

***Sarasota Institute of Lifetime Learning  
Minutes of Board Meeting, January 13, 2010***

***Board Members:*** Ruth Bell, Garnett Campbell, Patricia Chapman, Beth Cotner, Robert Germain, Dick Hart, Kenneth Hill, Peter Huber, William Jones, Don Leidel, Joan MacDonnell, Joy McIntyre, Mac Nicoll, Don Savage, Ed Schmith, Frances Smith-Williams, Mary Testa, Chet Thompson, Roy Turrett, Gwen Wilson; John McGruder and Robert Bailey, Ex-Officio

***Board members absent:*** Don Blivas, June LeBell,

***Adjunct Members present:*** Dwight Hoover, Lee Solomon

The meeting began at 2 p.m. The Minutes of December 8, 2009 were approved as amended.

***Introductory Remarks***—President Thompson thanked Mary Testa for arranging a sumptuous December lunch.

***Standing Committees' Reports***

- **Sarasota Venue**—Ruth Bell reported four new backup volunteers. Jobs are rotating and written procedures for pre- and post-lecture procedures are being provided.
- **Venice**—Archie and Marcella Woodward indicated that Monday attendance has increased considerably. Distribution of brochures has been extended to Publix, the Y and Starbucks.
- **Treasurer's Report**—Mac Nicoll presented his report, stating that income will show on next month's report. In answer to a question by Chet Thompson, Mac said that income has increased steadily from year to year, with a cash position in excess of \$30,000.
- **Registrar's Report**—Joan MacDonnell said, "It looks like a very good year." We are still selling series tickets. Don Savage pointed out that ticket sales are nearly even with last year. Total income is slightly short by 1 3/4%. FOS are down my 13%.
- **Volunteers**—Garnett Campbell reported 18 volunteers for Players, 12 working with Ed Schmith, 22 in Venice and 4 in Holley Hall. These numbers exclude Board Members. Brochures are regularly distributed to 27 venues and are regularly restocked, in some cases as often as twice a week. 15,000 brochures were printed, 3,000 more than previously.
- **Public Relations/Marketing**—Ed Schmith submitted a detailed report, which was distributed electronically prior to the meeting. The "Marketing Director" is rapidly morphing into a "Marketing Department," with many helpers. Activities in the last few years are bearing fruit, as witnessed by the relatively stable attendance numbers in an economic downturn. Combined attendance at the Simulcast on the first Thursday was 344.

Peter Huber presented the following motion, seconded by Ed Schmith.

"The SILL Board endorses an expansion of the Simulcast Program for the 2011 Season with a target of ten locations operating in a similar manner as the current program and authorizes the marketing activities necessary to reach this target. Marketing costs are estimated at \$2,500."

Ed submitted a projected Simulcast Budget for the next two years showing net revenues of \$1,700 in 2009, (\$6,310) in 2010 from four sites and \$19,400 from ten

sites in the third year. He then led off the discussion commenting that the consensus seems to support further growth. It fulfills SILL's commitment to outreach, as articulated in the Mission Statement.

Questions were raised about the financial and human resources required to carry out this program. Ed indicated that people to assist have already been identified. Adding two or three more venues would cover any additional expenses. The motion passed with three nay votes. John McGruder suggested that the pricing for the broadcast should require Board approval, as does pricing for the lecture series.

### ***Program Reports***

- **Music Mondays**—no report.
- **Global Issues**---Roy Turrett commented that we have had a great start. Don Leidel is working on a high-level replacement for a speaker who has withdrawn.

**Long Range Planning Committee**—Peter Huber, chair, reported that fellow committee members Cotner, Campbell, Leidel, McGruder, Solomon, Schmith, Wilson and Thompson (Ex-Officio) have convened. A report will be forthcoming.

**Systems & Web Site**—Bob Germain indicated that the Board Members' pages have been revised. A .pdf contact sheet is available, as well as links to calendars and various other useful sites. Bob is working with Garnett on consolidating the volunteer list.

**ByLaws Revision Committee**—Gwen Wilson reported that the document is being finalized.

**40<sup>th</sup> Anniversary Committee**—Chet Thompson said that here also the work is on-going.

The meeting adjourned at 3:10 p.m.

Respectfully submitted, Joy McIntyre, Recording Secretary

**N.B. The next Board Meeting will be on February 10, 2010 at 2 p.m., at GWIZ.**



## ***Sarasota Institute of Lifetime Learning Minutes of Board Meeting February 10, 2010***

***Board Members:*** Don Blivas, Ruth Bell, Garnett Campbell, Patricia Chapman, Beth Cotner, Robert Germain, Dick Hart, Kenneth Hill, Peter Huber, William Jones, Don Leidel, Joan MacDonnell, Joy McIntyre, Mac Nicoll, Don Savage, Ed Schmith, Frances Smith-Williams, Mary Testa, Chet Thompson, Gwen Wilson; John McGruder and Robert Bailey, Ex-Officio

***Board Members absent:*** June LeBell, Roy Turrett,

***Adjunct Members present:*** Lee Solomon, Archie and Marcella Woodworth

President Chet Thompson began the meeting at 2 p.m.

**Introductory Remarks**—Peter Huber thanked the Board for the lovely floral arrangement on the occasion of his wife's surgery.

The Minutes of January 13, 2010 were approved.

### **Standing Committees' Reports**

- **Sarasota Venue**—Ruth Bell reported that she has great volunteers, who are able to take initiative in performing necessary duties. She introduced her husband Bill as a new Adjunct Member.
- **Venice**—Archie & Marcella Woodworth indicated that people are not very motivated to fill out evaluation sheets. Attendance numbers are very good at Global Issues, as well as Music.
- **Treasurer's Report**—Mac Nicoll reported that SILL is doing well, in step with previous years. Yearly earnings are circa \$50,000, including FOS. Some discussion ensued as to the accuracy of the FOS donations. Bob Germain offered to resolve the confusion. Mac further stated that deferred revenues are moved into the appropriate ticket sales reports for January, February and March.
- **Registrar's Report**—Joan MacDonnell reported total attendance is up 2% and that ticket sales revenues are up 22% for the first five weeks of the season. Next year there will be pre-registration for all Sarasota venues except the Seminars. The possible need to limit Seminar enrollment to 35, five more than the current 30, was discussed. Chet will meet with Frankie and Pat and report back.
- **Systems & Web Site**—Bob Germain was instrumental in getting Mary's and Roy's computers back on their electronic feet. Thanks, Bob.
- **Global Issues**---Beth Cotner described the actions taken to replace a speaker caught in the northern blizzards. Susan McManus and Jennie Lincoln have graciously consented to fill the missing slots. There is wisdom in having an expanded list of local speakers as back-ups.
- **Music Mondays**—It was generally observed that attendance is lively and response enthusiastic.
- **Public Relations/Marketing**—Ed Schmith reported that two new volunteers with extensive professional experience in marketing and business are now assisting with marketing efforts. Both are effective and enthusiastic. A press release will advertise the March 2<sup>nd</sup> debate. Ed further commented that 30-40% of people who open the

email survey respond. The total Simulcast attendance in the first week was 344. Ed visits the remote sites during the broadcast and has had positive feedback. There seems to be great interest in receiving music lectures as well. In response to Robert Bailey's question regarding domestic issues, Chet replied that they have been subsumed into Global Issues. Examples were cited.

#### **Open Items--**

- **ByLaws Recommendations**---Gwen Wilson indicated that the draft of the new By-Laws will be emailed to everyone for comment. Following an explanation by Gwen, a motion was made by Bob German and seconded by Ed Schmith to authorize the creation of a document, tentatively named Standing Rules, to describe the operating procedures of the organization. The motion passed with one nay vote. Joy McIntyre will put together a draft for consideration.
- **40<sup>th</sup> Birthday "SILLabration"**—Peter Huber outlined detailed plans for the 40<sup>th</sup> anniversary event. Why celebrate? To take pride in the organization, to thank facilitators, volunteers, the Board and the audience.....and, to raise the level of awareness in the general public to SILL's programs.

Peter presented a Schedule of Events with a series of actions beginning in the fall of 2010 and continuing into early April. These include free lectures, social and official recognition events. (See report.) A total budget of \$25,450 is projected. Board members suggested including FOS, spouses of Board members and former Board members in the expressions of gratitude. Mac Nicoll moved, seconded by Mary Testa, that the committee spend up to \$30,000 to go forward with their plan.

- **2011 Ticket Price recommendations**—A straw vote indicated that the Board does not support a rise in pricing.
- **Honoraria recommendations**—Roy Turrett will make recommendations at the next meeting.

#### **New Items--**

- **FOS and Volunteers Annual Reception**—Mary Testa named open dates at TPC. It was decided that March 23<sup>rd</sup> would work the best.

Adjournment was at 3:41 p.m.

Respectfully submitted, Joy McIntyre, Recording Secretary

**NB: Next Meeting at 2 p.m., March 10, 2010, at G.WIZ**

## ***Sarasota Institute of Lifetime Learning Minutes of Board Meeting March 10, 2010***

***Board Members present:*** Don Blivas, Ruth Bell, Garnett Campbell, Patricia Chapman, Beth Cotner, Robert Germain, Dick Hart, Kenneth Hill, Peter Huber, Joan MacDonnell, Joy McIntyre, Mac Nicoll, Don Savage, Frances Smith-Williams, Mary Testa, Chet Thompson, Roy Turrett, Gwen Wilson; John McGruder and Robert Bailey, Ex-Officio

***Board Members absent:*** William Jones, June LeBell, Don Leidel

***Adjunct Members present:*** Bill Bell, Dwight Hoover, Jane Hopkins, Lee Solomon, Archie and Marcella Woodworth

The meeting began at 2:01 p.m. The Minutes of February 10, 2010 were approved.

In his introductory remarks, President Thompson commented that, measured by attendance, it has been a great year for SILL. Venice has caught fire. Even Tuesdays in Sarasota are looking sustainable. Dwight Hoover was appointed official SILL Historian and will write a SILL chronicle for the 40<sup>th</sup> Anniversary.

### **Standing Committees' Reports**

- **Treasurer's Report**—Mac Nicoll reported that SILL continues in good shape. Net Income is shown at \$ 22,460. The next month may demonstrate a doubling of that figure, as advanced posting of expenses will lessen that item in March. Mary Testa requested a cost-per-series analysis at the end of the season.
- **Registrar's Report**—Joan MacDonnell said that SILL was doing very well. Daily ticket sales are already ahead of totals for last year. Donations are up, excluding Sol Berg's annual donation. Joan further reported that Pre-Registration, which is available for all series, would close April 30th.
- **Information Systems** —Bob Germain has overseen the production of Power Point slides with pre-registration information. Mary was authorized to buy a head-microphone (Countryman mike) for Seminar use. Sarasota now has a remote pointer for advancing slides. Bob reported that the flicker on the Venice Community Center screen has been fixed. The Board was advised to be aware of the extended length of time needed to exchange a projector bulb, should one expire during a lecture. Also, a new Power Point operator has been recruited. In addition, Bob has been putting valuable volunteer information on the website.
- **Volunteers**—Garnett Campbell indicated that names for the Publicity/Marketing position have been identified. The recruiting announcements have been very effective. The new Power Point person volunteered two days after the slide appeared. Garnett is still receiving volunteer applications. Data was collected in Sarasota by the Bells, and in Venice by Peter Huber and the Woodworths.

- **Global Issues---**Roy Turrett expressed some satisfaction that the system in place worked efficiently in replacing lecturers who canceled. The ACFR supplied two of the speakers. A motion by Peter Huber was approved for SILL to again make a donation to the ACFR. Roy further reported that planning for the new season would begin next week.
- **Music Mondays—LeBell** –no report
- **Public Relations/Marketing—** Reference was made to the letters of resignation received by the Board from Ed Schmith. The president will write a letter of commendation to Ed. For the interim, Ed's responsibilities have been delegated to other Board members, until such time as a new PR/Marketing person is identified.
 

Lee Solomon suggested that SILL hire a professional to assess ways of better marketing our product and name. Peter Huber recommended that we use Ed Ogiba (Group EFO) for that purpose. Chet has met an expert in marketing, who would be willing to contribute to that effort, as long as it did not turn into a job. These options were left to Peter Huber (as Chair of the LRP Committee) to sort out. Frankie commented that we should be mindful of manpower needs as marketing efforts expand.

#### **Open Items--**

- **ByLaws Update---**Gwen Wilson introduced the new revised ByLaws, indicating that an effort had been made to incorporate many of the comments from the Board at large. In the discussion, following the motion to approve the ByLaws as presented, Don Savage reiterated his feeling that a lawyer should review the document. It was suggested that a lawyer should be recruited to join the Board. The motion by Pat Chapman, seconded by Bob Germain, to approve the revised ByLaws passed with one abstention.
- **Nominating Committee—**Chet Thompson announced the following members of the Nominating Committee: Chet Thompson (chair), Peter Huber, Beth Cotner, Don Savage, Garnett Campbell and Mary Testa. Chet further commented that the NC would also recommend chairs for the Standing Committees, officers and members for expiring terms. Mac Nicoll moved acceptance of the slate and the motion passed.
- **40<sup>th</sup> Birthday “SILL-A-Bration” Update—**Peter Huber presented a new logo design in collaboration with Group EFO. Bob Bailey' consulting lawyer clarified the use of <sup>TM</sup> for one year. Peter laid out the guiding philosophy and the schedule of events in some detail.
  - 1. Volunteer Luncheon on Wednesday, January 12, 2011, 12:30 p.m.
  - 2. 3000 Souvenir Coffee Cups.
  - 3. SILL-A-Bration Week (see Committee Report)

- **4. After some discussion, the decision was made to hold the Board Members' Banquet on January 6, 2011 at the Longboat Key Club.**
- **2011 Program Booklet**—Bob Germain will shepherd the production by collecting the data. Peter Huber works with Group EFO on the design, which will remain essentially the same: 64 pages, full color with opposing face Global and Music sections. There will be a few changes and additions, featuring for example the 40<sup>th</sup> Anniversary logo, SILL history and a listing of volunteers. There was some discussion regarding the telephone inquiry system. The conclusion seemed to be that call-forwarding should be authorized in order to automatically send calls to a phone that answers.
- **FOS and Volunteers Annual Reception**—Mary said that 129 people were invited. There are 84 acceptances to-date.
- **Peggy Bates Memorial**—Mary said a meeting would be called.

**New Ideas**—Pat Chapman stated again that Board members should not pre-empt available space at the Seminars.

Adjournment was at 3:59 p.m.

Respectfully submitted, Joy McIntyre, Recording Secretary

**NB: Next Meeting at 9:30 a.m., April 13, 2010, at G.WIZ**

## ***Sarasota Institute of Lifetime Learning Minutes of Board Meeting, April 13, 2010***

***Board Members present:*** Ruth Bell, Garnett Campbell, Patricia Chapman, Dick Hart, Kenneth Hill, June LeBell, Joan MacDonnell, Joy McIntyre, Mac Nicoll, Don Savage, Mary Testa, Chet Thompson, Roy Turrett, Gwen Wilson; John McGruder and Robert Bailey, Ex-Officio

***Board Members absent:*** Don Blivas, Beth Cotner, Robert Germain, Peter Huber, William Jones, Don Leidel, Frances Smith-Williams.

***Adjunct Members present:*** Bill Bell, Dwight Hoover, Jane Hopkins, Archie and Marcella Woodworth

The meeting began precisely at 9:30 a.m. The Minutes of March 10, 2010 were approved.

**Introductory Remarks**—Garnett Campbell introduced four new visitors. Rick Banks, an engineer from Detroit; Irwin Livon, a drugstore executive from Minnesota; John McAward, from New York, who has worked with various NGOs; and Marg Mansbach, also from New York, who has experience in writing press releases. Both Rick and Irwin will be new adjunct members of the Board.

Chet Thompson reported that he has regretfully agreed to Bill Jones's request that he not be considered for another term on the Board upon completion of his current term of service. Mary will organize a gathering to honor him for his service to the Board. John McGruder indicated that he would like to organize a similar event to thank Ed Schmith for his service.

### ***Standing Committees' Reports***

- **Global Issues**---Roy Turrett reported that the process of recruiting speakers for next season is underway.
- **Music**—June LeBell indicated that she is now contacting presenters for next year's music series, Great Performers.
- **Registrar's Report**—Joan MacDonnell said that the Registrar's Reports are now available on the website. Total sales listed there are accurate. Don Savage reported that pre-registration had resulted in 613 orders. Wednesday and Thursday numbers are essentially the same as last year. Tuesdays and Music Mondays are looking good. A reminder will be sent to non-respondents. Total revenues are \$87,131, of which circa \$11,700 may be ascribed to FOS.
  - **N.B.** It was decided that June 30<sup>th</sup> would be the cut off date for listing FOS donors in the 2011 brochure.
- **Volunteer Recruitment Update**—Garnett Campbell reported good news on the volunteer front. People approached her at the TPC reception, offering their skills. Volunteers are still needed in marketing, assisting with book sales, moving materials between Sarasota and Venice, and brochure distribution in Venice. In response to a query from Bob Bailey, Garnett said volunteers now number about 75. Further detail is available on the website.
- **Treasurer's Report**—Mac Nicoll introduced a proposed budget for 2011 and invited input from Board members. The final draft will be presented for approval in May.

Current projections show a deficit of circa \$16,000. Mac indicated that the Finance Committee will reconsider ticket prices for the year 2012.

### Open Items

- **FOS/Volunteers Reception Recap** – Mary Testa reported that the number of attendees exceeded the numbers on the master list. For the future, June suggested use of the E-vites website, which offers free tracking of RSVP responses.
- **More thoughts on FOS** – Mary Testa asked that all checks with FOS donations be sent to Don Savage for proper documentation. Don mentioned that donations have been received from Donor Advised Charitable Trusts. Mary has agreed to follow up on our policy of inviting \$500+ donors to luncheon with a speaker. Don Savage suggested that the brochure include a description of benefits accruing to donors. In response to a question from June concerning the allocation of donated monies, it was explained that all donations go into a central pool and are not assigned to any particular series. Information regarding procedures for giving are found on the website. Joan felt that SILL needs to have procedures in place to handle matching-funds. Chet called for a committee, to include Gwen, Mary, Peter and himself, to articulate SILL's fund-raising policy.
- **Sill-a-bration Update** – Garnett Campbell said that contracts for "sill-a-bratory" events have been signed with the Longboat Key Club, as well as Michael's on East. Harris Bank will contribute to underwriting speaker costs. Ways are being explored to facilitate at-home reception of the free GI Simulcast on January 6<sup>th</sup>.
- **Nominating Committee** – Chet Thompson presented a slate of officers and Board members for the coming year. The following changes to the present officer line-up are noted: Secretary—Marcella Woodworth. New regular Board members are William Bell, Marcella and Archie Woodworth. New adjunct Board members are Rick Banks, Irwin Livon and Connie Thompkins. The demurrals of Ken Hill and Bill Jones for further service on the Board are very much regretted. A list of Standing Committee Chairs was also distributed. (See handout) Chet commented that all Board members should serve on at least one committee and if anyone has a special interest, they should contact the appropriate committee chairperson.
- **New College Discussion** – Chet Thompson reported on his discussion with New College officials. New College has suggested several ways in which SILL could interact with New College. They plan to endow a professorial chair out of the bequest from Peggy Bates's estate. SILL's help is sought in funding a program of awards for students to study overseas. New College also expressed interest in utilizing some of our speakers. The ensuing discussion among the Board raised questions regarding SILL's mandate, for example, whether SILL resources should be used to benefit institutions or individuals outside of its own sphere of activity. John McGruder summed up the relevant points, concluding that as currently presented the proposal does not seem to describe a true partnership.
- **SILL History** -- Dwight Hoover indicated that the history, as is often the case, will require more time and work than originally anticipated. He has uncovered many interesting facts, e.g., three years after the establishment of the organization, the Board cut admission fees by half. **N.B.** *Dwight is searching for Minutes from 1978-1983.*

Adjournment at 11:16 a.m.

Respectfully submitted, Joy McIntyre, Recording Secretary

**Next Meeting at 9:30 a.m., May 11, 2010, G.WIZ**

**Attached: Standing Committee Chairs**

**Executive Committee**

Chet Thompson, President  
Mary Testa, Executive Vice President  
Mac Nicoll, Treasurer  
Marcella Woodworth, Secretary

**Nominating**

Chet Thompson, Chair  
Peter Huber, Vice Chair  
Garnett Campbell  
Beth Cotner  
Don Savage  
Mary Testa

**Programs**

- **Global Issues**
  - Roy Turrett, C
  
- **Music Mondays**
  - June LeBell, C

**Marketing and Public Relations**

(OPEN), Chair

**Registration**

Joan MacDonnell, Chair

**Finance**

Mac Nicoll, Chair

**Human Resources**

Garnett Campbell, Chair

**Facilities and Production**

Bill & Ruth Bell, Chair

**Technology**

Bob Germain, Chair

***Sarasota Institute of Lifetime Learning***  
***Minutes of Board Meeting May 11, 2010***

**Board Members present:** Patricia Chapman, Beth Cotner, Robert Germain, Dick Hart, Kenneth Hill, Peter Huber, June LeBell, Joan MacDonnell, Joy McIntyre, Mac Nicoll, Don Savage, Frances Smith-Williams, Mary Testa, Chet Thompson, Roy Turrett, Gwen Wilson; John McGruder and Robert Bailey, Ex-Officio

**Board Members absent:** Don Blivas, Ruth Bell, Garnett Campbell, William Jones

**Adjunct Members present:** Dwight Hoover, Archie and Marcella Woodworth

The meeting began at 9:31 a.m. The Minutes of April 13, 2010 were approved.

**Introductory Remarks**—President Thompson indicated that the agenda had been expedited. Barry Cowell, Vice-President of the Merrill Lynch office in Bradenton was introduced by Kenneth Hill. Barry is interested in working with SILL. It was noted that Rick Banks and John McAward, who were previously introduced, will join the Board as Adjunct Members.

**Fiscal Year 2011 Budget Report**—Mac Nicoll presented the projected budget for the coming fiscal year, noting increases in allocations. (See Budget 2011 Report.) The Expense categories have been increased to allow for 40 SILL-A-BRATION costs. Peter noted that SILL had 91 events this year. It was commented that bills from Group EFO need to be broken down according to project. The brochure alone cost over \$15,000.

Mary Testa again requested that checks for FOS be sent to the Registrar for proper tracking. She also requested that the Registrar and Treasurer close their books on the same day. Chet asked Don Savage and Mac to facilitate a decision in this regard.

Don Savage suggested that next year's budget be presented before a decision is made regarding ticket prices. Mac said the Finance Committee has already considered this issue and expects to recommend ticket price increases for 2012. Don further reinforced his comment that expenses be clarified and various options considered before setting ticket prices.

One line item that has increased is luncheon entertainment expenses. A form "Request for Reimbursement" should be codified and used to identify expenses.

Not reflected in the budget for 2011 is potential Simulcast expense. Ed Ogiba has agreed to market the Simulcast for a percentage of the revenue (detailed below). There was a consensus that this might be a useful test-run. Beth made a motion, seconded by Bob Germain, that we retain Group EFO to market the Simulcast only to retirement homes for a commission percentage of 25%, 20% and 15%, declining with each added new contract. The motion passed with one abstention and some nays. Four current venues have agreed to renew at \$4000. John McGruder suggested considering a two-tier pricing scheme for venues of varying audience capacity.

Peter Huber moved, seconded by Pat, that the 2011 Budget be accepted as presented. The motion passed.

**Nominating Committee Report**—Ken Hill moved that the Officers & Chair Report be accepted as presented. The motion passed. Mac Nicoll moved that the new Board be accepted as presented. It was noted William Bell, Archie and Marcella Woodworth, and Past President, Dr. John McGruder have all accepted regular Board status.

**SILL-A-BRATION Update**—Peter Huber reviewed the projected costs for the event, which in most cases have increased. Costs are now estimated to be circa \$2000 below the \$30,000 approved by the Board. (See 40<sup>th</sup> SILL-abration Budget Estimate 5-10-10.) A donation of \$2,500 from Harris Bank was noted. John McGruder commented that as many as 1000 hook-ups might be expected. There was discussion of the costs listed under “Additional.” The Herald-Tribune should be encouraged to offer more active sponsorship. John McGruder and June LeBell described their channels of contact with the Herald-Tribune. January 13, 2011 will be requested as a firm date for the Mayor’s Proclamation. There was discussion of the cost of ticket selling by the Players vs. other options. Peter said he would address the issue with Michelle. It was further noted that, although the costs might seem high, Players already offers cost-free or price accommodation for many of SILL’s needs.

**Information Systems**—Bob Germain reported that an interactive calendar has been added to the website. The Program Committee Checklist was explained in detail. This carefully designed document and the Speaker Information Sheet are a great help to the recruiters. Roy Turrett commended Gwen Wilson and Bob for their excellent work.

**Global Issues**—Roy Turrett remarked that speakers on domestic issues are becoming more scarce and more expensive. It was noted with some satisfaction that Norman Ornstein assented to our honorarium, but suggested a luncheon lecture in place of a seminar. Various options will be explored. Fourteen dates remain open to-date.

**Music**—June LeBell reported that Dick Hyman had been invited for the SILLabration for a fee of \$2500. After some discussion, the consensus of the Board was that the fee was justified.

**Registrar’s Report**—Joan MacDonnell reported that season-ticket sales had been down a bit, but walk-in sales were way up. This trend was also noted in the previous year. Interesting to note, even during the first month of the season people continued to buy season subscriptions. Don remarked that the ad which appeared in the newspaper in late December made a significant difference. Follow-up ads each week also contributed to increased daily sales. Pre-registration is now complete. Wednesday and Thursday (now closed) numbers are significantly ahead of last year. Thursday’s renewal rate is 85.93%. Wednesday, 81.3%. Tuesday remains forlorn. FOS donations are up 40% over last year.

**Volunteers and Recruiting**—It was reported that Marge Mansbach will head up PR activities, together with Ed Ogiba. Rose Walker, still in faithful attendance, will be 100 years of age. The interest of Mr. and Mrs. Friedman, from Chicago, in SILL’s activities was welcomed with enthusiasm.

**SILL History Project**—Dwight Hoover commented that for the first twenty years of its existence SILL paid no speaker honorariums, then voted a mere \$25.

Adjournment was at 11:45 a.m..

Respectfully submitted, Joy McIntyre, Recording Secretary

N.B.: Next Meeting at 9:30 a.m., June 8, 2010 at GWIZ

## *Sarasota Institute of Lifetime Learning*

### *Minutes of Board Meeting June 8, 2010*

Board Members Present: Don Blivas, Garnett Campbell, Robert Germain, Dick Hart, Kenneth Hill, Joan MacDonnell, John McGruder, Don Savage, Frances Smith-Williams, Mary Testa, Chet Thompson, Roy Turrett, Gwen Wilson, Archie and Marcella Woodworth

Board Members Absent: Ruth and William Bell, Patricia Chapman, Beth Cotner, Peter Huber, June LeBell, Donald Leidel, Joy McIntyre, Bob Bailey, Ex-Officio

Adjunct Members present: Rick Banks, Dwight Hoover

The meeting began at 9:30 a.m. The Minutes of May 11, 2010 were unanimously approved. It was determined that a Quorum was present.

Registrar: Don Savage reported that Season Ticket Sales are doing very well, with \$122,021 in 2011 compared to \$82,043 in 2010 Total Sales. Sales on Tuesday continue to lag. Since Venice does not pre-sell until the Fall, there was no report for Venice. Although April 30 was the official end of Pre-Registration, monies are still being received for Season Tickets.

Friends of SILL receipts for 2011 are up considerably over 2010 to date, \$16,121 versus \$11,618. \$5,650 in contributions will arrive shortly, \$5,000 of which is from Sol Berg. This does not include the extraordinary one-time Peggy Bates contribution which has been received, but not assigned. A one-time contribution from the Harvey Gutman estate last year was identified. Chet asked what percentage of FOS contributions are normally received after today's date. It was stated that most contributions come from Thursday attendees and that most have been received.

John McGruder asked what will be done with the Peggy Bates monies. He suggested the Ad-Hoc Fund-Raising Committee look into this as a part of an "Estate Planning" arrangement, so as not to co-mingle the funds with other FOS monies, then to come back to the Board with their report.

Finance: Mac Nicoll was not present, but Chet reported that SILL is just about where it was last

year. No Report.

Marketing and Public Relations: Chet reported that all venues have given verbal commitments to renew for the 2011 season, with signed contracts to follow in September. All involved with the free music lecture 7, January 2011 have committed: Holley Hall; June LeBell; Dick Hyman.

The previously approved memorandum of understanding (MOU) with Mr. Ed Ogiba to "sell" simulcast has been completed. Mr. Ogiba will represent SILL in selling Simulcast at the commission rates of: 25% of the total revenue paid to SILL by the residence paying the highest revenue; 20% of the total revenue paid to SILL by the residence paying the 2<sup>nd</sup> highest revenue; and 15% of the total revenue to SILL by each additional residence. Except that no commissions will be paid for the sales of Global Issues to: 1.) Cascades of Sarasota; 2.) Freedom Plaza; 3.) Kobernick House; 4.) Plymouth Harbor and; 5.) Sarasota Bay Club. Mr. Ogiba would like some flexibility in signing up new venues. He would like to have alternatives to the current \$4,000 for 12 simulcasts, for example, by breaking the package down to 6 or 3 simulcasts. The client would not be allowed to "cherry pick" the lectures, however, and if the package is divided the next increment would be more expensive (a premium). The consensus was that Chet would work directly with Ed Ogiba to fine tune Simulcast packaging and pricing to address these requirements, consistent with this discussion.

Discussion followed with John McGruder suggesting that selling Simulcast for Tuesday lectures would make Tuesdays look special and have positive benefits to Tuesday's lagging sales. Chet pointed out that this could cause some difficulty in 2011 since most Simulcast facilities have busy calendars that they juggle. That this be part of the dialog with clients in 2011 for 2012 Simulcast was recommended by Chet.

Ed Ogiba would like to sell Music while selling Global Issues, then report to the Committee as to responsiveness of clients. January 6 & 7 are expected to be "winners". Ed plans on calling/selling mid-June to October. Holley Hall has said "Yes". Studio 26 has said "Yes". June has said "Yes". Rick Banks has said "Yes". Chet would like to give Mr. Ogiba the go-ahead to explore this possibility. They will come back to the Board before making a hard commitment to deliver Music Mondays via Simulcast. It was the consensus of the Board to explore this. Releases would be needed from Music. Global Issues have releases.

On June 6 Chet and Ed Ogiba met with Ms. Diane McFarlin of the Herald Tribune and received a positive reception. They were congratulated on presenting a proposal regarding Sill's 40th Anniversary. Ms. Carrie Rasmussen will contact heraldtribune.com and will respond via e-mail to Ms. McFarlin. Ms. McFarlin's follow-up e-mail was quite positive.

On a separate issue, Dwight Hoover suggested dividing the season into a 6 week "winter season". Due to the poor economy he thought this might be necessary in the future.

Discussion followed. Gwen thought that this might be a disadvantage to the sale of Day Tickets and that SILL schedules its' program for the entire season. Garnett thought the idea had merit and would alleviate attendees waiting in line to purchase day tickets in bad weather. John McGruder pointed out that we now oversell and are currently selling out most days in Sarasota. Joan MacDonnell suggested this would also create added complication in record keeping without much benefit. The consensus was to drop the idea due to lack of support.

Technology: Bob Germain and Chet Thompson met with Mr. J.B. Tomlin at Players regarding the new built-in projection system Players is installing. There will be a new, larger screen overhead for more visibility which was designed for the up-coming performance of "Tommy". This bigger screen retracts and two smaller screens can replace it. There is new digital wiring and an additional screen in the lobby, 4 screens in total. The normal fee paid for slide shows is \$900-\$1,000. Due to this streamlining, more people will be able to operate the updated system. Discussion included the following comments: the big screen is needed for lectures so that maps, etc. can be seen from the back rows (Rick Banks); the speakers should be given the remote control on slides for maps, etc. (Frankie); for the last one-third of the 2010 series every speaker had slides (Chet). Chet identified that the meeting with Mr. Tomlin was very productive.

Global Issues: Roy congratulated Bob Germain on the new SILL Program Calendar that Bob created. It is very accessible and easy to use. Most lectures have been confirmed and scheduled. The calendar shows Topics, not Titles as yet. Copies of the 2011 calendar were distributed to those present.

Discussion followed on the possible Seminar/Lunch with Q & A requested by Norm Ornstein, considered one of the top speakers on politics in the country. This has never been done before by SILL, but Ken Hill identified his Ambassadors' group does this on a regular basis, with the cost for lunch estimated to be \$20 to \$25. There would be 50-60 people at the luncheon. Frankie Smith-Williams checked on Michael's, Sarasota Yacht Club, and Sara Bay Club. The Oaks is also a possibility, but dates, number of attendees, and menu would need to be confirmed for all of these sites. Sara Bay's price would be approximately \$20 and Tiger Bay's would be about \$25 (@ 300 people). John McGruder said there should be different price levels for members, non-members, subscribers, etc. There was discussion as to whether attendance should be limited to Board (paying) and FOS members only. Roy thought Yes. Mary Testa suggested that a \$250 or more contribution would allow attendees to have lunch with the speaker. John McGruder thought that when the Speaker's fee is included, this it is no longer a

modest expense. Mary proposed that the invited be on a "first come, first serve" basis. It was generally agreed that those attending the Seminar/lunch should be seminar attendees, FOS, and paying Board members.

There was general excitement about the idea with agreement that this Seminar/Lunch should be kept revenue "neutral". Ken thought the speaker should receive his usual Honoraria and then offer the lunch for \$20. He gave the example of a Tropical Salad, with green salad, and dessert at Sara Bay. John McGruder felt the biggest negative was that it would set a precedent for other seminar speakers who would rather do a 2 hour Luncheon seminar than a three hour interactive seminar at G.Wiz. It was then suggested that this could be identified a 40th Anniversary special event and not advertise it in the brochure or elsewhere. It was agreed that the Ornstein Seminar/Lunch should be pursued, with one dissenting vote.

On another matter, Mary Testa identified that Thursday/Friday speakers are being sent a packet containing the Simulcast Release Form and are requested to return it before July 3, her departure date.

Facilities: A motion to change the name Facilities and Production to simply Facilities was adopted. This will be changed and noted in the by-laws. There was no report.

Volunteer Coordination: Garnett is working with Barry Cowell (Simulcast Committee); Jorie and Richard Friedman, Jim Lorie of Venice on Marketing; and Ambassador Douglas McElhaney. Marge Mansbach was to meet with Rose Walker, but is experiencing some medical issues. Rose Walker turned 100 today (June 8) and it was agreed that Mary Testa will send flowers to her on behalf of SILL. A motion to change the name Human Resources to Volunteer Coordination was adopted. This will be changed and noted in the by-laws.

Bates Memorial: Mary Testa reported that the first Thursday of the season will be called the Peggy Bates Memorial Lecture and will appear titled as such in the Power Point Presentation on that date. Frankie Smith-Williams suggested that Scott Behoteguy, one of the founders of SILL, be memorialized in some manner. Mary T., Don Blivas, and Dick Hart will assist. The Sarasota Herald-Tribune has done an article in the past on Scott B. and his affiliation with SILL.

SILL History Project: Dwight Hoover identified that the first chapter of the History of SILL is on

the website and the second chapter is available. Bob Germain will put it on the website. Dwight needs press clippings and minutes up to 2003. Mary has minutes from 2003-2004 and 2005 forward are on the website. Bob Germain will provide.

Corrections and Changes to 2011 Committees: Facilities and Production is changed to Facilities and will be changed in the By-Laws as such; Human Resources is changed to Volunteer Coordination and will be changed in the By-laws as such; Archie Woodworth was mistakenly included on the Long-Range Planning committee list. His name will be deleted.

Adjournment was at 10:57 a.m.

Respectfully submitted, Marcella Woodworth, Secretary

N.B.: Next Meeting at 9:30 a.m., September 13, 2010, G.WIZ Conference Room

**Sarasota Institute of Lifetime Learning**  
**Minutes of Board Meeting September 14, 2010**

**Board Members Present:** Bob Germain, Dick Hart, June LeBell, Don Leidel, Joan MacDonnell, John McGruder, Don Savage, Frances Smith-Williams, Chet Thompson, Archie Woodworth and Marcella Woodworth

**Board Members Absent:** Ruth and William Bell, Don Blivas, Garnett Campbell, Patricia Chapman, Beth Cotner, Peter Huber, Joy McIntyre, Mac Nicoll, Mary Testa, Roy Turret and Gwen Wilson

**Adjunct Members present:** Rick Banks, Bob Bailey, Dwight Hoover and Jane Hopkins

The meeting began at 9:30 a.m. Due to lack of a Quorum, the Minutes of the June 8, 2010 could not be approved. The changes to the By-Laws Article VII, Section I, g. and h. were read into the Minutes. These changes reflected the Committee name change from (g.) Human Resources to **Volunteer Coordination Committee**; and (h.) Facilities and Production to **Facilities Committee**.

**Music Mondays:** June LeBell reported the 2011 **Great Performers** series has been scheduled and expressed great excitement over the many prominent performers who will be participating. Outstanding names include: **Jacques d'Amboise, Martina Arroyo, Marni Nixon, and Leif Bjaland.**

There will be 13 dates scheduled for Sarasota, with 9 in Venice in 2011. The 2012 season will return to musical lectures. June suggested possible SILL collaboration with WUSF radio, which provides "all classical music all the time". They offer 12 hours of programming (7 a.m. to 7p.m.) and, with a \$1,000 sponsorship, will permit 15 second announcements. Further discussion on this matter followed the meeting.

**Registrar's Report:** Don Savage announced that **Total Ticket Sales** through September 13, 2010 **broke the \$130,000 mark**, with Tuesday sales still lagging. In addition, there has been an increase in the number of **Friends of SILL** contributors, with **an amazing \$21,896 collected** year-to-date, and some large new contributors. Since there has not yet been advertising for SILL's 40th Anniversary, it was identified that this was likely unrelated to those events. In the future, donors contributing \$5,000 or more will receive one complimentary seminar ticket and two regular tickets as a "Thank You" from SILL.

There was discussion as to whether FOS solicitation should be part of the promotion for the 40th Anniversary events. The matter was referred to the **Fundraising Committee** for their

review and analysis, with their findings to be presented to the Board.

Don also stated that the Registrar is ready to proceed with sales in November, when the Brochure is released for distribution. On-line registration begins in October. For the moment, the bulk of monies have been received, until registration begins anew after the publication of the brochure. Wednesday GI in Sarasota is full, but there may be more sales for the Tuesday series for this reason.

It was also explained that **USF** is planning a function to honor **Robert Barylski** (details on the USF website). Chet stated that he will plan on representing SILL at this function and encourages other SILL Board Members to attend, if possible. Robert Barylski has been an ever-popular speaker at SILL over the years and has, on occasion, helped out by filling-in for another speaker on short notice. (Sill has since decided it will provide a gift certificate for dinner at the Ritz Carlton as a gift for Dr. Barylski also).

**40th Anniversary Report:** Archie Woodworth provided the summary on behalf of Peter Huber. He distributed the two page Update, with the Budget dated 8-24-10 prepared by Peter. Highlights include the generous participation of the Herald-Tribune with the SILL-a-Bration Days, providing \$15,000 worth of white space ads, including some premier space locations. Their website will be the direct portal for those wishing to stream the free simulcast, with Bob Germain being the Technical interface with H-T on this.

Friday's Jan. 7 free Music lecture will be simulcast, as well. SILL-a-Bration is still on budget, even with advertising. There will be an announcement in SRQ magazine and in the Players Theater playbill.

The Board Reception and Dinner budget was adjusted to \$5,800, with the Bar and Liquor option eliminated. Wine will be provided with dinner. There will be a cash bar before and after dinner. Discussion of details of these arrangements was tabled until Peter can respond directly to inquiries.

It was requested that a DVD from Studio 26 (Pathfinder, Georgia) capture the Simulcast to provide to SILL for Archival purposes.

**Simulcast:** Chet Thompson indicated that all those who signed up for Simulcast in 2010 have re-signed for 2011. Kobernick House, as well as (a.k.a. "Sun City") will also do the Music Simulcast. "The Landings" is a potential subscriber and may want Music as well. June voiced a concern that simulcasting to a location such as "The Landings" might take away from attendance at the live presentations. Sarasota Bay Club and Plymouth Harbor want to do the Simulcast for 2012, with the "Cascades" trying to get to 66 subscribers. There is the potential of 2 Music and 5 Global Issues simulcast, with as many as 6 GI and 3-4 Music. The \$6,000 costs to Pathfinder (the Georgia router for Simulcast) can be covered by two simulcast contracts (e.g. \$3,000 price for Music). Chet has asked Peter to bring a report to the Board on the future of Simulcast.

**Information Systems:** Bob Germain stated that the brochure is on schedule, with proofing being aided by Don Savage and Joan MacDonnell. The final date for changes is September 23. The brochure then goes to Group EFO. It will be done by the end of October, ready for November 1st. distribution. Praise for the cover artwork was enthusiastic. Mailings will account for approximately 2,000 brochures and be received in time for season ticket sales. The question of "culling" the list was raised and a discussion ensued. This was tabled until the new head of Marketing is assigned and able to address the question. Brochures will also be distributed through libraries and other locations in Sarasota and Venice.

Chet will be sending out an e-mail blast to members to identify highlights of the coming season.

**Global Issues:** Don Leidel reported on behalf of Roy Turett and identified new titles for Jenny Lincoln and Jerry Pubantz lectures. The Ornstein Luncheon Lecture is on track to be held at Sarasota Yacht Club (SYC) and will have a "teaser" announcement in the SILL brochure and e-blast. Discussion of details of the Luncheon/Seminar was tabled until Roy is present.

**Historian:** Dwight Hoover has done an "Organizational History" of SILL and hopes that we will take the time to read it. It will be available on the website in the future. It was suggested that perhaps it might be published for former SILL Board Members, or in some cases, the children of former Board Members. John McGruder said he has voluminous files on SILL's history from Scott Behoteguy. Discussion on this was tabled until a later date.

**The Meeting was adjourned at 10:45 a.m.**

Respectfully submitted September 23, 2010: Marcella T. Woodworth, Secretary

## October 12, 2010 SILL Board meeting Minutes

**Attendees:** Chet Thompson, Don Savage, Frances-Smith Williams, Archie Woodworth, Dick Hart, Mac Nicoll, Don Blivas, Joy MacIntyre, Peter Huber, Bob Germain, John McGruder, Roy Turrett, Joan MacDonnell and Marcella Woodworth

**Adjuncts:** Jane Hopkins, Rick Banks, Dwight Hoover, Lee Solomon

Meeting started at 9:30 a.m.

Due to lack of Quorum at the September Board Meeting, it was moved and seconded that the Minutes of the June Board Meeting be approved. They were approved unanimously.

The September Minutes were approved unanimously.

**Treasurer's Report:** The year ended quite well. **Mac Nicoll** identified SILL's income for Fiscal year 2010 was **\$53,000**, which when added to our prior year's accumulated profits (and losses) resulted in retained earnings of **\$445,000** at June 30, 2010. Cash on hand (banked) at June 30 was **\$553,000**. Discussion followed as to how to best utilize this money and maintain SILL's not-for-profit status. Mac was not concerned since the monies can be designated as Endowment. This question has been reviewed before and SILL is in compliance. **Long-Range Planning** will review what to do with these funds. **Chet** paid tribute to the Board for its management and programs which have given SILL this enviable financial position.

**Registrar's Report:** **Don Savage** identified that starting next month **Joan MacDonnell**, as Committee Chair, will deliver the reports. When comparing all of 2009 with all of 2010, ticket sales have done very well. With no program yet published, almost all tickets for **Music** are sold (**94%** of last year). This may mean a thin revenue at registration time, but ticket sales are in good shape going into the registration period for 2011. There have been additional donors at the **Benefactor** level. Two new couples have recently contributed **\$1,000** or more.

Thursday in Sarasota is possibly being over-sold, which may mean turning away walk-ins. Currently there is a **waiting list with 20 to 30 names**. **Michelle** of **Players Theater** will now have a projection screen available in the main reception area with seating for some of the over-flow attendees. A strong Tuesday program may attract some of this over-flow once brochures are distributed. If weather is not a factor, **Don** suggested the possibility of delaying daily ticket sales to allow season ticket holders to take their seats.

There is no pre-registration in Venice, so series ticket sales will begin at the same time as

registration. **Joan** will handle these sales.

**Technology Report:** **Bob Germain** reported that the booklet is done and at the printers. (Received as of this writing.) **15,000 booklets** were printed this year compared to **13,000** last year. They are scheduled for mailing **November 1**. The SILL program scheduled to be on the SILL **website** by **October 15**. **Garnett Campbell** is handling volunteers' distribution of the brochure in Sarasota, **Archie and Marcella Woodworth** for Venice. Discussion followed regarding possible distribution to residential Sarasota, e.g. the Lakewood Ranch Burns Court Theatre location.

**Chet** thanked both **Bob** and **Peter** for having picked up the tasks of **Technology** and **Marketing** this past year. Kudos to **Bob** for his very quick response time on information and deadlines.

Discussion ensued regarding the possible 2 week interval between internet orders and the mailing of brochures. **John Mcgruder** was concerned that this would provide internet users advantage in the ordering process. **Don Savage** pointed out that with the availability of Pre-Registration, that this was not a problem in Sarasota. If Music sells out early, **Joy McIntyre** thought this would then encourage pre-sales in the future. Discussion of the possibilities of earlier mailing dates and reducing the number of brochures mailed, if e-mail registrants can be crossed checked with the current mailing list, were suggested for the future.

**Global Issues Program:** Global Issues is on track for 2011 **Roy Turrett reported**. **Dr. Norman Ornstein's Luncheon Lecture**, "Politics and Policy in Washington", is scheduled at the Sarasota Yacht Club for February 10. Information on the tickets, price, and menu will be decided within the next week now that the committee has returned to Sarasota.

**Marketing:** The Marketing budget increased slightly due to 4 additional pages of print and mail material. Three of the pages in the brochure were to accommodate full-page complimentary ads in exchange for **Sarasota Herald-Tribune's** approximate **\$15,000** of free ad space and **Harris Bank's \$2,500** contribution to the 40th speaker fees. The 4th page covered **Freedom Plaza**, a simulcast venue. **55%** of the budget went to brochure expenses, with **31% (\$8,600)** for **Herald-Tribune** regular season print advertising, which includes a large ad the first week of January. **\$1,050** is committed to 3 months of media advertising by **Burns Court Theater** at both their Sarasota and Lakewood Ranch locations. **\$5,000** of the budget was spent for **Group EFO's** print and artwork preparation. **Bob Germain** has been the communication link between SILL and Group EFO. The Approximately **500** people have signed up for free lectures on simulcast. The approved Marketing budget equals **\$28,000**.

#### **SILL-A-BRATION UPDATE**

**Free Lectures:** The free lectures of **Jerry Pubantz** are scheduled for 10:30 a.m. Thursday,

January 6 at **Players Theater** in Sarasota (with live **simulcast**) and again at 2:30 p.m. at **VCC** in Venice. **Dick Hyman** will start the **Great Performers** series with free lectures at **Holley Hall** in Sarasota the 7th of January at 10:30 a.m. (with live **simulcast**) and in Venice at the **Unitarian Universalist Church** the same day at 2:30 p.m. **Archie Woodworth** explained that Players Theater will collect and deliver to SILL information re. attendees gathered at time of ticket sales. This can be used later to compile a database on first-time attendees. In the case of Venice, the reverse side of the ticket itself will contain the needed information and attendees will be requested to have it filled out before turning their ticket in at the door. **Peter** requested that thought be given to photography by volunteers in Sarasota and Venice for these events in order to collate a "Memory" book for the 40th Anniversary.

**Dinner/Reception for Sill Board:** On **Thursday, January 6** the evening Dinner/Reception for Board members will be held at **Longboat Key Club**. The number of attendees used for planning purposes was **50**. **Peter Huber** proposed that invitations to the event be extended to both **Bill Jones** and **Dale Provenmire** of the UU Church in Venice. John McGruder has extended an invitation to **Scott Behoteguy**. It was agreed that former Presidents of SILL should be invited to this event, but **not** large donors.

Beginning at 6:30 p.m. there will be wine and beer available at the reception, with a toast before a musical interlude. From 7:00 p.m. to 7:30 p.m. **Joy McIntyre**, accompanied by **John Goodman**, will favor attendees with music and song in the "**Language of Love**", selections from a variety of linguistic origins. A buffet dinner with wine will begin at 7:30 p.m. E-mails with pertinent information will be sent to all invited.

**Volunteers' Luncheon:** On **Wednesday, January 12** the luncheon to honor volunteers will be held at **Michael's-on-East** at 12:30 p.m. **Garnett Campbell** is handling arrangements for the luncheon. If there is no additional charge by Michael's for doing so, the **Sill Board Meeting** will be held there before the luncheon.

**Week of January 17:** the ceramic **coffee cups** with the SILL Anniversary design will be distributed to attendees at the lectures and at simulcast venues.

**Peter Huber** proposed that there be a **pre- and post-lecture power point/simulcast** to include interviews and to highlight the upcoming season. Discussion followed as to how those registered for Simulcast will know to tune in early. **Peter** and **Bob** agreed that those pre-registered for simulcast will receive a note informing of the early (10:15 a.m.) broadcast.

**Simulcast Update:** Approximately **500** people have signed up for free lecture on simulcast. **Chet** reported that a request to bring down cost has been made to **Pathfinder TV**. Current costs will not exceed **\$2.00** per attendee. This broadcast is still free, with SILL picking up the cost. **John McGruder** recommended we should budget for 1,000 people. **Peter** wants to see

how registration progresses and that an over-run up to \$1,000 could be acceptable.

There was discussion as to how to promote this program. The brochure's GI and Music inside front covers identify the **Herald-Tribune website** and deadline of **January 4th** for registration. There will be an ad in **SRQ** magazine repeated in the December issue, with a full-page ad in January. There is also an ad for the simulcast on the **SILL website**. The **Herald-Tribune** is providing \$15,000 of white space advertising (requires combining the GI and Music schedules). There will also be ticket sales to December 18, then the advertising will go quiet over the Holidays and begin again in January.

**Lee Solomon** asked: "How did SILL go from the original concept of Promotion with Simulcast to limiting the numbers of Free simulcast due to price concern". Discussion followed, with **John McGruder** stating that he had hoped to provide the simulcast totally free...but cannot when the cost could be as much as \$40,000. **Lee's** main concern was that the numbers may be too limited. **Chet** pointed out the the original expense quoted was pennies, but is currently at **\$2.00**. Currently Simulcast is covering **Ed Ogiba's** expenses, who may scale back the size of the package for some venues. SILL has 4 venues to which we simulcast at present, with Music having been added. At present, it is trying to be run as a "break-even" operation. **Peter** pointed out that it could be used in the future as a way to accomodate over-runs at sold-out venues, and that the potential exists to use Burns Court Theater Sarasota/Lakewood Ranch locations for broadcasts.

Before closing the meeting, **Chet** reminded the Board that October 21 is the reception honoring Dr. Barylski at USF for those wishing to attend. A motion was made and seconded that a one-time donation of **\$500** be made in SILL's name to USF to defray the cost of this reception. The **ayes** carried the motion with one dissenting vote. The possibility of having Barylski as a Board member was raised to be discussed at a later date. **Chet** will pursue this.

The meeting adjourned at 11:00 a.m. by unanimous vote.

The next Board Meeting will be held at G. Wiz on **Tuesday, November 9 at 9:30 a.m.**

Respectfully submitted: Marcella Woodworth, Secretary

## NOVEMBER 9, 2010 SILL BOARD MEETING MINUTES

**ATTENDEES:** Mary Testa, Marcella Woodworth, Mac Nicoll, Don Blivas, Garnett Campbell, Pat Chapman, Beth Cotner, Bob Germain, Richard Hart, Peter Huber, June LeBell, Joan MacDonnell, Joy McIntyre, Don Savage, Frankie Smith-Williams, Roy Turrett, Gwen Wilson, Archie Woodworth, and Bob Bailey

**ADJUNCTS:** Dwight Hoover, Jane Hopkins, and Irwin Livon

**Mary Testa** called the meeting to order at 9:30 a.m. It was moved and seconded that the Minutes of the last meeting be approved. They were approved unanimously.

### COMMITTEE REPORTS:

**Treasurer's Report:** **Mac Nicoll** reported that **\$28,414** of **pre-paid rent** will be expensed the first part of March, 2011 because the **Venice Community Center** bill is often not received until Spring. **Deferred Revenue** under Current Liabilities is **\$137,009**. These **Balance Sheet** items are as of **November 1, 2010**.

On the **Profit and Loss side (July 1 through November 1)**, it was identified that **Advertising/Marketing expenses** equaled **\$18, 207**, with the difference between this and last year's **\$7,540** a matter of **timing**. Almost **all** of this year's charges, **including Brochures**, were in **Marketing Expenses**. Last year this was not received until later in November.

**Registrar's Report:** **Joan MacDonnell** identified that Wednesday/Thursday figures are well defined in **Sarasota** as of **November 8, 2010** due to pre-registration. **Venice** has no pre-registration. **Music Mondays** is selling out rapidly in Sarasota. **345 tickets** have already sold in **Sarasota**, with maximum seating at **475**.

Discussion followed as to what, if any, **cut-off point** should be established for sales in order to accommodate possible walk-ins on **Wednesdays**. **June LeBell** reported that concerts in New York normally sell 2/3 or 3/4 of the house. The balance is reserved for walk-ins. It was decided that pre-sales will be capped at **375** since **maximum seating** at **Holley Hall** is **475**. The question of a change of venue was discussed. Currently, the only alternative would be **Van Wetzel**. The possibility of overflow being directed to **Venice**, which is undersold at present, was also discussed. This was identified as not a popular choice for some. Not having available seating this year may convince some to pre-register next year.

**Seminar** ticket sales are proportionately down at **61%** of last year. With maximum seating at **30**, seminars generally operate as a **break-even** situation.

**Technology:** **Bob Germain** reported that the **2011 booklet** has been published, with the **website** reflecting the content of the booklet. The paper stock used for the booklet is lighter than last year, with the booklet itself containing **4 additional pages**. This accounts for the **\$1.93 postage** to mail separately. Still, lighter paper stock will be looked into for next year. It was agreed that the look and layout of the booklet is beautiful.

**Volunteers:** **Garnett Campbell** has secured commitments from the **same volunteers** who distributed brochures last year to **21 venues** in the **Sarasota/Manatee** area. With **100 boxes**, each box containing **150 booklets**, a **total of 15,000 SILL** brochures are expected to be distributed this year in the Sarasota/Venice area, an increase over last year's 13,000. Approximately **3,500 copies** went to **Venice**, with **46 boxes** currently remaining at G.Wiz.

**June** recommended that at least **150 brochures** be brought to the reception area for the **free lectures** at Holley Hall and Players Theater, since there will be many new attendees for these events.

**Global Issues:** **Roy Turrett** identified that GI is replacing one of the seminars with a Luncheon/Lecture by **Dr. Norman Ornstein**. The title of the Lecture will be **Politics and Policy in Washington in 2011 and 2012**. It scheduled to be held at the **Sarasota Yacht Club** at 12:30 p.m. on February 10, 2011. The price of this event is **\$50**, including Lunch, Lecture and gratuities. Maximum seating is **60**. Ticket application forms will be able to be downloaded off the SILL website, filled out with menu selections and sent in with the check to hold reservations.

Discussion ensued. Bob Germain asked what will be required to be put on the SILL website. It was explained that a page identifying the Title, Name of Speaker, Location, Date, Time, and Menu, etc. will be developed. This downloadable page will be filled out by the attendee to identify number of guests, menu selections, etc. and would be sent to SILL with their Check by a **specified deadline**, so that menu selections could be conveyed to SYC in a timely manner. **Mary Testa** and **Don Savage** will work out ticketing details. **The Bergs, and certain invited guests** will be extended invitations. **Pat Chapman** and **Frankie-Smith Williams** have reviewed the seminar attendance list and identified approximately **15 people** who are **regular** seminar attendees. These will be extended first option for ticket purchase, then ticketing will be open to the general public.

**Mary Testa** will keep a **Master List** of attendees' names, checks, and menu selections, and acknowledge receipt of payment. She will devise **3 color-coded tickets**, depending on menu selected, to be picked up at the entry to the room on the day of the lecture. The speaker will lecture for 20-30 minutes. He will then take questions from the floor in **Q & A**. A podium and mike, as well as a handheld mike, will be available. There is limited seating with the more intimate "seminar" style of this lecture, so

preference will be given to attendance by the **general public**. This is an **experimental "hybrid"** of Lecture/Luncheon/Seminar aimed at getting more of the general public to attend. The price/cost is expected to be a **"break-even"** situation for SILL. Thanks to **Frankie** and **Marcella** for the work they have done on this. We, the Committee, will be largely dependent on **Bob Germain** for website access and **Peter Huber** for **Marketing** and **Publicity**.

Included in the discussion that followed were the following:

**Peter Huber** - Will there be special notice to **Friends of SILL** ?

The **Bergs**, who have held **"angel"** status (\$5,000 or above) for a number of years, were identified as receiving a priority invitation.

Discussion as to attendance preference to seminar attendees/the general public/the Board followed.

Regarding the timely collection and payment of monies to **SYC (50% of estimated cost by January 27, 2011)**: If SILL chose to **pre-pay** these expenses, the timely submission of **menu selections** (two weeks in advance of Feb. 10) to **SYC** is still **necessary** for menu planning purposes by SYC.

**ROY**: Those who **regularly** attend the seminars will be given first option to attend. It will then be opened to the **general public**. This is a **test** and putting the ticket request form on the website is a way judging the kind of response to an event such as this.

**Marketing**: **Peter Huber** reported that press releases were made in October and that there will another in November. The 2011 brochures are currently being distributed and a list of speakers available for interviews has been developed. Jerry Pubantz and his wife will be at the Board Reception. Expenses will be shared between SILL and the 40<sup>th</sup> budget.

Interviews of Chet and June will be conducted **December 6**. Peter will work this schedule out with Ed Ogiba, Steve Lempke and Studio 6.

The SILL brochure budget came in at **\$5,400**, slightly over planned due to the 4 additional pages and ads. With added mailings and pages, the overall cost was **\$17,525**, with \$15,400 having been budgeted.

**Beth Cotner** will be taking delivery of the Sill-a-bration cups this afternoon. She requests help in distributing them to the various venues: Holley Hall, Players Theater, Venice Community Center, and the Unitarian Universalist Church. These cups will be distributed to attendees the second week of SILL's **regular** season, **January 17**.

A question regarding tickets for the free lectures was raised. **Archie Woodworth** identified that volunteers working the days of the **free** lectures will **not** require tickets. This will be communicated by the supervisors at each venue. Tickets will be available as of December 13. The front of the ticket will show the SILL logo with the 40<sup>th</sup> Anniversary identified and a request that the recipient fill out the back of the ticket for admission. Tickets will be numbered in order to track. A maximum of **497** tickets

will be available for Player's Theater, with **475** for Holley Hall.

**Simulcast:** In a brief summary, **Mac Nicoll** identified that out 5 venues, 3 signed, two are pending. One is a low possibility, and another declined. Kobernick House and Freedom Plaza have given verbal Okays to Music, with Grand Bay Communities pending. **Mary Testa** will send out the remaining Simulcast release forms. Music was sent out two weeks ago, others were sent earlier this summer.

**June LeBell** has delivered brochures to her USF classes and released an announcement to New York audiences regarding the Sill Music program. **WSMR radio, 89.1**, is up and running in Sarasota. SILL, with its' \$1,000 Founder's sponsorship, will be listed in brochures as such and receive 15 second announcements of their sponsorship. **WSMR** radio provides 12 hours of programming from 7 a.m. to 7 p.m. with "all classical music all the time".

**Bylaws – Proposed Amendment:** **Gwen Wilson** explained that the change recommended to the Bylaws is to bring them into compliance with Robert's Rules on the **President's** ability to appoint and serve on the **Nominating Committee**.

From RONR 9th Edition (1990):

Page 425: "Although in organizing a new society it may be feasible for the chair to appoint the nominating committee, in an organized society the president should not appoint this committee nor be a member of it--ex-officio or otherwise."

Page 486: "In addition, a clause conferring on the president such power of appointment [to committees and members] should exclude the nominating committee."

There may be additional instances, but the intent is clear. I offer the changes below as an alternative to our bylaw's direct opposition to *RONR's* position.

*To be deleted (gray and italics)*

**To be added (red)**

#### ARTICLE V. BOARD OF DIRECTORS

Section 4. Vacancies. Any vacancy occurring on the Board due to death, resignation, termination, refusal, or inability to serve shall be filled for the unexpired portion of the term by majority vote of the remaining directors. Nominations of candidates to fill any unexpired term of a director shall be made by the Nominating Committee and approved by the Board as expeditiously as possible.

## ARTICLE VI. OFFICERS

Section 3. Vacancies. A vacancy in any office due to death, resignation, termination, refusal or inability to serve shall be filled for the unexpired term by a director elected by a majority vote of the full Board, after nomination as prescribed in Article IX, excepting a vacancy in the Office of the President, which shall be filled for the unexpired term thereof by the Executive Vice President. The Office of the Executive Vice President shall then be filled as provided above.

## ARTICLE VII. COMMITTEES AND ADVISORY BOARDS

There shall be nine standing committees. *Each standing and ad hoc Committee shall have a director serving as Chair and appointed by the President, excepting Program, which consists of subcommittees having their own Chairs and Vice Chairs, appointed in the same manner.* Each standing and ad hoc Committee shall have a director serving as Chair and appointed by the President, excepting Program, which consists of subcommittees having their own Chairs and Vice Chairs and appointed in the same manner, and Nominating (see Article VII. Section 1. b.). Each standing Committee and Program Subcommittee Chair shall appoint one Vice Chair who shares responsibilities and in the absence of the Chair shall assume all the duties of the Chair. The Treasurer shall appoint an Assistant Treasurer. All committees, excepting the Executive Committee, are required to meet in person at least once a year.

### Section 1. Standing Committees:

b. Nominating (see also Article IX, Section 1). *The President shall appoint a Chair and two or more members of the Nominating Committee, subject to approval by the Board.* At a regular meeting with a quorum, the majority of directors present shall elect a Chair of the next Nominating Committee, who has been nominated by the current Nominating Committee or from the floor (as permitted in Article IX, Section 1), and that Chair shall appoint two or more members to the Nominating Committee, one of them designated to serve as Vice Chair. The Board President shall not appoint nor serve on the Nominating Committee.

## ARTICLE IX. NOMINATIONS AND ELECTIONS

Section 1. Nominating Committee. The Nominating Committee shall meet prior to the May annual meeting to nominate up to eight directors for a term of three years. Other special meetings shall be called as needed. Additional nominations may be made to fulfill unexpired terms. In addition, the Committee shall nominate a slate of officers and the next Nominating Committee Chair, as listed in Article VII, Section 1, for election to a one-year term. A candidate's consent is required

for nomination. Any director may ask the President to call for additional nominations from the floor.

Section 2. Voting. Voting will take place at a legally constituted meeting. Board members who are candidates for election as corporate officers and candidates to the Board shall be elected by a majority vote of the directors present and shall assume their duties on July 1.

#### ARTICLE X. AMENDMENT

Section 1. Bylaws\*\*. The Bylaws may be amended by a two-thirds majority vote of the Board at a legally constituted meeting. A proposed amendment should be submitted to the Board in writing in advance. The President shall present the proposed amendment to the membership at any regular or special meeting. The full text of any approved amendment shall be furnished in writing to all members of the Board. The Secretary shall maintain copies of all approved amendments to the Bylaws.

**Don Savage** made a motion to pass the proposed changes to the Bylaws. **Bob Germain** seconded the motion. The motion was **passed**, with one **dissenting** vote.

If further changes to the Bylaws are desired, please write them up and submit them to **Gwen Wilson**.

**Mary Testa** is keeping record of **Hosts/Moderators** for the lectures and will provide this at the next Board Meeting.

**Mary** reminds Board Members that arrangements for the Board **“Holiday Luncheon”** are being made for after **the next Board meeting Tuesday, December 14 at G.Wiz**.

The meeting adjourned at 10:30 a.m. The next Board Meeting is at G.Wiz on Tuesday, December 14 at 9:30 a.m.

Respectfully submitted: Marcella Woodworth, Secretary – November 19, 2010

## DECEMBER 14, 2010 SILL BOARD MEETING MINUTES

**ATTENDEES:** Chet Thompson, Mary Testa, Marcella Woodworth, Mac Nicoll, Bill Bell, Ruth Bell, Garnett Campbell, Patricia Chapman, Beth Cotner, Bob Germain, Richard Hart, Peter Huber, June LeBell, Don Leidel, Joan MacDonnell, Joy McIntyre, John McGruder, Don Savage, Frances Smith-Williams, Roy Turrett, Gwen Wilson, Archie Woodworth

**ADJUNCTS:** Rick Banks, Jane Hopkins, Irwin Livon, Lee Solomon; **NEW ADJUNCTS:** Dr. Robert Barylski, Mr. Richard Friedman, Ms. Carol Lieberman, and Ms. Jorie Lueloff

**ABSENT:** Donald Blivas, Scott Behoteguy, Dwight Hoover, Connie Thompkins

The meeting was called to order at 9:32 am. It was moved and seconded to approve the Minutes of November 9, 2010. The Minutes were approved unanimously.

**Chet** identified that **Dwight Hoover** received the flowers sent by SILL. Dwight's note of thanks read that he will be back as soon as fully recovered.

**Guests and New Adjuncts:** The following were introduced to the Board as guests and new adjuncts to SILL:

**Dr. Robert Barylski:** Dr. Barylski is recently retired Associate Professor in the Department of Government and International Relations at USF Sarasota and former Dean of the University. Dr. Barylski, whose degrees in Political Science and Russian area studies were received from Brown University and Harvard, has been a frequent guest speaker at SILL, as well as a participant in policy symposia at U.S. Central Command. Dr. Barylski stated in his introductory remarks that through his 30 year relationship with SILL he has witnessed the continued expansion and improvement of both SILL's program and organization, and that he is pleased to be associated with us in this new way.

**Jorie Lueloff:** A Milwaukee native, Jorie Lueloff was the first woman to anchor a daily television newscast in Chicago. Before arriving in Chicago, she had established herself as a news feature writer for the Associated Press in New York. She also contributed to the Chicago Sun Times and Chicago Tribune newspapers. Jorie was a 1998 inductee into the Chicago/Midwest National Academy of Television Arts and Sciences' Silver Circle. She is wife of SILL adjunct Richard Friedman and shares his interest in international relations and foreign affairs.

**Richard Friedman:** Richard E. Friedman is the President of the National Strategy Forum, a Chicago-based institute that examines issues and trends affecting US national security and strategies, as well as Publisher of the National Strategy Review. He is Councilor to the American Bar Association Standing Committee on Law and National Security. He is known as a former mayoral challenger to Richard J. Daley and looks forward to assisting in SILL's programs in the area of international relations and foreign affairs.

**Dr. Carol Lieberman:** Originally from St. Louis and Chicago, Dr. Lieberman has been a four year resident of the Sarasota area who received her Doctoral degree in Health Science from Nova Southeastern University in 2008, focusing her attention on marketing to doctors and seniors. From 2001 to 2008 she was Facilitator, Health Care Marketing and Communications for the University of Phoenix on line. She has also held Adjunct Associate Professor posts in the Department of Business at Southampton College, Long Island University and the Department of Communications at the New York Institute of Technology. She hopes to bring these skills to the Marketing Committee at SILL.

#### **COMMITTEE REPORTS:**

**WSMR, Holley Hall, Music Mondays:** **June LeBell** reported that **WSMR** programs are running ads for SILL's "free" pre-season music program events open to the public. These are 17 second spots which include the [sillsarasota.org](http://sillsarasota.org) website address. When at full power, WSMR will have 12 Founders' spots, linking back to SILL's website. Bob Germain finds the radio station is broadcasting to Venice quite clearly.

June identified that the current arrangement at **Holley Hall** is awkward since the screen is not visible from the sides or back of the hall. She proposed that, at the cost of approximately **\$7,500**, a screen that descends from the ceiling could be installed, making the transition from live lecture to video smoother. Holley Hall is owned by the **Sarasota Orchestra**. If SILL participated in the expense of installing this screen, it would share in a portion of the "**rental fees**" charged to those using the hall, splitting them with Sarasota Orchestra. She suggested this arrangement would provide great access, publicity, and marketing opportunities for SILL.

The screen could be installed by the beginning of February and, as a vote of confidence, **June** and **Ed Alley** have contributed **\$1,500** to this project. If the balance of the necessary funds amounting to **half the installation costs** were raised by the **SILL Board**, amounting to approximately **\$100 per Board Member**, June believes that **Harris Bank might match those funds**. She stated the screen would improve the appearance for **Simulcast broadcasts** and, if the hall were rented regularly, this money would be paid back within a year.

**Bob Germain** made a motion for SILL to provide the approximate **\$3,000** contribution to the installation cost. The motion was **amended to: Sill will make up the difference between the \$1,500 of June's and Ed Alley's contribution and the estimated installation cost of \$7,500.** If Harris Bank contributes anything toward this project, this contribution will be used to defray the SILL contribution. **The motion was moved, seconded, and passed unanimously.**

**G.Wiz & Moderators:** The Administration Offices at G.Wiz are being converted with funds provided by a donor. SILL's meeting room has changed for that reason to a room with windows facing the bay. This room is in need of blinds and **Mary Testa** asked if SILL would be willing to contribute **\$3,700** to this installation. Because this room faces west it will be flooded with sun for meetings. There is currently no alternate room available. Discussion followed on alternate locations for the Board meetings which might accommodate the larger number of Board members. **Joy McIntyre** offered to investigate the availability of a larger space at the **Arts Council**. The SILL seminars will continue to be held at G.Wiz. A room that satisfies Board meeting schedules and times will need to be locked in. **Alternate spaces at Ross-Kemp, Michael's, or the Herald-Tribune** were also suggested.

**Mary** also specified the lectures where **moderators were still needed**. The following assignments were agreed to:

Dr. Rader in Sarasota Tuesday & Wednesday: **Jorie Lueloff** ; Dr. Millet Tuesday in Sarasota: **Chet**

Ambassador Keith Wednesday in Sarasota: **Marcella**; Dr. Milani Wednesday in Sarasota: **Chet**

Ira Loss Thursday in Sarasota: **Beth**; Ira Loss Friday in Venice: **Marcella**

**Treasurer's Report:** **Mac Nicoll** identified that with **over \$170,000 in revenues** and the 2010 season not yet underway, **SILL is in excellent shape**. There were some expenses incurred for the Fortieth Anniversary events and Simulcast. **Insurance** is not included in the Profit and Loss statement. **Safeco** is exiting the Florida insurance market and he is investigating other carriers. **Willis**, which handles Directors and Officers Liability Insurance, provided **a quote of \$11,000**, compared to a previous \$2,000 insurance cost. This difference is due to the low estimated receipts previously quoted to Safeco. Now we need to pay the market rate. Mac will check to see what Players Theater and Holley Hall do for insurance. SILL is currently covered in Holley Hall for \$1 million in insurance.

**Registrar's Report:** Referring to the Ticket Sales report dated **3/1/10 – 12/13/10**, **Joan MacDonnell** reported that Sarasota's Music Mondays are well ahead of last year's ticket sales

**(\$30,900 for 2011/\$18,750 for 2010)** and that Sarasota Tuesday sales have taken a jump **(\$17,250 for 2011/\$10,275 for 2010)**. She stated: “We are very pleased with where we are at present and we are not through yet”.

In the statement dated **3/1/10 – 2/28/11**, **Joan** pointed out that we are well ahead of end of year sales for the same time last year. **Music Mondays are closed, as well as Thursdays and one to three of the seminars.** Wednesday is near closed and season ticket sales at the first lectures are expected to be brisk. There is currently some seating available for Tuesdays, Wednesdays, and some seminars. We do not pre-sell in Venice, but are ahead in everything except for Music Monday. SILL has had great Ticket sales this season, a tribute to both Programming and Marketing.

**Technology:** **Bob Germain** identified that the **Studio 26/Pathfinder/Sill** sign up is not going as smoothly as hoped. They are trying to streamline linking to SILL. An e-mail blast will be sent to signees to inform of any changes. There are currently 20 who have signed up for the free simulcast. Bob will have the names and numbers so that some market survey can be done. Don Savage commented that he tried to sign up and did not get a return message or feedback. Bob, Peter, and Chet got responses. Acknowledgements of sign up will be sent out.

**Volunteers:** There have been responses to calls for volunteers through the brochure and e-mail blasts, and **Garnett Campbell** reported that SILL will have full coverage beginning in January. **Dr. Lieberman** responded to the call for **marketers**. There is another person responding for **Simulcast**, and for **Finance** two have responded. There have been no responses for Technology as yet. **Chet** remarked that e-mail blasts have worked very well for SILL. Responses have been great.

**Global Issues:** **Roy Turrett** is pleased with the increase in Ticket sales as well. The first ever **SILL Luncheon Lecture is sold out.** If this is successful and feedback from the attendees is positive, it may be considered on occasion in the future. This will be discussed in the Program Committee. Currently requests for tickets are being returned.

It has been suggested that the presence of the Moderator on stage during the lecture is a distraction from the speaker, particularly at Players. **Having the Moderator leave the stage** may be helpful. Moderators seem to support this. **This new approach will be tried at the start of this season.** **Moderator will return for Q & A**, which will be an added signal to the

speaker to finish the lecture portion. The light timer is not always sufficient in doing this. Roy reported that Don Blivas is in favor of the Moderator being in the audience during the lecture, since the Moderator can neither see the slides nor hear very well on stage. The question of whether all questions from the audience should be written will be taken up with the Program Committee.

**Marketing and Sill-a-bration:** Peter Huber reported the regular season Marketing is in good shape on every aspect. There is one issue to be handled: based on “free” ticket distributions and closed events, he is considering **not taking an additional ad** in the Herald-Tribune as planned. If this is done, the regular season ad costs may go up, but there would be a net savings.

For the “free” lectures, Archie Woodworth identified the numbers of tickets distributed: **Music in Sarasota 266/ 465; GI in Sarasota 230/ 497; Music in Venice 166/ 200; GI in Venice 125/300.** All of these numbers reflect the first day of distribution.

Peter said that there will be **press packets on the speakers, time, books being sold, and speakers available for interviews.** Discussion followed as to whether all simulcast lectures should be made available to reporters. **Considerations** raised were: the **convenience** to the reporters to have all available, in the hopes this will provide **more coverage** by their publications; assurance that none of the material will be “**stored**” by the reporters or distributed **against speakers’ wishes** (SILL will make a copy for archival purposes); the **cost to SILL** for this, since it is unlikely that Pathfinder will do this for free. Until the problems with sign-in can be resolved, it was decided to make the simulcast lectures available to reporters on a **limited basis only.**

Regarding the 40<sup>th</sup> Anniversary events, there have been a number of projects and sub-projects. **Ticket distribution has been a strong positive opening statement** as to its’ projected success. An ad in the Thursday, December 9th **TICKET section** of the Herald Tribune, and another on the Sunday, December 12th **Op-Ed** page, preceded “free” ticket distribution. Additional ads will run between December 15 and January 2, all part of the complimentary Herald-Tribune arrangement. The street value is estimated at \$16,000, but Peter and Irvin Livon believe that it is probably closer to **\$25-30,000.** The 40<sup>th</sup> events serve these purposes: an appreciative note to the Board, Volunteers, and Attendees for past and current support; and to obtain new interest in SILL. In support of the latter, names, addresses, e-mail addresses, and phone numbers will be collected through the Players and Venice ticketing processes. **Sold Out** banners in the ads will also act as marketing tools. Archie will provide **updates** on the **number tickets distributed** so that ads can be adjusted accordingly. No tickets will be reserved for walk-ins. Peter identified that the **40<sup>th</sup> Committee** has been instrumental in making this a success. Such events such as “free” tickets or simulcast, or distributing 1,600 cups have not been done before. Posters, art work for the brochure, signage have all been a part of the program.

Peter offered his thanks to all on the Committee, as well as **Joy and John Goodman**. Also, thanks to **June and Chet**, 10 min. 15 sec. **pre-lecture Simulcast interviews** with them were shot with no retakes.

**Don Savage** asked if regular season ticket holders will be turned away from the “free” lectures. It was stated that “free” ticket holders will take priority. Simulcast will also be available, but there is a January 4 cut-off date requested by Pathfinder. Crowd control will be handled by regular volunteers who will come in on January 6 and 7.

**Garnett** reported that the **Volunteer Luncheon at Michaels on Wednesday January 12 at 12:30 pm** is on track to host 150 volunteers and Board members. **Name tags and cups** will be distributed at the Luncheon. Photos taken last season of volunteers and events will be shown on looping video while cocktails, Bloody Marys and Mimosas, are being served. **All Board members are expected to attend** to honor the volunteers being recognized. Two Board members at each table is requested.

For the Board Banquet on January 6, there will be biographies of **Joy and John Goodman** at each place setting. There will be a photographer at all four events, who will prepare a photo book to archive for SILL. The book will be available to purchase for \$40. He will be paid \$200 for two days.

**Beth Cotner** identified that **Harris Bank**, which is sponsoring the free speakers, asked if their representatives could attend the “free” simulcast venues to pass out pens, etc. to attendees. Volunteers are needed at each venue.

**Chet Thompson** recognized **Peter Huber** for having stepped in and taken up the reins of leadership to make the **40<sup>th</sup> Anniversary** events the success they promise to be.

**Long Range Planning:** **Ed Ogiba and Peter Huber** had an initial meeting on **2012 Simulcast** plans. Many venues put their program together in January for the subsequent year. Now that Sarasota and Manatee counties have been covered, the question is do we take it elsewhere? Extending beyond the Sarasota area may prove difficult since SILL is not well-known. We will have a chance to consider this after the first of the year. We have a winning combination currently and we do not want to jeopardize it.

Long Range Planning has suggested that the SILL Board consider a permanent program schedule change (starting with the 2012 season): **moving Friday morning Venice GI to Thursday afternoon, with the Advanced Seminar rescheduled to Wednesday afternoons**, thus compacting the Lecture series schedule, shortening speakers’ stays, and avoiding having two lectures per season move from VCC to Venice Theater. The **VCC** has indicated a willingness to accommodate this change. **Roy** would like to check with the speakers, as well as discuss it in the Program Committee, and see if there is a chance for audience input. Peter stated that any decisions made on these matters will be guided by the following:

1. SILL **cannot** jeopardize our core audience
2. There is **no disruption** at Players
3. **Sill will retain control** of the kind of speakers, topics, etc., but try to reach a wider audience.

**Comments included:** **June** – Paying speakers more will be necessary. SILL may wish to consider signing with a “manager”. **Joy** – Will provide a list of “syndicators” to Peter. **Peter** – In March the committee will provide recommendations/projections to the Board to consider. Full Board approval will be requested before action is taken.

**Simulcast:** **John McGruder** provided outlines summarizing the following: **Simulcast Outlook FY 2012 (Historical Projection); Simulcast Outlook FY 2012 (Marginal Change Alternative); Simulcast Outlook FY 2012 (Recommended Alternative); Simulcast FY 2012 (Summary/Other Factors to Consider)**

**Page 3** looks at reduced pricing and revenue streams. **Ed Ogiba** gets no pay, only commissions on sales. He believes we are not selling our program aggressively enough. Pricing is broken down according to the number of people sold. **Sixty-Six subscribers** are needed to break even currently. We may need two-tiered pricing. Most of our subscribers live in upscale areas. We may need grants to provide the same service to other areas, **Jefferson House** for example, in order to provide information, educate consumers, etc. Ed proposes that SILL go forward with the **\$3,500/\$6,000 combo and a granted program for some venues with less than 50 subscribers.**

Discussion followed: **Gwen** asked if Ed Ogiba’s understanding of our audience is the same as SILL’s. It was identified that for this year the only places that will be approached are retirement homes. **Don Savage** asked to what the lack of interest is attributed? Pricing, numbers interested in lectures, etc.? He questioned the principle of hiring a sales agent and expanding beyond our abilities. **Chet** provided the example of Bob Germain volunteering to do Technology. But, if Bob retires from SILL, how do we fill that void? **Carol Lieberman** recommended that SILL approach organizations such as the **American Geriatric Association** to see if they will work with SILL.

**A motion** was made **to accept the Pricing Proposal** recommended by John McGruder so that Ed can proceed. The motion was seconded and the **Ayes passed the motion.**

The meeting ended at 11:35 am. The next Board meeting will be **at Michael’s on East following the volunteer Luncheon on January 12, 2011.**

A Very Merry Christmas, Happy New Year, and a belated Happy Hanukkah to all

Respectfully submitted: Marcella Woodworth, Secretary - January 20, 2010

**N.B. – It was with much sadness that SILL received news of Dick Hart’s passing earlier today. Flowers and a message will be wired to Colleen tomorrow, letting the family know that our condolences, thoughts, and prayers are with them as they celebrate Dick’s life.**

