

***Sarasota Institute of Lifetime Learning
Minutes of Board Meeting, January 14, 2009***

Board Members: Don Blivas, Garnett Campbell, Patricia Chapman, Beth Cotner, Robert Germain, Kenneth Hill, Dwight Hoover, Peter Huber, William Jones, June LeBell, Joan MacDonnell, Joy McIntyre, Mac Nicoll, Don Savage, Mary Testa, Chet Thompson, Gwen Wilson; John McGruder, Ex-officio

Board Members absent: Dick Hart, Ed Schmith, Frances Smith-Williams, Roy Turrett

Adjunct Members present: Robert Bailey, Peggy Bates, Joseph Segars

The meeting began at 2:06 p.m. The Minutes of December 9th were approved.

Introductory remarks:

Peter Huber reported that Joseph Segars will be joining the Board as an Adjunct Member in the area of foreign policy. Amb. Segars gave a brief description of some of his post-ambassadorial activities. Peter Huber reported that Roy Turrett continues his recovery. Peggy Bates expressed her thanks to the Board for the gift of a handsome clock.

Treasurer's Report:

Mac Nicoll reported total cash on hand as of December 31, 2008 was \$445,823. SILL is well situated to meet anticipated expenses during the season. There followed a short discussion regarding the advisability of offering to pre-pay rental fees to Players, Venice CC and the Hotel Indigo in exchange for a further discount.

Facilities:

Sarasota – Bill Jones reported that Ruth Bell will soon be returning to Sarasota and will be available to help with SILL next week. New equipment has been acquired which will copy three CDs at a time. June remarked that the color part of the Holley Hall SILL projector was discovered to be inoperable. It will be repaired.

Venice – Peter Huber commented that efforts are being made to rectify the acoustical problems in the Venice Community Center. *Please note that on February 3rd, the starting time at the VCC will be delayed by a half an hour to 3 p.m.*

Registrar's Report:

Don Savage reported that attendance and revenues for the first week were down slightly. The biggest declines were in the Seminars, Music Sarasota, and Fridays in Venice. Due to the expansion of music programs (2 more in Sarasota and 6 in Venice), Friends of SILL, as well as fee increases, we are slightly ahead in overall revenues.

2009 Program

Music – June LeBell reported that the opening lecture by Henry Fogel was very successful. Several of the presenters will offer their books for sale. Venice is off to a good

start with 115 people attending the first lecture. A feature article appeared in the *Venice Gondolier*.

Global Issues – Ken Hill, reporting for Roy Turrett, confirmed that all is well. Don Blivas moved that SILL make a contribution of \$500 to the American Committees On Foreign Relations, to be re-evaluated next year. [According to their website, “the ACFR promotes dialogue between civic leaders and policy makers and other foreign relations experts through lecture-discussions and other civic forums.”] Roy submits as well as receives articles from the ACFR and believes it is a useful recruiting tool. The motion was approved.

Publicity:

Peter Huber, reporting for Ed Schmith, summarized Ed’s report. The *Gondolier* will feature the Global Issues series. Thirty-three spots were purchased on WUSF. The simulcast has met with rousing success. There is a striking SILL display at the Selby Library. A few people have taken advantage of the SILL coupon. The SILL website has a place to sign up for the mailing list. An evaluation form is planned for later in the season.

Volunteer & Board Recruiting:

Garnett Campbell reported that the response to the email solicitation for volunteers produced an immediate response: within twelve hours, four people had volunteered. Garnett and Ed are following up with them. They are also contacting people who last year expressed an interest in volunteering. Gwen, Peter and Garnett explained the rationale behind a proposed “briefing book,” to include a welcome from the President, a description of the responsibilities of the various Board member positions, the strategic plan, programs, policies and history of SILL.

There being no further business, the meeting adjourned at 3:24 p.m.

Respectfully submitted: Joy McIntyre, Recording Secretary

The next Board meeting is at GWIZ, February 11, 2009, 2 p.m.

***Sarasota Institute of Lifetime Learning
Minutes of Board Meeting, February 11, 2009***

Board Members: Patricia Chapman, Beth Cotner, Robert Germain, Dick Hart, Kenneth Hill, Dwight Hoover, Peter Huber, William Jones, Joan MacDonnell, Joy McIntyre, Mac Nicoll, Don Savage, Ed Schmith, Frances Smith-Williams, Mary Testa, Chet Thompson, Gwen Wilson

Board Members absent: Don Blivas, June LeBell, Roy Turrett,

Adjunct Members present: Ruth Bell, Garnett Campbell, Joseph Segars, Lee Solomon

The meeting began at 2:02 p.m. The Minutes of January 14, 2009 were approved.

Introductory Remarks

Peter Huber began by announcing that the annual SILL reception for Friends of SILL, Board Members and Volunteers will be held at TPC on April 1st. Thelma Sachs, who has been a Board Member since 1996, will be leaving Sarasota to move near to her family. Roy Turrett continues to recover. (And we wish him well)

Treasurer's Report

Mac Nicoll announced he will be out of town for ten days. Measurers are in place to handle disbursement needs during that period. Accounting procedures continue to move toward an accrual basis, i.e. showing income and expenses in a direct relationship. The current Treasurer's Report, accordingly, shows Income/Expenses as a percentage based upon the number of months in the season. Net income for July 2008 through January 2009 is \$16,379. Total Liabilities & Equity are \$465,774. See Balance Sheet for further detail.

Facilities

Bill Jones thanked Ruth Bell and her husband, Bill for their good work. They have taken over responsibilities at the Players with excellent success. Bill commented that this would be his last report on Facilities, and expressed his thanks to all the volunteers. He remarked that in excess of 150 books have been sold, with Rothkopf yet to come. Eighty-two CDs have been sold.

Peter Huber reported that negotiations regarding scheduling and costs for the coming season in Venice are in progress. [Peter reported that rent at the UU Church was \$175 per event x 6 events, i.e. \$1,050. for the season.] He noted further that, although the *Venice Gondolier* has been very good to SILL recently, it will not be able to continue feature coverage at the same levels.

Registrar's Report

The Registrar's Report reflected the general economic climate, showing, as Don Savage remarked, declines almost across the board. It was noted that the first week in February however showed a marked increase in attendance and revenues, indicating that seasonal visitors are just now beginning to reach Sarasota in substantial numbers. The

largest declines were recorded in Music and Seminars in Sarasota and Tuesdays and Fridays in Venice.

Don reported that Joan MacDonnell will be in charge of pre-registration for 2010. Information will be distributed to patrons at the lectures on March 11 & 12. It is requested that Moderators at the previous Wed./Thurs. lectures announce that pre-registration forms will be distributed the following two weeks. A reminder letter will also be sent to those patrons who don't respond. In the past, about one-half of those on the Thursday waiting list were able to receive series subscriptions.

There was a short discussion about strategies to improve attendance on Tuesdays. Peter Huber referred the matter to the Program Committees. On the subject of pricing, Pat Chapman moved that we keep pricing for all series and venues the same in 2010. The motion was seconded by Chet Thompson and passed.

2009 Program

Music—Peter Huber reported for June LeBell that four of the scheduled six lectures in Venice have taken place. Attendance ranged between 115-135. The UU Church will be adequate for the near future; if attendance increases, other venues can be considered. Peter Huber feels that it is too early this initiative to expect a break-even result. Ed Schmith suggested an evaluation following next season.

Global Issues—It was mentioned that one lecturer preferred not to be recorded for CD sale, as the topics are frequently subject to amendment by changing current events. In the future, permission-to-record should be sought from new speakers to SILL. Ken Hill advised us that the UNA members will be present at the lecture by Dr. Gwendolyn Mikell on February 24. Any monies collected by that organization will be passed on to SILL.

Seminars—Board Members who chose to visit the Seminars are requested to sit on the right side. It was mentioned that only nine patrons have signed up to attend the Seminar with Dr. Mikell. Gwen Wilson offered to contact New College to invite interested students.

Publicity

Ed Schmith reported ads and calendar listings in the *Herald-Tribune*, *SRQ Magazine* and Venice papers. WUSF ran 33 spots in January. The Selby Library display created positive resonance. Two new volunteers are assisting Ed. A flyer will be mailed to synagogues and mosques advertising the March 17th lecture. The *Herald-Tribune* featured the Health Care Debate and the Simulcast. Power Point slides prior to the lecture are proving effective. The discounted \$5 ticket is appealing to new SILL-goers. The Comprehensive Survey, first used three years ago, will again be distributed via the email list. It will be available for ten days on the website. Chet Thompson inquired if a follow-up email reminder could be sent.

The Simulcast has been running smoothly. Other venues have demonstrated interest. The response of Plymouth Harbor attendees has been strongly positive. The LRP Committee should evaluate the project and make a presentation at the April meeting regarding the future of the Simulcast.

Volunteer & Board Recruiting

Garnett Campbell reported nine enthusiastic new volunteers, many with special skills, are now working for SILL. Work is still on-going on the Orientation Book for new Board members.

Information Technology

Bob Germain will post Friends of SILL donations. Joy McIntyre suggested that the Registrar's Reports also be a matter of record on the website. Note: all emails that come into the website are automatically recovered by Bob.

New Business

The April 1st reception at TPC will be from 5-7 p.m. Peter Huber reported that, happily, Don Leidel will be rejoining the Board as of July 1st, 2009.

The meeting adjourned at 4:04 p.m.

Respectfully submitted, Joy McIntyre, Recording Secretary

NB: Next meeting, Wednesday, March 11, 2 p.m.

***Sarasota Institute of Lifetime Learning
Minutes of Board Meeting, March 11, 2009***

Board Members: Patricia Chapman, Beth Cotner, Robert Germain, Dick Hart, Peter Huber, William Jones, Joan MacDonnell. Joy McIntyre, Mac Nicoll, Don Savage, Frances Smith-Williams, Mary Testa, Chet Thompson, Gwen Wilson; John McGruder, Ex-Officio

Board Members absent: Don Blivas, Kenneth Hill, Dwight Hoover, June LeBell, Ed Schmith, Roy Turrett,

Adjunct Members present: Robert Bailey, Ruth Bell, Jane Hopkins, Lee Solomon

The meeting began at 2:03 p.m.

Introductory Remarks--

Peter Huber confirmed that Roy Turrett continues to convalesce. Mary Testa reported that circa 80 people are coming to the SILL reception at TPC.

The Minutes of Feb. 11, 2009 were approved.

Treasurer's Report—

Mac Nicoll stated that SILL is in good financial condition. He pointed out that on the Profit & Loss page, expenses have been regrouped. The point was made that “speaker entertainment” should be separated from “program expenses.” Net Income, July 2008-February 2009, is \$53,266. In a discussion of venue contracts, John McGruder confirmed that there is no problem with a two year contract with Players, as long as we don't pay more than one year in advance.

Facilities--

Sarasota – Peter Huber welcomed Ruth Bell as Sarasota Head of Facilities. Ruth reported that the volunteers have been great.

Venice – Peter Huber advised us that there will be a change of venue to the Venice Little Theater a couple of times next season. Negotiations are in progress regarding the rent. The Music Series concluded successfully. The rent next year at the UU Church will probably be \$200.

Registrar's Report—

Don Savage summarized the results from the first nine weeks of the 2009 season. Attendance is 9.7% below last year. Revenue is 19.7% higher than last year; forty percent of the revenue gain can be attributed to the addition of the Monday Music program in Venice. Season revenue to date is \$212, 028, compared with \$216,021 for the entire season 2008. (See Registrar's Report for detail.)

Walk-ins have been replacing missing subscription holders. Snowbirds appear to be spending less time in Sarasota this year. Peter Huber suggested that we call those who don't renew by next fall. Tom Myers is helping with the compilation of the questionnaire. Evaluations will be sought for new speakers.

Current Programs and Series--

Music—Peter reported that June's topic for next year is "Instrumentally Yours." Venice may be expanded to eight lectures.

Global Issues—Beth Cotner will become Co-Chair. She indicated that Gwen has created a data-base providing guidelines for recruitment and engaging speakers. Next year there will be fewer speakers booked for the entire week. The emphasis will remain on international affairs. Debates are still an option. The topics need to have stronger appeal.

Publicity—

Peter Huber reported for Ed Schmith, who was felled by the flu. Out of 1525 surveys distributed, 700 were opened and 370 completed. A detailed report will be given in April. The Simulcast continues. The Sarasota Bay Club has recently picked up the signal. Plymouth Harbor is recovering about 50% of their cost for the Simulcast. Lake Point Woods will test in April for recorded lectures utilizing DVDs of the Simulcast. The Long Range Planning committee will draft a recommendation for the April meeting.

Volunteer & Board Recruiting—

Peter Huber, reporting for Garnett Campbell, commented that she follows up regularly on suggestions for new volunteers. Several have already been actively involved in the work process. She is cooperating with Gwen on the SILL Welcome Book.

Information Technology—

Bob Germain has helped get other computers up to speed. Don Savage commended Bob for his data base creation and site maintenance.

Old Business—

The contractual agreement with GWIZ was discussed. In a subsequent communication, Peter Huber reported that the 2010 contract is exactly the same as that for 2009, i.e. \$3,500 gross, with a \$900 deduction for office space and furnishings/equipment which we gave up, resulting in a net of \$2,600. 2010 will be the third and final year of the offset. In 2011 we can anticipate a net rent of \$3,500, unless they come back with an adjustment.

New Business—

By April the Nominating Committee will present a slate of officers and Board Members. The Budget will be discussed and voted upon in May. On another note, Lee Solomon suggested that SILL, with the help of a smart real estate person, might consider distressed properties.

Adjournment at 3:20 p.m.

Respectfully submitted, Joy McIntyre, Recording Secretary

Next Meeting at 9:30 AM, Tuesday, April 14, GWIZ

Sarasota Institute of Lifetime Learning
Minutes of Board Meeting, April 14, 2009

Board Members: Patricia Chapman, Beth Cotner, Robert Germain, Dick Hart, Kenneth Hill, Dwight Hoover, Peter Huber, June LeBell, Joan MacDonnell, Joy McIntyre, Mac Nicoll, Ed Schmith, Frances Smith-Williams, Mary Testa, Chet Thompson, Gwen Wilson; John McGruder, Ex-Officio

Board Members absent: Don Blivas, William Jones, Don Savage, Roy Turrett

Adjunct Members present: Robert Bailey, Ruth Bell, Garnett Campbell, Jane Hopkins, Lee Solomon. *Peter Huber noted that Adjunct Member Judith Alstadter has resigned.*

The meeting began at 9.33 a.m.

Introductory Remarks—Peter Huber introduced Gail Sanderson, a volunteer at the Players, who is helping Ed Schmith with publicity and marketing.

The Minutes of March 11, 2009 were approved.

Nominating Committee Report – Mary Testa presented the recommendations of the Nominating Committee for officers and board members going forward. (see handout) The slate will be voted upon at the May meeting. The Bylaws Revision Committee can consider amending the list of officers and committee chairmen.

Treasurer's Report—It was reported that a \$5000 contribution was received from Sol Berg and \$1000 is anticipated from the Harvey Gutman Trust. (Neither is reflected in the current Income Statement.) Treasurer Mac Nicoll reported that SILL's financial balance continues to be healthy. Some contributions and expenses are still being received. Ed Schmith raised a question about advertising revenues, which he believes should be higher. The figures presented in the Report do not reflect advance registration income. (see Report)

Facilities—A contract has been requested from Players for the 2011 season, and a contract from the UU Church in Venice is expected.

Registrar's Report—Joan MacDonald reported on 2010 Pre-Registration figures and presented Don Savage's YTD and 2009/2008 Attendance Reports. Frances Smith-Williams commented that actual attendance did not appear to mirror the numbers noted in the Report.

In summary, SILL recorded an increase of nearly 3% in monies collected, while experiencing a nearly 10% decline in the number of series tickets sold. Daily ticket revenues often served to bridge the gap. The Thursday Series remains constant in attendance and revenues. Other programs have seen declines of over 20% in ticket sales, with some at the same time showing only minor drops in revenues. Both of the two established series in Venice experienced declines in attendance and revenues. (see report) Mary Testa requested that Joan regularly update her on the list of FOS donors. Pre-registration figures are significant, but a direct comparison with 2009 is hampered by a difference in the time-line. Peter Huber presented an analysis of 2008 vs. 2009

figures showing attendance down approximately 3%, when adjusted to factor in the new series, additional dates for the existing series, as well as the Rothkopf cancellations.

Peter Huber requested that calls be made to those patrons who have not renewed after a reasonable time. Chet Thompson raised the issue of making prospective donors aware of the June 30th deadline for recognition in the program booklet.

Peter Huber called our attention to the survey and speaker evaluation materials posted on the website, thanks to the efforts of Tom Myer. They can be accessed by clicking on "Base Materials." A question was raised concerning the validity of the results, given the statistical sample represented.

Current Programs and Series

Music—June LeBell reported a successful conclusion to this season's music series. Average attendance at the new Venice Music Series was 135 for 6 lectures. Next year's series will be expanded to eight lectures. After some discussion of the ticket pricing, Chet moved that the Series be continued at a \$45 season ticket price. The motion passed. June indicated further that several prominent speakers have been contacted with regard to next year's Music Series, "Instrumentally Yours."

Global Issues—Beth Cotner reported that twelve speakers have been confirmed and three more are tentative for next year. A review of attendance numbers on different days revealed no clear correlation between Contemporary vs. Global Issues, beyond the subject of the lecture itself. Peter Huber commended Beth on her efforts.

Publicity—Ed Schmith recounted the several publications, which have featured SILL programs recently. Flyers have been distributed and targeted advertising initiated. A number of volunteers are helping with media announcements and pre-lecture power-point slides, as well as the editing of biographies and program booklet materials.

The survey in March went out to 1500 email addresses: 700 were opened and 413 responded. 74% had visited the SILL website at least once. 84% found the lectures to be of great value. 73% had a similar view of the Seminars.

Volunteer & Board Recruiting—Garnett Campbell indicated that four of her respondents might qualify to assist the Program Committee.

Information Technology—Bob Germain noted that evaluations for the speakers have been posted on the website (see note above). Consultations with Gravity Free to give the site more flexibility are ongoing.

Old Business--none

New Business

Ed Schmith presented a **Simulcast Stage II proposal**. He reported that circa 1200 viewers have seen the simulcasts at two venues. At Plymouth Harbor 64 people declared that they would welcome attending lectures in some form next year. Release forms will be sought from future speakers, and contracts for subscribing organizations will be developed. The cost/benefit will depend on the number of subscribing facilities, with five to six required to approach break-even levels. Gwen raised the question of "ownership" of the Simulcast, whether SILL or Access 19 owns the rights to the broadcast?

Chet Thompson moved that the Board approve Phase II of the Simulcast 2010, as presented by Ed Schmith. (See proposal.) Following the second of Beth Cotner, the motion passed.

Peter Huber introduced his new initiative regarding the marketing and organization of the Music Program. The rationale behind the new concept is that by separating music from the public policy programs, they can each better find their focus. Separating the SILL brochures into two parts is to be considered. The proposed Music Advisory Board will provide June with more input than currently possible. Prospective Music Advisory Board members should have connections within the musical community. In the ensuing discussion, John McGruder suggested that two Board Members be a part of the Advisory Board. The By-laws would have to be accordingly adjusted. Mac Nicoll moved that SILL establish an Advisory Board for Music. Chet amended the motion to include the development of a plan for communication. The motion, as amended*, was seconded by Pat Chapman and passed.

[*”An Advisory Board for Music is established, with the additional charge of a plan for communication.”]

In conclusion, Peter commented that following the review of our SILL Mission Statement, necessary amendments to the By-Laws will be considered by the Revision Committee.

The meeting adjourned at 11:56 a.m.

Next Meeting at 9:30 AM, Tuesday, May 12, G.WIZ

Sarasota Institute of Lifetime Learning
Minutes of Board Meeting, May 12, 2009

Board Members: Robert Germain, Dick Hart, Kenneth Hill, Dwight Hoover, Peter Huber, William Jones, Joy McIntyre, Mac Nicoll, Don Savage, Ed Schmith, Mary Testa, Chet Thompson, Gwen Wilson; John McGruder and Robert Bailey, Ex-Officio

Board Members absent: Don Blivas, Patricia Chapman, Beth Cotner, June LeBell, Joan MacDonnell, Frances Smith-Williams, Roy Turrett

Adjunct Members present: Garnett Campbell, Gail Sanderson

The meeting began at 9:33 a.m.

Introductory Remarks—Peter Huber noted that Roy Turrett and his wife continue to convalesce at home. He welcomed Gail Sanderson to the Board as an adjunct member.

The Minutes of April 14, 2009 were approved.

Nominating Committee Report – The slate of 2010 Officers and Directors submitted last month has been amended to correspond to the current Bylaws and, following a motion by Ken Hill, seconded by Don Savage, was unanimously accepted as presented today. In their deliberations, the Bylaws Revision Committee will consider the inclusion of co-chairpersons for vital offices and committees.

Treasurer's Report—Mac Nicoll submitted a Balance Sheet showing rather healthy numbers, a locked-in 3% rate on the SunTrust Money Market fund being particularly notable. (See Report) Peter Huber announced that a thank you letter has been received for SILL's \$200 gift to the New College Foundation in honor of Dr. Sam Savin.

Mac then directed the attention of the Board to the Budget proposal for 2010, which factors in a slight decline in income, coupled with small increases in expenses. John McGruder suggested it would be helpful to see a detailed list of advertising expenses. Projected income for the Simulcast is based on a minimum of four subscribers. Mac moved approval of the 2010 Budget, seconded by Chet Thompson. The motion passed.

The ensuing discussion of outreach possibilities is recorded under New Business.

Facilities--Peter Huber reported that all venues are pre-paid for 2010. The Players has submitted a proposal contract for 2011, which Chet will review.

Registrar's Report—Don Savage commented that Pre-Registration proceeded smoothly. A letter of reminder has been sent to those who did not take advantage of the Pre-Registration opportunity. Processing of Wednesday subscribers requesting Thursday instead has been deferred for the moment. Therefore, the numbers are currently not indicative of the final outcome. Peter Huber requested that Joan publish an update before the next meeting.

Current Programs and Series

Music—June LeBell—no report.

Global Issues—Gwen Wilson, reporting for Beth Cotner, noted that only six dates remain to be filled. Among the speakers are some highly distinguished new names: Ambassador Thomas

Pickering, Trita Parsi, and Ambassador Charles Freeman, as well as returning speakers Martin Walker, Mark Rosenblum and Steven Dachi.

Confirmation letters to Thursday speakers will go out earlier and will include a newly codified Release Form. The speakers on other days will receive a similar Release Form, with reference to the Simulcast deleted.

Bill Jones requested that he be informed regarding possible book sales.

Publicity—Ed Schmith commended Mary Testa on getting the Release form “legalized.” The four March lectures at the Sarasota Bay Club averaged 75-80 attendees. Both Plymouth Harbor and the SBC indicated they wish to continue receiving the Simulcast next year. The Kobernick-Anchin Retirement Community has indicated interest in subscribing. A packet has gone out to 23 senior communities from Tampa to Naples. Gail Sanderson has been very helpful in making contacts. Several more communities may also come on board. The target number is eight. In the event that Sarasota County Access TV does not continue to provide technical support, two other media companies, both located in Bradenton, are being considered.

The 2010 Program Booklet design will contain several changes. Global Issues and Music will be on opposite fronts, with a color differential. Mailing the last week in October will be in an envelope. Speaker biographies will be included, questioning the need of the customary on-site biographical handouts. 15,000 copies will be ordered, compared with 12,000 last year. Peter Huber commended Ed Schmith on his fine work.

Bylaws Revision Committee -- Gwen Wilson presented the proposed Mission Statement: “The Sarasota Institute of Lifetime Learning (SILL) is a non-profit organization that offers an expert lecture series to provide information on and discussion of the arts and contemporary global issues. SILL is guided by an all-volunteer board committed to modest pricing and enhanced outreach.” Mac Nicoll moved acceptance, Mary Testa seconded, and the motion passed.

The Bylaws Revision Committee will continue its homework over the summer and reconvene again in the fall. Gwen invited members to contact her or others on the committee if they have comments relating to the proposed revision.

Information Technology – Bob German noted that there is no report at this time. Upon inquiry, he responded that the long-range goal would be to sell tickets on the Internet.

New Business –Bill Jones suggested that SILL offer funding to educational institutions supporting initiatives in international relations. Past efforts under the aegis of Scott Behoteguy were mentioned. Gwen commented that at an appropriate time a committee could investigate possible outreach objectives. Ed Schmith remarked that 2011, SILL’s 40th anniversary year, might provide a good opportunity. Garnett Campbell, Gwen Wilson and Ken Hill all described ways in which SILL could be involved in outreach. Peter Huber confirmed that the Board supports the development of alliances and that the Long-Range Planning Committee could oversee these efforts.

The Meeting was adjourned at 11:16 a.m.

Respectfully submitted, Joy McIntyre, Recording Secretary

Next Meeting at 9:30 AM, Tuesday June 9, G.WIZ

Sarasota Institute of Lifetime Learning Minutes of Board Meeting, June 9, 2009

Board members present: Don Blivas, Robert Germain, Joan MacDonnell, Mac Nicoll, Don Savage, Mary Testa, Chet Thompson, Roy Turrett, Gwen Wilson

Board members absent: Garnett Campbell, Kenneth Hill, William Jones, Donald Leidel, Joy McIntyre, Francis Smith-Williams, Patricia Chapman, Beth Cotner, Richard Hart, Peter Huber, Ruth Bell, June LeBell, Edwin Schmith.

Board Adjuncts Present: Robert Bailey, Dwight Hoover, Gail Sanderson

Chet Thompson opened the meeting at 9:30 a.m.

Introductory Remarks: Chet Thompson welcomed Roy Turrett back and noted Dwight Hoover was acting secretary.

The minutes of the May 12, 2009 meeting were approved as corrected.

Treasurer's Report: Mac Nicoll reported that the financial situation pretty much mirrored that of his last report with few additions for expenses and income.

Registrar's Report: Joan MacDonnell reported that sales of advanced tickets were also very similar to that of the previous year with a slight diminution. All requests for the Thursday lectures had been filled, but, unlike last year, none had to be returned for lack of seats. (This amounted to 65 less requests.) In addition, 77 regular series holders did not sign up again. (This accounted 51 fewer for Thursdays.) A discussion followed as to how to account for the shrinkage. One suggestion was that the simulcast to Plymouth Harbor had drawn away some regular attendees; however, only three on the list of non-renewals appeared to be from Plymouth Harbor. Chet Thompson suggested the discussion be postponed to the fall when Ed Schmith returns.

Program Committee Report: Gwen Wilson and Roy Turrett reported that the calendar was filled for 2010. A discussion followed about the obtaining of releases to record the lectures with only four of twelve signed. All members were then reminded that the 2010 program may be accessed on Google Calendar. Roy Turrett then indicated that the speaker on Nuclear Proliferation would offer a free lecture on Wednesday in Venice because there is no provision for a regular presentation there on Wednesdays. This provoked discussion as to the reasons for the special treatment of Venice at an estimated \$1100 additional cost and the more favorable ticket rate there as well. This discussion was also postponed until the fall.

Public Relations Committee Report: Gail Sanderson reported that 20 nursing homes in the regions had been contacted about simulcasting the Thursday lectures in the future. None new had been added to the list at a price of \$4000 each. Discussion on costs of advertising/marketing then followed. Bob Bailey requested a break down of the total cost of the marketing budget. Chet Thompson asked Mac Nicoll to prepare such a break down and make available to any board member who wanted a copy.

No Old Business

Submitted by Dwight Hoover, Acting Secretary

Sarasota Institute of Lifetime Learning (SILL)
Minutes of Board Meeting, September 8, 2009

Board members present: Bob Germain, Dick Hart, Dwight Hoover, June Le Bell, Joan Mac Donnell, Mac Nicoll, Don Savage, Francis Smith-Williams, Chet Thompson, Roy Turrett, Gwen Wilson, John McGruder ex-officio.

Board members absent: Ruth Bell, Don Blivas, Garnett Campbell, Patricia Chapman, Beth Cotner, Kenneth Hill, Peter Huber, William James, Donald Leidel, Joy McIntyre, Edwin Schmith, Mary Testa.

Board adjuncts present: Jane Hopkins, Lee Solomon.

Chet Thompson opened the meeting at 9:30 a.m. and appointed Dwight Hoover as acting secretary.

The minutes of the June 9, 2009 meeting were approved.

Treasurer's Report: Mac Nicoll reported that the financial situation remained much the same as previously reported. SILL earned a new income of \$65,173 for the year.

Registrar's Report: Joan Mac Donnell reported that two new sites for simulcast had been added to Plymouth Harbor and Sarasota Bay Club. These are Freedom Village and the Kobernick House. She also reported that those persons who had tickets for Wednesday's program but wished to change to Thursday's had been accommodated and that people on the waiting list for tickets for Thursday had gotten them. The tickets for the remaining programs are on order. The booklet containing the forms for later registrations will be out in October after which on-line registration will begin.

Global Issues: Roy Turrett reported that the program had been finished and there were no open issues. The discussion next centered on the Google Calendar being open to all members. The decision was that any member desiring the calendar could contact Bob Germain and he would arrange for that member to access the calendar.

This led to questions regarding the exact financial status of the simulcast program. After discussion, John McGruder suggested more transparency regarding the matter and it was agreed that this was desirable. Mac Nicoll agreed to do so.

Music Monday: June Le Bell reported the program was complete and will be in the booklet. She also reported the establishment of an advisory board whom she listed. The program in Venice had filled the venues to 75-80% of capacity necessitating thought about future facility needs. She also recommended web links to other groups serving adult education needs in the community.

Public Relations: Chet Thompson read the report from Ed Schmith who is away from Sarasota for the summer. Ed reported the booklet will be ready to be distributed Oct. 31.

During this report, Dick Hart inquired about more specifics concerning certain planned marketing expenses. Mac Nicoll reported that he could supply the requested information to Dick and any other board members who requested it. Only Dick requested the information and Mac said he would provide it. Further discussion of this item was postponed until Ed has returned to Sarasota and is present at a board meeting.

Chet Thompson reported that Sarasota News and Books had closed and a new source for selling books needed to be found. In this regard, Gwen King has re-contacted Circle Books. Gwen and Chet have plans to contact Barnes & Noble and BORDERS as soon as schedules can be arranged. A report on these calls may be expected at the next board meeting.

The notion of planned activities to commemorate SILL's 40th Anniversary, in 2011, was next mentioned by Chet. He asked for volunteers to sit on a committee to be formed for the purpose of exploring this notion and determining possible benefits to SILL along with possible 2011 execution scenarios. June LeBell, John McGruder and Lee Solomon responded and Chet named them as the earliest members of said committee, and named June as Chair. Chet asked that additional interested board members please volunteer to be a part of this committee.

June LeBell indicated that she had been contacted by an executive from Harris Trust Bank (Chicago) who may be interesting in underwriting certain SILL activities. This possibility will be considered along with the SILL/40 work that June has been asked to lead.

Roy Turrett raised the issue of contingency planning in case of a speaker's illness due to swine flue...the matter was explored. June feels that she is fairly well prepared to handle such a contingency with Music Monday. Also, Global Issues has certain limited contingency plans in place for such an eventuality, but more work is needed.

Submitted by Dwight W. Hoover
Acting Secretary

Sarasota Institute of Lifetime Learning
Minutes of Board Meeting October 13, 2009

Board Members: Don Blivas, Ruth Bell, Garnett Campbell, Robert Germain, Dick Hart, Kenneth Hill, Peter Huber, Don Leidel, Joy McIntyre, Mac Nicoll, Don Savage, Chet Thompson, Roy Turrett, Gwen Wilson

Board Members absent: Patricia Chapman, Beth Cotner, William Jones, June LeBell, Joan MacDonnell, Ed Schmith, Frances Smith-Williams, Mary Testa, John McGruder and Robert Bailey, Ex-Officio

Adjunct Members present: Dwight Hoover, Jane Hopkins

The meeting began at precisely 9:30 a.m.

Introductory Remarks—Chet Thompson remembered Peggy Bates and her service to the Board. At the memorial service SILL was eloquently represented by Don Leidel. Don Blivas and Kenneth Hill shared their reminiscences of Peggy with the Board. In her will she made a \$10,000 bequest to SILL, for which we are most grateful. New College will hold a memorial service on November 7th at 2 p.m.

The Minutes of May 12, 2009 were approved.

The Minutes of September 8, 2009 were approved as amended.

Standing Committees

- **Treasurer's Report**—Mac Nicoll presented a Balance Sheet showing current Total Assets/Total Liabilities & Equity of \$437,866. Advertising/marketing expenses shown are attributable to the 2010 season. Mac appended a breakdown of \$34,675 in advertising/marketing expenses for July 2008 through June 2009—vs. \$20,858 for July 2007 through June 2008. A discussion ensued regarding appropriations and expenditures for marketing in past years.
- **Registrar's Report**—Don Savage indicated we are “ready to roll” for the opening of tickets sales. Joan MacDonnell did all of the pre-registration, Don will do tickets.
- **Global Issues**—Roy Turrett also reported all programs are complete. He read a letter to the Board from a possible donor wishing to support specific interests. Roy suggested that we reply by explaining that this is not compatible with our mission. Speakers should be encouraged to include maps in their presentations. It was also reported that all releases are signed. Chet Thompson affirmed that both Music Mondays and Global Issues are subject to the SILL bylaws.
- **Music Mondays**—Everything in place. No report.
- **Public Relations/Marketing**—The program booklet is at the printers and will be distributed in late October. Thanks were extended to those who contributed. Sarasota County will not be doing the Simulcast next season. Ed is negotiating with Studio 26 in lieu of Access Sarasota. Mac Nicoll moved that we accept a proposal from Studio 26 to produce the Simulcast for \$10,400, contingent upon contracting

with at least three subscribers at a fee of \$3, 600. The motion was seconded by Bob Germain and passed with one nay. Dick Hart requested a one-page breakdown of all the costs and income for the Simulcast.

- **Systems & Web Site**—Bob Germain reported that the new website is up and running. It will contain a ticket form. Thanks were expressed to Bob for creating an impressive web page, at an annual saving of \$1000.

Old Business—Chet and others have met with local bookstores regarding supplying SILL with speakers' publications. Good conversations were had with all, but it was recommended that we proceed with Circle Books. Don Blivas made a motion to that effect, seconded by Dwight Hoover. The motion passed.

The committee discussing the 40th SILL Anniversary will report later.

New Business –Ken Hill suggested that UNA members attend a SILL lecture on a selected Tuesday as a substitute for their regular meeting. Ambassador Pickering would like to speak at the UNA with SILL approval. Granted.

Adjournment at 11:03 a.m.

Respectfully submitted, Joy McIntyre, Recording Secretary

NB: Next Meeting at 9:30 AM, November 10, 2009, G.WIZ

***Sarasota Institute of Lifetime Learning
Minutes of Board Meeting, November 10, 2009***

Board Members: Don Blivas, Garnett Campbell, Patricia Chapman, Beth Cotner, Robert Germain, Richard Hart, Kenneth Hill, Peter Huber, June LeBell, Don Leidel, Joan MacDonnell, Joy McIntyre, Mac Nicoll, Don Savage, Ed Schmith, Frances Smith-Williams, Mary Testa, Roy Turrett, Gwen Wilson; John McGruder, Ex-Officio.

Board Members absent: Ruth Bell, William Jones, Chet Thompson, Robert Bailey, Ex-Officio

Adjunct Members present: Dwight Hoover, Jane Hopkins

The meeting began at 9:31 a.m.

Introductory Remarks—Executive Vice-President Mary Testa lead the meeting in the absence of Chet Thompson. Mary commented that the traditional Holiday luncheon may be held at another venue, unless times can be worked out with GWIZ.

The Minutes of October 13, 2009 were approved as amended.

Standing Committees' Reports

- **Treasurer's Report**—Mac Nicoll submitted a Balance Sheet showing total liabilities & equity of \$440,119.
- **Registrar's Report**—Requests for brochures will be handled by Mary (letter and telephone requests) and Joan (website requests). Don Savage remarked that we are behind in ticket sales compared with last year. Orders from the brochure are now coming in, but to-date we are down across the board. Good news: thirty-six new subscribers have registered. Don remains hopeful for season sales. Joan will draw up a list of people who are actually working the Registrar's table for each daily venue, with a description of duties and backup.
- **Global Issues**—Roy Turrett reported "all's well..."
- **Music**—June LeBell echoed Roy's report.
- **Public Relations/Marketing**—Ed Schmith reported that SILL will have a third of a page in the November SRQ magazine and a full page in the December issue. Our schedule will also appear in the Herald-Tribune and Gondolier calendars. Ed explained that the significant increase in advertising funds will be directed primarily to the Herald-Tribune. The new season will be announced with a large ad in late December and follow-up ads. Advertising can be reduced if ticket sales pick-up.
The SILL brochure was increased in size from 44 pages to 64 with full color. The printer mistakenly printed the brochure on 100 pound stock, but agreed to bear the additional postage and hand-stuffing costs. In addition, we were given a \$600 credit. Garnett reported that seven volunteers distributed brochures to 24 locations. In future, all board members will be included on the mailing list.

Power Point presentations for the coming season will be refined.

The Simulcast video will be made by Studio 26. The four venues will then pick up the signal through our website. This process will be rehearsed at a time to be announced. Board Members are invited to attend. On Simulcast day, Moderators will be cued to begin. The Q&A should include at least nine questions, three from the remote sites. The questions will come in by email and will be screened before being passed on. The Moderator will then announce that the question comes from a remote site. Speakers need to be reminded not to give lengthy answers

If the Simulcast project is to be continued and expanded beyond the 2010 season, a decision should be made in December in order to facilitate marketing. It was requested that attendance at the remote venues be tracked for the record.

Ed also noted that green tickets were distributed last season in lieu of the cancelled lecture. These tickets are still valid in 2010.

- **Systems & Web Site**—Bob Germain indicated that the password “SILL” is required for the Board Member interface on the website.
- **Venice**—Peter Huber reported that new volunteers have been added in Venice. Brochures must be re-stocked more frequently due to the size of the brochure. Peter will review general procedures with the Venice volunteers. Archie and Marcella Woodworth have been invited to be coordinators of Venice Programs.

Open Items

ByLaws Update---Gwen Wilson reported that one successful meeting had been held, with two more to follow.

Master Calendar—Mary invited Board members to sign up for open moderator/host slots. When completed Bob will post it on the website.

Miscellaneous

Thanks to Peter Huber who represented SILL with thoughtful remarks at the New College memorial service for Peggy Bates.

Ken Hill indicated that Johannes Werner would be speaking on Thursday at the Selby Library for the UNA.

Adjournment at 10:45 a.m.

Respectfully submitted, Joy McIntyre, Recording Secretary.

NB: Next Meeting at 9:30 AM, December 8, 2009, G.WIZ