wednesday/Thursday series tickets. Forms will be distributed that can be returned by May 1st with payment. The option of switching from Wednesday to Thursday will be included. Tickets will not be mailed to local addresses before Oct. 15<sup>th</sup>.

The door lock combination is 1713. Several people have keys that can override.

Pat Chapman suggested that an offer be made to contribute to a charity of the Al Skelly family's choosing.

Mary Testa commented that Don Blivas had graciously offered a stay in his home in San Miguel Allende to Jerry Pubantz, in honor of his 26 consecutive years of lectures for SILL. Mary proposed that SILL offer to pay the transportation for Mr. Pubantz to Mexico.

Peter Huber proposed that Robert Germain be considered for full board status. Following a motion and resounding endorsement by Chet Thompson, Mr. Germain was unanimously welcomed as a new Board Member.

The meeting adjourned at 4:11 p.m.

Respectfully submitted,  
Joy McIntyre, Recording Secretary

**Next Meeting: GWIZ building: March 12, 2 p.m.**

**Sarasota Institute of Lifetime Learning  
Minutes of Board Meeting March 12, 2008**

**Board Members present:** Robert Bailey, Don Blivas, Patricia Chapman, Richard Hart, Kenneth Hill, Dwight Hoover, Peter Huber, Joy McIntyre, Don Savage, Edwin Schmith, Frances Smith-Williams, Mary Testa, Roy Turrett and John McGruder, ex-officio

**Adjunct Members:** Jane Hopkins, Gwen Wilson

The meeting began at 2:07 p.m. Peter Huber, presiding.

**The minutes of the meeting of February 13, 2008 were approved.**

**Treasurer's Report:** Net income through February was circa \$31,000. (See Balance Sheet, As of February 29, 2008) A question was raised as to the negative designation of the Landmark Bank CD. To Mary Testa's request for a cost-benefit analysis, Peter Huber responded that it would be presented at the end of the season.

**Facilities & Production:**

Sarasota—Peter Huber, reporting for Bill Jones, commented on Michelle's concern about patrons crossing US 41 at places other than regular intersections. Volunteers have been alerted to the possibility of pickpockets working the crowd.

Venice—Peter Huber reported that the contract with the Venice Community Center has been signed at a higher rate. Two dates will be held at the Venice Little Theatre.

Players/Holley contracts—Holley Hall has increased its fee by 8% to \$675. It might be possible to negotiate a lower rate if we go to 12 sessions. Peter Huber discussed long-term commitment options with the Players. They offered a 2.5% increase for the next two years. Don Blivas made a motion, which was approved, that a two-year contract be negotiated with a third year option.

**Registrar's Report:**

Dick Hart reported attendance and revenues increased considerably. (See SILL Daily Attendance report.) Don Savage reported that pre-registration forms were distributed during the previous week. 172 Thursday and 94 Wednesday tickets have been sold for a total income of circa \$24,500. Bob Germain is developing a new registration data base.

**Program Reports**

**Music** – Joy McIntyre conveyed June LeBell's regrets that she was unable to attend the Board meeting. Plans for the 2009 season under the title "From Bach to Broadway: The Past, Present & Future of Classical Music" are well under way, with three more speakers added to list, including Metropolitan Opera conductor Joseph Colaneri. The Long-Range Planning music committee has held two productive meetings, resulting in initiatives to expand the Music Series to Venice. Peter Huber reported that Dale Povenmire has offered the UU church at \$175. 166 responses

have been received to the surveys of potential music patrons, with 68% indicating they would attend either “always” or “usually.” Ed Schmith remarked that energetic marketing would help.

***Contemporary Public Issues*** – Don Savage reported the series will certainly take in enough revenue to cover costs.

***International Issues & Seminars***– Roy Turrett said the evaluations are being received in sufficient numbers to provide statistically valid results. The Blood and Oil DVD is now at USF for review.

***Public Relations:*** Ed Schmith reported on on-going marketing policies. The email program remains a good way to stay connected to subscribers between seasons. There were 700 redemptions for the Tuesday free ticket promotion out of about 2000. SRQ magazine will photograph the reception at TPC. Plymouth Harbor continues to be interested in partnering with SILL for a simulcast of the Thursday program. Clearance will be sought from the speakers. Ed is developing a detailed proposal to be submitted to the Board.

***Nominating Committee:*** Peter Huber reported that replacing retiring Bill Jones will be a major challenge. The committee, composed of Don Savage, Don Blivas and Mary Testa will present a new slate in April.

***Old Business:***

D&O Insurance—Tina Papa (HRH Corp.) strongly recommended that the Board take out D&O insurance. Don Savage made a motion that SILL purchase \$2 million in comprehensive coverage, for a term of three years. The motion passed. It was suggested that our regular liability insurance be reviewed for possible adjustments.

Long Range Planning—the International Series is preparing a final draft. The Music Series will respond by the end of March. The Tuesday series will not file a separate report.

Reception—Mary Testa reported that 130 invitations were issued, to date 86 affirmative answers. We were reminded that the Board should circulate and play host among the volunteers and donors.

***New Business:***

Don Blivas concluded with laudatory remarks regarding the superb programming work of Roy Turrett and Don Savage.

***Meeting adjourned at 3:45 p.m.***

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

**Sarasota Institute of Lifetime Learning  
Minutes of Board Meeting April 8, 2008**

**Board Members present:** Robert Bailey, Margaret Bates, Don Blivas, Patricia Chapman, Robert Germain, Richard Hart, Dwight Hoover, Peter Huber, William Jones, Richard Joseph, June LeBell, Joy McIntyre, Mac Nicoll, Don Savage, Edwin, Schmith, Frances Smith-Williams, Mary Testa, Chet Thompson.  
John McGruder, ex-officio

**Absent:** Kenneth Hill, Roy Turrett

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

The meeting began at 9:33 a.m., Peter Huber, presiding.

***Introductory remarks***

Peter Huber introduced new Adjunct Board Member Ruth Bell, who will be taking over duties from Bill Jones. Bill indicated that she had already been helpful and supportive in the areas of Facilities and Production.

***The Minutes of the meeting of February 13, 2008 were approved.***

***Treasurer's Report***

Richard Joseph presented an Income vs. Budgets Report, as of March 31, 2008, showing net income of \$81,505. (Minus pre-registration income of \$51,375. results in accrued income of \$30, 130.) Total Current Assets are \$395,563.85. See Treasurer's Report. Mr. Joseph suggested it might be well to identify a certain amount to serve as endowment.

In reference to the D&O Insurance, Peter Huber reported that the coverage limit of \$2 million for any premium year covers officers, board members, adjunct members, past presidents and distinguished members, as well as employee/contractors. [Detail: D&O is \$1256.44 and Employment Practices Liability Limit is \$662.56, for a total of \$1991/year for 3 years.] Tina Papa is researching to what limits the costs of defense might be subject. Mac Nicoll made a motion, seconded by June LeBell, that the President be empowered to include a statement of indemnification in the By-laws. The motion passed. Ms. Papa will supply the wording.

***Facilities & Production***

**Sarasota**—Bill Jones reported that the season ended well and things are in place for next year. Peter Huber commented that the rental costs at the Players would increase at the rate of 2.5% for the next two years, with an option for the third year. Parking lot costs of \$2 per car were split between the owner and the Players.

**Venice**—Peter Huber stated that all was fine.

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

Dick Hart's Report for the season 2008 showed healthy increases in all categories. Income from all series, plus the FOS donations from 2009 pre-registrations, is reported as \$181,213. Grant total figures, including daily ticket sales and miscellaneous income, were \$216,021.

It was noted that the Treasurer's and Registrar's report do not appear to be congruous. Mr. Joseph remarked that last year the decision was made to record income on a cash basis. Inevitably, some reporting is on an accrual basis. Monies applicable to 2009 should simply be identified as such in the reports.

**Pre-registration** – Don Savage reported that Thursday 2009 is *de jure* sold out. Wednesday is looking good. A letter went out to those Thursday subscribers, who had not yet responded to the pre-registration offer. Pending orders for change of day will be handled on a first-come, first-served basis.

### ***Program Reports***

**Music** – June LeBell reported she has already contacted nine speakers for the 2009 season, including such prominent names as Charles Wadsworth, Victor DeRenzi, Jacques D'Ambroise and Leif Bjaland. The series is entitled *From Bach to Broadway, the Past, Present and Future of Classical Music*.

**Contemporary Public Issues** – no report.

**International Issues & Seminar** – Jerry Pubantz has agreed to handle the opening week, Tuesday through Friday. A planning meeting for the coming season will be convened later.

### ***Public Relations***

Ed Schmith reported that the marking year reached a successful conclusion. There was an extended discussion of the Electronic Survey Regarding the Early Departures at Players Lectures. Ten questions were asked of 361 email subscribers. 66% opened the email; 163 completed it. 86% reported that they always/usually stay for the Q&A sessions. 81% would definitely/possibly stay if the Q&A began at 10 a.m. Following a discussion of other possible strategies for crowd control, Pat Chapman moved that a decision to change the starting time be deferred until all other strategies to limit the exodus have been explored. The motion passed.

### ***Nominating Committee***

Mary Testa submitted the slate of new Members and Officers, which will be voted on at the May meeting. See report of the Nominating Committee.

### ***Old Business***

**Logo**--Robert Bailey reported that a letter had been received confirming the federal trademark registration for the SILL logo. Henceforth, we can use ®, instead of TM.

**Reception** – Mary Testa noted that out of 130 invitations issued for the March 27<sup>th</sup> reception at TPC, 106 places were confirmed and 83 actually attended.

**Nonprofit statute** – Beth Cotner stated that only if SILL were engaged in “unrelated” income generating activities would our non-profit status be jeopardized, so we are in the clear.

### ***New Business***

**Hotel Indigo** – Mary Testa reported that the hotel would honor our same rate of \$154 in the coming season.

**Volunteer Fest**—Peter Huber reported that he and Beth Cotner would staff the SILL table. Chet Thompson volunteered for the 2 to 4 p.m. shift, with Frankie Smith-Williams joining at the earlier hour of 11 a.m. Volunteers are sought with specific skills to assist the Board.

### ***Long-Range Planning Committee Reports***

**Introduction** – Peter Huber praised the efforts of the program committees.

**International Committee** – Chet Thompson lauded the work of committee members Peggy Bates, Ken Hill, Peter Huber, Don Leidel, John McGruder, Dale Povenmire and Lee Solomon, together with advisors Roy Turrett and Bill Jones.

In summary, the chairman, Mr. Thompson, presented a request for Board approval to move forward with initiatives in the areas of Venues, Programming, Alliances, Volunteers and Related Actions. (See Report) Various members spoke to issues mentioned in the report. Don Blivas offered kudos to the creative thinking that contributed to the report. Dwight Hoover made a motion, which passed, to receive the Long-Range Planning Report. Mr. Thompson’s motion requesting Board permission to follow through on the above-mentioned initiatives was approved.

**Simulcast**-- Ed Schmith presented a summary of his proposal for a Simulcast of SILL lectures to Plymouth Harbor. See report. He stated that SILL could benefit through increased viewership and audience development. Lively discussion followed, with some Members offering concerns and others indicating their support. Dick Joseph moved that we proceed with this initiative under the condition that Plymouth Harbor carries the major cost of transmission, with not more than a total of \$1000 in costs attributable to SILL. The motion was approved.

**Music** – June LeBell summarized the LRP Committee Report for Music. She offered a motion increasing the number of lectures to twelve, limited expansion to Venice of six lectures, as well as an increase to \$75 in subscription cost. The motion passed.

***The meeting adjourned at 12: 07 p.m.***

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

**Next Meeting: GWIZ building: May 13, 9:30 a.m.**

**Sarasota Institute of Lifetime Learning  
Minutes of Board Meeting May 13, 2008**

**Board Members present:** Robert Bailey, Margaret Bates, Robert Germain, Richard Hart, Kenneth Hill, Dwight Hoover, Peter Huber, Joy McIntyre, Edwin Schmith, Frances Smith-Williams, Mary Testa, Chet Thompson, Roy Turrett

**Absent:** Don Blivas, Patricia Chapman, William Jones, Richard Joseph, June LeBell, Mac Nicoll, Don Savage, John McGruder, ex-officio

**Adjunct Members present:** Gwen Wilson

The meeting began at 9:33 a.m., Peter Huber, presiding

**Introductory remarks:** President Huber introduced Tom Myers, a guest of Ed Schmith, who has been helping with the evaluations. Mr. Myers has a background in marketing research and consulting.

The Minutes of the April 8, 2008 meeting were approved.

**Treasurer's Report:**

**April Report**--In the absence of the Treasurer, Peter Huber presented the Balance Sheet Report showing current assets of \$389,119. The Profit/Loss Account was not submitted. A comparison of the actual 2008 Budget with that of the previous year showed a growth in net income for 2008.

The 2009 Budget takes a projected increase in expenses in several areas, including travel, advertising and printing, into account. [See full Report] June LeBell is paying \$400 to her speakers and Roy Turrett is paying \$500 to his. Both requested negotiating latitude. GWIZ rental is \$3500 per year, which includes the office and Seminar rooms. We were reminded that all publications must now include the ® symbol next to our logo. Mary Testa moved approval of the 2009 Budget. The motion passed.

**Facilities & Production:**

It was reported that John McGruder had explored using the Van Wezel for a combined Series event. Pricing was determined to be prohibitive.

**Registrar's Report:**

2009 pre-registration—Peter Huber, reporting for Don Savage, noted a 6% increase in pre-registration ticket sales and a 5% increase in FOS donations over similar figures for the previous year.

**Program Reports:**

**Music**—Peter Huber conveyed the suggestion by June LeBell that the season ticket for the Venice series be priced at \$35. The motion made by Ed Schmith to approve the recommendation was passed.

**International/Contemporary Issues**—Roy Turrett reported verbal commitments from Jerry Pubantz, Mark Rosenblum and David Rothkopf. He is waiting for word from Walker and Barylski. In addition, a series on Africa and one on health care are in the works. Debates on health care reform and climate change are also being considered.

**Pricing--**Since the Tuesday Series has evolved into a third International Series, with some domestic topics, Roy Turrett recommended consistent pricing across the board at each venue, while recognizing the separate pricing scales between Venice and Sarasota. That would result in a \$15 increase in the series Tuesday series ticket at each venue, i.e., Sarasota from \$60 to \$75, and Venice from \$45 to \$60. A motion to that effect was made by Ed Schmith and was approved. Chet Thompson suggested marketing emphasis be given to promotion of Tuesday attendance.

***Public Relations:***

Ed Schmith indicated that the emphasis in 2009 will be on publicizing the Tuesday programs and the Venice Music Series, as well as increasing attendance during the last part of the regular season.

**Simulcast-** A memorandum of understanding has been sent to Plymouth and the Players Theatre confirming the arrangements for the simulcast. All parties understand that this is a pilot project. There will be a dry run in November, during which Access Sarasota will broadcast to Plymouth Harbor. Board members will be invited to attend.

***Nominating Committee:***

Mary Testa presented the new list of Board Members, including terms of office, and moved that the slate be approved. Following a second by Frances Smith-Williams the motion passed.

***Old Business:***

**Volunteer Fest**—Peter Huber reported that there were fifty-five booths at the very successful Volunteer Fest hosted by New College, Elderhostel and the Community Foundation. Board Members Huber, Thompson, Smith-Williams and Cotner represented SILL. Twenty-eight people signed up to volunteer, indicating interest in various aspects of SILL's work.

**Early Exits** – Gwen Wilson asked for a recap of the previous discussion on “early exit” strategies. Ed Schmith suggested that specific strategies for crowd control be agreed upon prior to the next season. Gwen will formulate a proposal to present to the Board in the fall.

***New Business:***

The following Board Members were given signatory authority for the SILL SunTrust Account: Mac Nicoll, Beth Cotner, Peter Huber, Mary Testa, Richard Hart and Don Savage. Only one signature is required.

**The meeting adjourned at 10:46 a.m.**

Respectfully submitted, Joy McIntyre, Recording Secretary.

**Next Meeting: GWIZ Building, June 10, 9:30 a.m.**

Sarasota Institute of Lifetime Learning  
Minutes of Board Meeting – June 10, 2008

Board members present: Bob Germain, Dick Hart, Dwight Hoover, Peter Huber, June Lebell, Mac Nicoll, Don Savage, Mary Testa, Chet Thompson, and Gwen Wilson.

Absent: Robert Bailey, Margaret Bates, Don Blivas, Patricia Chapman, Kenneth Hill, Bill Jones, Richard Joseph, Joy McIntyre, Ed Schmith, Frances Smith-Williams, and Roy Turrett

Adjunct members present: John McGruder and Lee Solomon

The meeting began at 9:28 a.m. with Peter Huber presiding. There was a lack of a de facto quorum but the meeting proceeded.

Mary Testa moved to approve the Minutes of the Board Meeting with one correction to approve the pricing for the Venice Program at \$60 from \$50. In the absence of a quorum, however, action on the motion was delayed until the next board meeting.

Treasurer's Report: Mac Nicoll presented the report. A discussion followed which included questions concerning the definition of current assets as well as opinions on the merits of accounting methods – cash or accrual. Nicoll suggested that a modified system might be the best solution. President Huber gave Nicoll the goal of presenting the report at the September meeting but agreed to a version of it on August 1 to members.

Facilities and Production: There was no report on Venice. Huber did note that a two-year contract with Player's Theatre had been signed with a minimal increase (2.5%) for 2009 and 2010.

Registrar's Report: Don Savage had no new information regarding 2009 pre-registration.

Program Committee: Gwen Wilson reported on the progress of obtaining speakers for the International Affairs Program. She indicated that the program will include two debates: on Health and on Global Warming. She also reported progress on a data base for speakers. Discussion ensued over the possibility of getting speakers on book tours as well as how best to handle book sales at lectures. Chet Thompson volunteered to explore relations with Sarasota News and Books.

June Lebell reported on the 2009 music program. She indicated that she had filled eight of twelve program slots for a series entitled from "Bach to Broadway" with a theme of what happened to classical music. She also said the facilities in Venice were adequate for the six programs to be given there.

Nicoll raised questions concerning the policy of shared expenses for those lecturers who also spoke at other venues in the area while at SILL. Discussion followed with no action taken.

New Business: Mileage reimbursement was discussed. Huber suggested that SILL use current IRS rates (50.5 cents per mile) to reimburse board members who wish to submit expense reimbursement for travel outside that for attendance at board meetings and lectures (those where the member does not have an official role). Discussion followed with no motion but a decision to clarify existing policy.

Peter Huber reported on his mid-May meeting with David Klement, director of the USF Institute of Public Policy and Leadership with the intention of exploring possible areas of collaboration. Since IPPL's lectures are aimed at the same audience as SILL's, namely the retired senior market, and no students attend the IPPL lectures, it was agreed Peter would inform Klement that SILL has no current interest in working with IPPL at a meeting on June 13.

Lee Solomon reported that he and Gwen Wilson would be meeting with the President of New College the week of June 16th to explore opportunities for SILL to reach the New College student audience.

Both the IPPL and new College meetings are part of the effort to investigate new markets and alliances

Meeting adjourned at 11:15 A.M.

Dwight Hoover, Acting Secretary

Sarasota Institute of Lifetime Learning  
Minutes of Board Meeting – September 9, 2008

Board members present: Peggy Bates, Don Blivas, Bob Germain, Dick Hart, Kenneth Hill, Jane Hopkins, Dwight Hoover, June LeBell, Mac Nicoll, Don Savage, and Frances Smith Williams.

Absent: Robert Bailey, Patricia Chapman, Peter Huber, Bill Jones, Richard Joseph, Joy McIntyre, Ed Schmith, Mary Testa, Chet Thompson, Roy Turrett, and Gwen Wilson.

The meeting began at 9:33 with Don Savage presiding. There was a lack of enough members present for a defacto quorum but the meeting proceeded.

Announcements: Don Savage introduced a prospective board member, Garnett Campbell. She, in turn, gave a short resume of her experience and desire to join the group.

The June board meeting minutes were tentatively approved pending final approval at the next meeting.

Mac Nicoll presented the treasurer's report. He distributed materials that included two balance sheets, one using a cash method and the other an accrual one, plus another showing SILL's profit and loss from July 2007 through June 2008 using the accrual method. A discussion followed.

June LeBell reported on the music program at Holley Hall and said the facility was ready.

Peggy Bates noted that residents of Plymouth Harbor had not yet received information regarding the simulcasting planned for the winter. This prompted a discussion of the suitability of Players for broadcasting that led to no action or answers.

Don Savage gave the Register's report. No changes.

Two programs reports came next. June LeBell described her music program and the commitments she has secured for the 12 sessions in Sarasota and 6 in Venice.

Kenneth Hill, in the absence of Roy Turrett, said all but 2 slots had been filled in international programs.

Reporting on publicity was Don Savage, in the absence of Ed Schmith. The programs will be ready for the printer October 1, will be on the website by October 12, and will be ready for distribution on October 24. Ed had proposed including a \$2 coupon for those taking a program usable for a reduced ticket price. Discussion followed with the general sentiment that this was not a good idea and Savage was instructed to discuss the reaction with Schmith.

No old or new business.

Meeting adjourned at 10:35

Dwight Hoover, Acting Secretary

**Sarasota Institute of Lifetime Learning  
Minutes of Board Meeting October 14, 2008**

**Board Members present:** Don Blivas, Robert Germain, Richard Hart, Dwight Hoover, Peter Huber, William Jones, Joy McIntyre, Mac Nicoll, Don Savage, Edwin Schmith, Frances Smith-Williams, and Gwen Wilson

**Adjunct Members present:** Peggy Bates, Jane Hopkins

**Absent:** Pat Chapman, Beth Cotner, Kenneth Hill, June LeBell, Chet Thompson, Mary Testa, and Roy Turrett

The meeting began at 9:32 a.m., Peter Huber, presiding.

***Introductory remarks***

Peter Huber introduced Garnett Campbell, formerly of IBM and the Atlanta Olympic Committee, who will be joining the Adjunct Board as Volunteer Coordinator.

***Minutes of the meetings June 10 and September 9, 2008*** were approved with one amendment: the penultimate sentence in the Minutes for 9/9/08 is amended to read “Ed had proposed including a \$2 coupon for those taking a program, excluding Wednesday and Thursday, usable for a reduced ticket price.”

***Treasurer’s Report***

Mac Nicoll reminded us that accounting has switched to the accrual method. Pre-season sales were successful, bringing in \$86,558. Both of the previous seasons have produced profits. Advertising revenue will henceforth appear as line item income. The question of utilizing accumulated profits, currently \$358,294, was raised.

***Facilities & Production***

**Sarasota**—Bill Jones has consulted with Ruth Bell. Volunteers will be contacted. Note of clarification: the GWIZ rental contract is broadly designed to include the use of various seminar rooms, office, mail, etc.

**Venice**—Peter Huber reported that lead persons have been appointed to handle lecture days in Venice. Only the Venice Theater rent is yet to be invoiced.

Power Point can be used before and during lectures, if needed; Barb Jackson and Co. will cover Players, Bob Germain, Venice.

***Registrar’s Report***

2009 pre-registration update – Don Savage indicated that pre-registration tickets will be mailed Oct. 15. An order form will be posted on the website, along with the previously posted program information. Thursday is sold-out, Wednesday has 400+ reservations. In reply to Peggy Bates suggestion that ticket sales at Plymouth Harbor be coordinated with Gordon Akawa, Ed Schmith reported on his contacts with Mr. Akawa.

***Program Reports***

**Music**—Peter Huber reported for June LeBell that everything was in place for Sarasota and Venice.

**Sarasota/ Venice**—Gwen Wilson reported that two debates, one on Global Warming and one on Health Care will be featured on the Tuesday Series. Book sale

procedures for several speakers have been worked out with Sarasota News & Books. Gwen created databases, which were invaluable in the pre-screening of possible speakers. The president commended Roy, Chet, Ken, Beth, Gwen and June for a job well done.

### ***Public Relations***

**Brochure:** Ed Schmith reported that the program booklet was at the printers, with delivery expected the week of October 27<sup>th</sup>. The run will be 12,000, the same as last year. Ed requested that those delivering brochures sign them out, indicating how many and where they will be distributed.

**Special offer:** The \$2 discount coupon is meant to encourage door sales.

**Website:** Emails have been distributed calling attention to program material on the Website and order forms. Bob Germain has done an outstanding job posting web information and was, according to Ed, a proofreader of the “highest order.”

The partnership with SRQ produced the following results: photos of the SILL reception at Prestancia, 1/3 page ad in November, and a full page ad in the December issue. In return, SRQ gets an ad in our program booklet and we allow SRQ magazine distribution at our events.

The spots on WUSF will be broadcast mostly in January; Dale Povenmire is working on a piece for the *Venice Gondolier* and several Venice music mailing lists are available if needed.

Our offer of a free ticket for last year’s Tuesday Series experienced circa 50% response. It remains a contingency for this year.

Groundwork for the Simulcast is in place. Board Members will be invited to the live test from the Players (now scheduled for Friday morning, Nov. 21<sup>st</sup>). Ed explained positioning of the cameras and safety measures. Don Blivas mentioned matters of concern, such as the fire marshal and insurance. Ed and Peter will check this out.

### ***IT Report***

Bob Germain commented that the Google calendar was used to create program for the Website. Friends of SILL donation list uploaded with help from Gravity Free. Both Peter Huber and Don Savage commended Bob on the very effective work done.

### ***Old Business***

Don Blivas pointed out that the problem of “Early Leavers” at Players is two-fold: speakers running overtime, as well as audience members leaving before the Q&A. Gwen Wilson then led a discussion of the Reduction Measures list, which she had prepared. The consensus was that several procedures need to be employed. Gwen agreed to summarize and circulate the results of the discussion to the Board.

### ***New Business***

Peter Huber outlined the five categories of Website inquiries. He requested that someone assist him in following up on general questions. Ed Schmith will contact Verizon regarding a more current approach to forwarding telephone inquiries.

It was felt that the 8 1/2 x 14” biographical handouts are useful and should be retained. Bob Germain will help with providing information.

***Meeting adjourned at: 11:15 a.m.***

Respectfully submitted: Joy McIntyre, Recording Secretary

**Next Meetings: GWIZ building: November 11 and December 9, 9:30 a.m.**

***Sarasota Institute of Lifetime Learning  
Minutes of Board Meeting November 11, 2008***

***Board Members present:*** Don Blivas Pat Chapman, Beth Cotner, Robert Germain, Richard Hart, Kenneth Hill, Dwight Hoover, Peter Huber, Joy McIntyre, Mac Nicoll, Don Savage, Edwin Schmith, Frances Smith-Williams, Chet Thompson, Mary Testa, and Gwen Wilson

***Adjunct Members present:*** Robert Bailey, Jane Hopkins, Lee Solomon  
***Absent:*** William Jones, June LeBell, Roy Turrett

The meeting began at 9:31 a.m., Peter Huber, presiding.  
The Minutes of the October 14<sup>th</sup> meeting were approved.

***Introductory remarks***

In marking the holiday, the President began by thanking all the veterans present for their service to the country. He also mentioned that Roy Turrett and Peggy Bates are dealing with ongoing health issues.

***Treasurer's Report***

Mac Nicoll submitted his reports, compiled on an accrual basis as of November 9, 2008, showing total liabilities & equity of \$ 446,440. Ed Schmith mentioned a discrepancy in advertising revenue accounting. Mac will report back. Peter Huber commented on the "healthy balance sheet." A committee has been formed, to be convened in due time, to consider ways of using the surplus funds.

***Facilities***

No report. Contracts for the Venice Little Theater are anticipated.

***Registrar's Report***

Don Savage reported that Monday and Tuesday sales are higher than the previous year. Pre-registration and early mailings have eliminated the traditional November panic. Music in Venice is experiencing a slow beginning. Gwen requested special publicity for the Tuesday Series. As the seminars sell out, it will be posted on the website.

Don pointed out that Friends of SILL donations are up nearly 32%. In reply to Chet Thompson's inquiry, regarding signs of economic slowdown, Don said that those indicators will only become apparent in the coming months. Chet also wondered whether it might be appropriate to directly solicit donors. Ed Schmith would like to see fund-raising be a part of a larger planning picture.

***Program Reports***

Music—no report.

Global Issues—the committee will consider the debate structure, seeking ways to promote great interactions between the speakers.

Schedule for Moderators/Hosts—Mary Testa will coordinate the assignments and is circulating a sign-up sheet. Peter Huber reminded us of the potential need for hospitality for those speakers who are staying several days.

### ***Publicity***

Ed Schmith reported that emails had been sent to a list numbering over 1200. Every time an email is sent there is a spike in website hits. Ed reminded us of the ads appearing in SRQ magazine and the spots on WUSF. Forty-two tickets sold for Venice Music represents a good start. Dale Povenmire has contacted the *Gondolier* regarding publicity. Bob Germain will cross-check ticket buyers with the Venice Symphony and Venice Opera Guild mailing lists. Later this month a decision will be reached about distributing Tuesday tickets.

Ed passed out examples of the Plymouth Harbor brochure promoting the SILL Simulcast. Eighty tickets for the series have already been sold at Plymouth Harbor. Peter Huber commented that this is a revenue neutral venture for SILL.

Don Blivas was concerned that the inconvenience to our patrons at the Players will not be offset by the benefits to SILL, which are not monetary. Peter Huber said safety concerns have been resolved. Ed is working with Peter to get Herald Tribune and TV notice. Chet Thompson commended Ed Schmith's efforts.

### ***Information Technology***

Bob Germain has streamlined and updated the order form link on the website.

### ***Old Business***

Early Leavers—Gwen Wilson distributed a final draft of the Guidelines for Moderators, asking the members to read and send comments to her. The Guidelines do not require a motion for adoption.

### ***Long Range Planning***

Garnett Campbell will oversee these initiatives, with Ruth Bell providing support in Sarasota. Lee Solomon commented that the goals and mission of the organization must be considered before discussion on allocation of funds.

### ***New Business***

Gwen Wilson reported that, as in previous years, New College has been offered access to Tuesday series.

***Adjournment was at 10:49 a.m.***

Respectfully submitted, Joy McIntyre, Recording Secretary.

**Next Board Meeting: December 9<sup>th</sup>, 2008, 9:30 a.m., GWIZ.**



***Sarasota Institute of Lifetime Learning  
Minutes of Board Meeting December 9, 2008***

***Board Members present:*** Pat Chapman, Beth Cotner, Robert Germain, Richard Hart, Kenneth Hill, Dwight Hoover, Peter Huber, William Jones, June LeBell, Joy McIntyre, Mac Nicoll, Don Savage, Edwin Schmith, Frances Smith-Williams, Chet Thompson, Mary Testa, and John McGruder (Ex-officio).

***Adjunct Members present:*** Robert Bailey, Garnett Campbell, Thelma Sachs, and Lee Solomon

***Absent:*** Don Blivas, Roy Turrett and Gwen Wilson

The meeting began at 9:32 a.m., Peter Huber, presiding.  
The minutes of November 11, 2008 were approved.

***Introductory remarks:***

Among those visiting today, Peter Huber recognized former Director, Amb. Don Leidel. June Le Bell introduced Judith Altstadter and Kenneth Hill introduced fellow ambassador, Joseph Segars.

***Treasurer's Report*** - Mac Nicoll reported that numbers are good. Total Assests and Liabilities are balanced at \$474,943. (s. Treasurer's Report: Dec. 9, 2008 vs. Nov. 30, 2007.) Since reporting is done on the accrual basis, the big differences will show in January through March. It was moved that Peter Huber, Mary Testa, Beth Cotner and Mac Nicoll be authorized as signatories for the SILL bank accounts. The motion passed.

Mary Testa will provide names and honorarium information to Mac, enabling him to issue checks in advance. The host of the last event in the week will convey the check to the speaker.

***Facilities***

**Sarasota** - Bill Jones reported that a volunteer list is being compiled. Some helpers, among them Ruth Bell, will not be available this year. Ed Schmith has assisted in providing a Power Point projector and CD copying equipment.

**Venice** – Peter Huber indicated that contracts have now been signed with the Venice Little Theater. He is meeting with the Venice “captains,” who are in charge of the volunteers.

***Registrar's Report*** – Don Savage presented his report showing some significant declines in ticket sales (Wednesday, Seminars and Friday/Venice), but a slight uptick in revenues. A number of subscribers requested more than one series. John McGruder observed that advance sales, by definition, will go down, if they are limited to previous series holders. June LeBell observed that nation-wide people are buying fewer subscriptions, preferring last minute decisions to attend events.

Don indicated he would oversee ticket sales on Tuesday, with Joan MacDonnell and Dick Hart covering Wednesday and Thursday respectively. Dick and Pat Chapman will take care of Mondays.

Peter Huber introduced the subject of a Co-Registrar to help Don. Joan MacDonnell has expressed interest. The By-Laws must be adjusted to accommodate this new position. Frances Smith-Williams moved that Joan be approved as a full Board Member. Pat Chapman moved to amend the By-Laws to create the position of Co-Registrar. Both motions passed.

### **2009 Program**

**Music** – June LeBell, noting that all was in place for 2009, indicated that thinking ahead to 2010, she is considering the theme of “Instrumentally Yours.”

**Global Issues** – Ken Hill reported that the process of contacting the 2009 speakers for permission to simulcast is now going forward. Biographical handouts are at the printers.

Beth Cotner described the **Debate format**, noting that the Debates will start at 10 a.m. Peter Huber will host the first Debate, Don Blivas the second. The format establishes time limits for and within each segment of the Debate:

- I. Introductions and Instructions: Host & Moderator – 10 min.
- II. Exposition – 15 minutes to each speaker.
- III. Questions from the Moderator, responses and rebuttals from speakers– 40 min.
- IV. Conclusions – 5 minutes to each speaker.
- V. Audience Q&A fielded by Host – 20 minutes. Total 1 hour, 50 minutes.

It is hoped that this format will foster greater interaction between speakers. All participants will be invited to orientation sessions at dinner and breakfast prior to the event.

Mary Testa reported that the Host/Moderator Schedule was near completion and would shortly be posted on the website.

**Publicity** – Ed Schmith said that emails would be sent out explaining changes to lecture procedures, i.e. no recess T/W/Th and the Simulcast. The *Venice Gondolier* will run an article featuring SILL Music, as well as one about the traditional lecture series.

Ed proposed dropping the WUSF spots in favor of running ads in the *Herald Tribune* for the M/T/W lectures. June responded that she preferred the radio spots. Lee Solomon recommended that the Budget allotment for advertising be raised as a one-time supplement to include both areas. Mac Nicoll moved that \$3000 be appropriated to supplement the current marketing budget. The motion passed.

Program brochures went out to the Venice Symphony and Opera Guild mailing list. For the Debates, tickets will be sold at other lectures. Power Point blurbs will be used to promote sales.

Regarding the Simulcast, one more test is to be concluded. Transmission begins live on January 8. Plymouth Harbor has already sold out its 100 seats. Letters of commendation have been received from speakers, along with their permission to

simulcast. Questions from Plymouth Harbor will be submitted via email to the Players.

The Selby Library will dedicate a display case to SILL. The Power Point projections will contain factoids relevant to the subject, advertising for future events and courtesy instructions. June volunteered to contact Russell Gant at WUSF regarding interviews with program directors.

*IT* – Bob Germain will acquire a second laptop for SILL use.

### ***Old Business***

Volunteer and Board Recruiting – Garnett Campbell, together with Ed, has identified four areas to be staffed by new volunteers: Power Point operators, marketing & promotions assistant, communications and public relations specialists. An email will go out to SILL subscribers and all will responses will come back to Garnett.

### ***New Business***

Peter Huber distributed the new committee assignments.

***Adjournment was at 11:23 a.m.*** The Board repaired to a delicious Holiday Brunch arranged by Mary Testa.

**NOTE: The next meeting is at 2 p.m., Wednesday, January 14, G.WIZ**

