

JANUARY 12, 2011 SILL BOARD MEETING MINUTES

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

ADJUNCTS: Rick Banks, Jane Hopkins, Irwin Livon, Lee Solomon, Robert Barylski, Richard Friedman, Carol Lieberman, Jorie Lueloff; **NEW ADJUNCTS and Guest:** James D. Walsh, Harvey M. Wolfson

ABSENT: Dwight Hoover, Connie Thompkins

The meeting was called to order after the Volunteer Appreciation Luncheon at 2:10 pm. The Minutes of the December 14, 2010 meeting were amended on page seven, **Long Range Planning/Comments**, to read: *June will provide a list of "syndicators" to Peter.* It was then moved, seconded, and passed to approve the Minutes of December 14 Meeting.

Guests and New Adjuncts: Marcella introduced former **Ambassador James D. Walsh** to the Board as a new Adjunct to SILL. Ambassador Walsh provided this brief summary of experience:

Ambassador James D. Walsh is President of VanWalsh associates LLC, a consulting firm specializing in international business development. He retired from the U.S. Foreign Service in 2003 after a career of over 30 years in diplomacy, most spent overseas. Mr. Walsh was sworn in as U.S. Ambassador to Argentina in June of 2000 where he served until his retirement. He had previously served as Deputy U.S. Ambassador to Spain, Canada, and Argentina. During his career in the Foreign Service, he held positions in Kenya, Mexico, Belgium, Zimbabwe and Washington, DC. He also served as Diplomat-in-Residence at Florida International University in Miami. Prior to beginning his diplomatic career, Jim was a contract negotiator for the Navy, specializing in missiles for submarines. Ambassador Walsh is a graduate of the University of Scranton, received a Masters Degree in Public Administration from the Maxwell School at Syracuse University, and is the recipient of an Honorary Doctorate degree from the University of Scranton. He is married to the former Marian Vandevenne of Ontario, Canada. They have one daughter, Rebecca.

Peter Huber introduced **Harvey M. Wolfson** as a new adjunct, specializing in Marketing. Mr.

Wolfson did undergraduate studies at Penn State University and received a BS in Marketing and Economics from Smeal College of Business. His experience includes Marketing and Development for Triangle Publications, Marketing Manager of Minute Man Frozen Foods, First Market Development Manager for a USAID Alliance for Progress project in South and Central America, and VP Marketing for Concepts International, Inc. In 1980 Harvey founded Wolfson-Foot, Inc. headquartered in New York City, the only independent, national sales and marketing company in the U.S. for imported area rugs. From 1980 to the present Mr. Wolfson has developed product overseas and distribution for client companies, managing a U.S. sales force. Harvey and his family, who previously lived in suburban Philadelphia, now resides in Sarasota.

COMMITTEE REPORTS:

Treasurer's Report: Sill continues to maintain a healthy Balance Sheet and a successful Profit and Loss position. **Mac Nicoll** reported there was a disparity between Liabilities and Assets because one third of revenues each month is shown as deferred income, therefore the approximate \$210,000 Budget and the \$190,000 plus Liabilities. None of the Revenues are in the Financial Statement as yet.

He also reported that SILL is looking at another insurance carrier. The Equipment list shows \$1,000 in equipment, costing \$400 in replacement value yearly to insure for Theft. The consensus was to forgo this expensive replacement insurance. Mac and Bob Bailey are looking into D & L Insurance, but this is still unresolved.

Mac is recommending as Adjunct Mary Lou Spotswood of Nokomis to help in Finance. She is a CPA who runs AARP Tax Service.

Regarding the checks distributed to Speakers by Moderators, most have been distributed to the assigned **last** Moderator, but he discovered that in the case of Jerry Pubantz additional checks will need to be sent out. 1099 Forms will go out soon to Speakers for tax purposes. Box 7 should be marked **not "Other"**. **Mary** will send out a report on the W-9s regarding addresses and Social Security numbers.

Registrar's Report: We are at the middle to the end of a great sales season **Joan MacDonnell** reported, with sales amounting to an average of 116% over last year, with Music Mondays averaging 140% between Sarasota and Venice. Music series tickets in Venice are at 138, with capacity at 200. The GI series in Venice was full Tuesday, January 11 and extra chairs were brought in. Sixteen series tickets were sold on that day alone. There has been a rash of "lost tickets" among those mailed out in Florida. Sixty have already been replaced. **Joan and Don Savage** will develop new procedures to address this situation.

Discussion followed as to whether there should be pre-registration in Venice for 2012, as is done in Sarasota. Comments included: **Peter** – There is a sense of urgency given the increasing number of attendees/series ticket sales at Venice GI and Music programs; **Marcella** – Venice can accommodate more attendance by opening the next room for seating, but SILL pays for that additional space. Pre-registration would allow for increased attendance and advance notice of numbers. **Joan & Don (Savage)** – While this can be done, it will mean increased work load and a year round registration process; **June** – Can it be done on-line?; **Lee** – Keep March pre-registration, but modernize and do it on-line; **Don** – Technology would need to be easy and efficient given the age of our population; **Joy** – Maintain the status quo. Our aging population needs a downloadable form to send in.

Chet requested that **Joan MacDonnell, Don Savage and Bob Germain** look at the possibility of pre-registration in Venice and report back to the Board, hopefully by the **March meeting**.

Technology Report: **Bob Germain** identified there were problems with the linkage through Pathfinder during the “Free” simulcast events. He does not see any technological problem involved in putting pre-registration on the website. He has updated the SILL (internal) Calendar with the names of the Moderators and the distribution days for speaker evaluation forms shown in red. **Frankie-Smith Williams** stressed how important distributing and returning the speaker evaluations are to SILL and the Program Committee. They are collected and collated by Tom Myers and a report given to those involved in program planning.

He suggests that news items related to SILL, links with articles by or about speakers on the schedule, or special events, such as the Mayor’s Proclamation for SILL-a-bration be posted on the website. A **DVD** of the January 6 & 7 simulcast is currently on the website. Because of the problem with signing onto Simulcast those two days, the lecturers have agreed to the programs being extended to allow registrants to view them. **June** suggested that, if the lecturers agree, SILL should consider putting these two lectures on **YouTube**, since every time that someone calls them up SILL’s name would be on them.

Volunteers: **Garnett Campbell** reported that she continues to get requests once or twice a week for restocking brochures. This year the number of booklets ordered went from 12,000 to 15,000 copies given the expanded SILL-a-bration program. A survey of those distributed in Sarasota and Venice was taken, but 4,000 booklets are not in the store-room at GWIZ or in the numbers accounted for. We have been circulating a larger number of brochures than ever before, please check your garages or additional distribution points not regularly included.

Global Issues Program: **Roy Turrett** stated that, while weather threatened to derail the arrival of one of our speakers the first week of the regular season, all went as scheduled and he arrived safely.

Fortunately, **Bob Barylski** was ready to step in if needed.

Speaking of the proposed changes to the Program Schedule for 2012, **Roy** identified that it was unnecessary to interview speakers regarding the day change. **Peter** retracted that portion of the proposal suggesting interviewing speakers. The proposal by the **Long Term Planning Committee** involves moving Friday's AM lecture in Venice to Thursday afternoon and Thursday Seminars in Sarasota to Wednesday. One of the concerns in reviewing the proposal is balancing the schedule so that no one speaker does four events and another does two. Thursday Seminar attendees may be contacted to evaluate the effect of a change.

Venice Community Center has identified that, while this would allow more time for them to set up for their evening events, that it would still require one venue change (currently two) for SILL to the Venice Theater due to an annual weekend event at VCC. This does not represent a significant benefit to SILL.

Don Blivas commented that there are many variables to consider. **Chet Thompson** identified that the main reason for any change should be to improve "service" to our customers. **Roy** will be discussing the proposal and soliciting comment from the Program Committee.

Music Mondays: **June LeBell** reported that the screen and projector were installed and there is an informal letter of agreement with **Sarasota Orchestra**. Regarding, the rental portion of the agreement, she stated that of \$200 in rent collected \$100 would be kept in a special fund for maintenance. It is not clear at present whether Harris will contribute to the installation costs. The bill for the installation has not yet been received.

This season has been so successful thus far that she is considering another "Great Performers" series for 2012. The lecture/music/video format seems to be working. **June** feels the Simulcast of Music events is wonderful and she would like to have questions at the remote locations e-mailed to a computer in Holley Hall for inclusion in the Q & A segment. If a camera could be wired in directly, she believes this would improve reception. Reception at the remote venues was better on Monday than the previous Friday. By helping other organizations such as Sarasota Orchestra, SILL has expanded notoriety since renters of Holley Hall will be apprised that it is both Sarasota Orchestra and SILL providing this equipment. She believes this type of partnership would work equally well at Players or other venues.

Marketing: **Peter Huber** distributed copies of the large ads that appeared on Monday in the Sarasota Herald Tribune in the Sarasota/Manatee section, and another that appeared in the Venice edition, which also covers Englewood and North Port. **Don & Marion Oakley** are monitoring these local papers for misprints and missed announcements. **Irwin Livon** checks ads in the Venice Gondolier for misprints or inaccuracies. The Herald-Tribune website is carrying our ad for the Global Issues and Music. **June** asked if SILL is on the **SRQ** website.

Before Thursday's Dinner Gala **Archie Woodworth** reported to **Peter** that 1250 attended "Free" lectures at the 4 venues. **GI** in Sarasota had 450 attendees at Players; and 250 at the VCC in Venice that afternoon. Friday Music, January 7 had 350 of 400 attending at Holley Hall and capacity attendance in Venice at 200. Of those attending the Music lectures, 30% were first time attendees at Holley Hall, and 20% were new to the Music program in Venice. With seating at all venues at 1700, there was 1300 in attendance. The information from Players will be put into XL format directly. **Archie** will organize, eliminate duplicates and alphabetize the information for Venice that **Bob & Ann Germain** will input manually into the program. This information will be able to be checked against the **Registrar's** database. It then becomes a question of how to change these prospects into customers?

There was trouble with the signing on process for Simulcast created by Pathfinder for the "Free" lectures. The site was unresponsive and required a password, a requirement that had been requested to be removed. Pathfinder did not advise signees of the need for a password. Friday's Simulcast broadcast was better. **Bob** identified that **150 registered for the "free" simulcast** and that **an additional 400 to 500 watched from remote venues.**

The Volunteer Luncheon, held just before the Board Meeting on January 14 went very well. Organized by **Garnett Campbell**, volunteers received their new SILL badges and a letter of appreciation from **Chet**. Specific volunteers were honored at the luncheon according to the number of years of service and hours contributed. The week of Tuesday the 11th of January saw the presentation to the audience at the GI lectures in Venice of the longstanding Volunteers and Attendees. Sarasota will do the same the week of the 17th. Photographers will be on hand to document the Honorees at these events. **Joe Holler** will prepare a photographic journal of the events surrounding SILL-a-bration. One will be archived for SILL, others will be for sale at the cost of \$50. **Peter** anticipates the book will be used for fundraising purposes or as a premium gift in the future. Commemorative 40th Anniversary cups will be distributed at all venues, including Simulcast, that week as well.

Frankie commented that with the increase in attendance, a reminder be sent to **series ticket holders** to arrive early to get the best seating and if they are not seated by 10:15 their seats **may be released for purchase.**

Simulcast: According to **Chet Thompson** simulcast has added one additional site, with 4 holdovers from the previous year. **For two** of these, Freedom Plaza and Kobernick House, **Music is new** to them. Grand Bay **bought both Music and GI.** **Next year** Sarasota Bay Club and Plymouth Harbour **will continue with GI and add Music.** The total stands at **five GI and three Music.** **John McGruder** is working on a sales plan and **Ed Ogiba** is doing Marketing for 2012. It was reported the Grand Bay has a problem with Comcast and experiences more "glitches" than other remote venues.

A request for volunteers to attend a **February 19th thru 20th Sarasota Senior Living Expo** event and man a booth to market primarily Simulcast was made. **Board members are requested to respond** directly to **Chet** to offer their assistance. There will be "break-out" sessions as well. Sessions will include a

range of issues and there will be representatives of SCOPE, which is promoting an “Institute of the Ages”, Sarasota County Government, AARP, Plymouth Harbour, and Sarasota Bay Club. It is expected there will be older attendees and administrators. A SILL promotional DVD will be available.

Discussion followed: **Don Blivas** offered the opinion that this venue was not very good. **June** suggested we should be doing Lakewood Ranch’s **Art’s Day** instead. **Carol Lieberman** recommended a list be devised of national nursing home associations. **Peter recommended** that this be dealt with in a Long Range Planning Committee meeting and recommended a book: **“The Shock of Gray” by Ted C. Fishman.**

Friends of SILL (FOS) Recognition & Favors: **Don Savage** summarized his notes on the rewards for **Friends of SILL** (see attachment included with this e-mail).

1. If all Friends of SILL took advantage of the rewards currently offered to them at different levels of contribution, SILL would likely “lose” money. Many never show up at events or claim the special rewards offered to them. However, a review of the rewards would seem to be in order.
2. An example would be those giving \$100 are invited to the end-of-year reception. The reception last year cost \$50.28 per person. If the donor comes with a spouse or a friend, the cost is just over \$100. We lose approximately \$0.56 in that case.

Don’s recommendations:

Friend: Those giving \$50 or more are listed on the SILL website and in the SILL program brochure for the following year. (AS IS). **There will be no reward for gifts of \$100 beyond recognition in the brochure and the website.**

Sponsor: A gift of \$250 or more merits the above recognition and the opportunity to join some of the SILL Board members **for lunch** with **one** speaker of their choice. (Contingent on the availability and agreement of speaker). **This replaces an invitation to the to the annual reception.** An alternative to this arrangement could be the offer of a copy of a book by one of our speakers.

Patron: Donors of \$500 or more receive the options above and are invited to the annual end of season reception, where SILL will recognize them for their contribution.

Benefactor: Those contributing \$1,500 or more receive the options above and **one free season ticket** to **either** the Sarasota or Venice series. **The Seminars are not included in this offer.**

Angel: For a gift of \$5,000 or more, donors will receive the above rewards plus a **second free season ticket to all the lecture series and one free ticket to all the seminars. (AS IS)**

Discussion followed and it was decided that this be reviewed and recommendations brought back to the Board. **Chet appointed an ad-hoc committee chaired by Don Savage and including John McGruder and Mary Testa.**

Board Member Assignments/Participation: **Chet, Garnett, and Frankie** will form a committee to study things that we expect from Board Members.

Board Members (Ret./Emeritus): When Board Members in good standing “retire” there is not currently a program for them. They may attend, but not participate or vote on issues. **Lee Solomon** suggested a formalization of an existing structure for various members of the Board going into retirement... “a blend of each is enriching”. If there was an “emeritus” structure to convene and organize at their own expense, they might bring their perspective to the Board.

John McGruder suggested an Adjunct position, which like former Presidents of the Board might have a vote. **Mary Testa**, a 20 year contributor to the SILL Board, said that we need that longevity on the Board, that blend of energy and experience. In the past, few of the “retirees” attended the Board Meetings. Today it is a question of space. We are outgrowing our meeting rooms. We have tenured members and we need time to add this value to those individuals.

It was decided that a structure be created, a conduit to SILL, that would provide an avenue of expression and involvement for these members. **Chet appointed an ad-hoc committee chaired by John McGruder and including Lee Solomon and Gwen Wilson** to study and form recommendations on this matter, bringing their recommendations to the Board.

The Meeting was adjourned at 4:20 pm. The next Board Meeting will convene at 2:30 pm on Wednesday, February 9 at G.Wiz. Please Note:

The SILL February 9th board meeting will be held at GWIZ in the same room as where the **SILL Holiday Luncheon** was held in December.

GWIZ is doing its best to accommodate SILL’s needs. My personal preference is not to break this relationship. I think (and hope) this Board will find this change acceptable.

Chet

Respectfully submitted January 23, 2012 – Marcella Woodworth, Secretary

FEBRUARY 9, 2011 SILL BOARD MEETING MINUTES

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

ADJUNCTS: Rick Banks, Robert Barylski, Carol Lieberman, Irwin Livon, Jorie Leuloff, Lee Solomon, James Walsh, Harvey Wolfson; **New Adjunct:** Mary Lou Spottswood **Guest:** Gene Deporis

ABSENT: June LeBell, Robert Bailey, Richard Friedman, Dwight Hoover, and Jane Hopkins

The Board Meeting was called to order at 2:30 p.m.

Chet Thompson introduced guest and possible adjunct Gene Deporis. Gene has lived in the Sarasota area for 30 years and published the largest regional publication in America, **West Coast Woman**. He has spent time in 150 countries as a journalist, publisher, and as a radio and TV reporter, covering issues that shape our world, hungry for information that did not appear in the Herald Tribune.

Corrections to the January 9, 2011 Minutes: changed to **18 years**, from 20, for Mary Testa's tenure at SILL; page 7, date changed to "submitted January 23, **2011**". The January Minutes were approved as corrected.

Treasurer's Report: (Mac Nicoll) January 31 marks the end of the first month of the 2011 season. We are beginning to amortize deferred revenues under current revenue. \$128,000 + \$6,400 will be in the Income Statement over the next 3 months. All brochure/ad costs are already in the Profit and Loss Statement. There will be only a modest surplus this year due to spending a little more on certain items.

Mary asked whether there is a breakdown of the **Friends of SILL** reports in order to determine how much is operational and how much is in the **Friends of SILL Reserve, e.g. \$8,000** this year. This is not maintained from year to year, if restricted we would be obligated to do so. We don't have a good idea of whether we are dipping into Friends of SILL **reserves**.

Mac identified that these monies go into the **general fund** at the end of each year and are kept separately only during the current year. How much does it account for our Liquidity is the

question. **John (McGruder)** stated that the Treasurer's Report provides the information to be able to break out **restricted and unrestricted** income, that we may want to contribute to a project or goal at some point. **Mac** thought we had data as far back as 5 years. While there is nothing in the By-Laws that says we have to partition these funds, **Chet** thought we could do this. **Pat (Chapman)** asked if these monies would include the Harvey Gutmann or Peggy Bates donations.

Mac introduced guest and possible adjunct for Finance **Mary Lou Spottswood**. **Mary Lou** has lived in Florida twelve years, previously working for an accounting firm for low and mid-income families in Washington, D.C. She has also worked as a Treasurer for a not-for-profit Orchestra. She currently volunteers at a pretax conference sponsored by AARP that is held at the Venice Community Center.

Registrar's Report (Don Savage) There is good news on season Ticket sales all along the line. Totals are up an average of **19%**. We are doing exceedingly well on all days: up **42% on Music Mondays in Sarasota**, as well as increased sales on Tuesday. **Venice** is also experiencing increased sales on Monday, Tuesday, and Friday.

Daily **attendance** for January was **over 10,000, with over \$19,000 in sales**. Day tickets are selling extremely well, with **over 2,600 day tickets year to date**. **Venice is up by 15 to 42% in Daily Tickets**. **Season ticket sales have increased 17%**. When taking the Season ticket sales plus the first four weeks of ticket sales (no Friends of SILL, no seminars), the **revenues are \$182,000 - a 16.5% increase over the previous year**.

Pat Chapman pointed out that the longer lines means that the older daily ticket buyers must wait, standing for long periods before being able to purchase tickets. Don suggested that, in theory at least, there are 50 seats available for walk-ins which could be sold at 10:00 am. Then, after the 10:15 am cut-off time, other daily tickets may be sold. **Joan** suggested Season Ticket holders could arrive earlier and **Joy** pointed out that we did not want two different policies for Music Mondays and the Global Issues series. **Rick Banks** advised that early arrival at Holley Hall was not possible due the wiring on the floor during the set up period. **John McGruder** thought that **June** did not want those tickets sold earlier. He advised against changing the seating policies in mid-season. **Chet** offered that, if it is a question of assuring seats for series ticket holders, then it is up June and SILL. **Frankie (Smith-Williams)** thought that **June** had wanted the seats released immediately. **Garnett** identified that, because of obstructed views, there were **8 to 10 seats less than 50 available**. **Ruth (Bell)** spoke of Global Issues not opening until 10:15 am, causing an uncomfortable sense "bursting at the seams". **Chet** offered to check on

David Cohen Hall in combination with simulcast as a relief valve. SILL owns the projector and could do this.

Because of **early registration**, **Joan** identified that we need to start preparing now in order to send a letter out by mid-March. She asked if all venues are the same as last year, with the exception of the seminars. The answer was yes. Was pricing the same? This will need to be identified for inclusion in the pre-registration letter.

One area **Joan** described as different this year over previous years is the number of “**lost**” tickets. Next season series ticket holders will be given a note of confirmation, with a self addressed envelope. Tickets will be passed out to them on the day of the first lecture, rather than mailing the tickets to them. The **Registrar** will need volunteers to help with this process. As an incentive to treat tickets more carefully, **Archie (Woodworth)** described that in Venice this season lost ticket owners are being asked to check in at the desk for each lecture. While not yet wanting to charge for issuing a second ticket, **Joan** thought that if this trend continues that this might need to be considered. **More than 80 season tickets were reported lost this year.** The **Bells and Frankie** agreed that the first week of lectures will be more difficult because of the additional ticket distribution.

Technology and Website: **Bob Germain** suggested an **e-blast** to those picking up tickets. He identified that there is a new page under **Resources** on the website for **Books** that the speaker is either selling or recommending. There was a brief discussion of updating contact information on the website for speakers, and Power Point.

Volunteers: **Garnett (Campbell)** identified that all venues are fully staffed. **Carol (Lieberman)** has identified two potential adjuncts. **Garnett** will meet with them to determine whether to proceed. **Chet** identified that we need to recruit qualified backup **adjuncts for technology.** This has proved to be more of a challenge.

Global Issues: **Roy (Turrett)** spoke of the process of securing a venue for Ambassador(ret.) Thomas Pickering to speak on Egypt and the Middle East. Both Sarasota and Venice have been reviewed, but only Venice was available for the March 16 date. The Ambassador was contacted to see if there was any other date possible, and he is awaiting a reply. If that is the only date available, there is the possibility of the lecture being held at the Hyatt, which can accommodate 500 people in one-half the ballroom for a cost of \$2,000. The First United Methodist Church on Pineapple could seat 1,000 people, but the preference is to use **Players Theater.** Discussion followed: **Martin Ingall** was suggested if Pickering is not available; consider going with a second-best choice for cost considerations (**John McGruder**); **Roy** prefers Pickering and March 16 over other speakers; **Beth (Cotner)** suggested other possible venues may be available for

that date; **Bob (Barylski)** recommended booking the speaker and moving on it now; Venice is available on March 16 (**Roy**). If an alternate date is available which would allow us to use both Venice and Sarasota, he will advise Board as soon as possible. **John (McGruder)** stated that if this lecture is priced at \$7, he thought SILL would lose money if the lecture was held at the Hyatt; **Lee (Solomon)** thought that the cost structure should determine the price; **Don (Savage)** asked whether anyone thought that attendees would not pay \$10. **John** made a motion to keep the pricing at \$7.00 regardless of the venue or cost. The motion was seconded and passed.

Roy suggested that SILL send a **\$500 donation** to the **American Committee on Foreign Relations** which has helped out with speakers on short notice two years in a row, and supplies many articles and information on foreign affairs. This motion was moved, seconded and passed. **Chet** suggested that a letter be sent with the check.

Music Mondays: **Chet** read **June (LeBell)** report via e-mail. She is already booking presenters for next season's program, which will follow the same theme of **Great Performers**. **Carol Wincenc** has already agreed.

A motion was made to extend **Venice to 12 weeks** and to change the price to parity with Sarasota. The ayes **carried the motion on parity**, as well as **on the extension to 12 weeks**.

Marketing: **Peter (Huber)** reported that there has been an often repeated problem with the newspaper ads disappearing. **Peter** is monitoring the papers in Venice and **Joan** has agreed to monitor the Sarasota papers. **Bob (Germain)** identified that a scheduled list of news items are submitted and then they do not show up. The **Venice Gondolier** works fine.

Peter recommended that SILL approach **Jocelyn Stephens** of the **Sarasota Arts Discovery Tour** to coordinate with them to promote SILL for next year. If SILL goes to the Community Foundation, one or two SILL events could be covered in February or March. **Irwin (Livon)** will do this. **Joan** asked whether this will require free tickets or press passes, given the overflowing attendance.

The Marketing Committee will meet for 2012 to decide what support is need for local Simulcast; the Budget; and other Advertising and Promotion. This year's budget requested was \$30,000 and will likely be in at \$28,000.

OPEN ITEMS

SILL-a-bration: **Peter** identified two outstanding payments due: \$500 to Pathfinder and \$1,000 to Jerry Pubantz. It is expected that total expenses will be approximately **\$23,500**. **Ed Ogiba's**

and Chet's partnership with the **Herald Tribune** provided **\$20 to \$30,000** in advertising, so that virtually nothing was spent for advertising. Astute control of costs by those on the committee permitted additional savings. Through SILL-a-bration events **133 people** who were not on the mailing list previously were identified and will be sent letters as a follow up. The Photo Book being created by **Joe Holler** is looking good. The Committee will identify those in the photos. Group EFO will design the cover and photo copy. The Book will sell for \$50 and can be used as a special gift of SILL.

Long-range Planning: **Peter (Huber)** specified that Technology, a robust technology that can be counted on, is a priority. There are people using technology successfully. Once we can figure out how to do this, we will have a technology we can count on. The Planning Committee will bring a proposal to the Board in March. Carol Lieberman and Peter are drafting a job description for a position to this end. A Question and Answer attachment will be included.

Simulcast: **Chet** spoke of technology issues that have plagued the simulcast, such as needing good quality wiring from the venue to the destination and implementation challenges, many of which have been addressed. Discussion by Board members followed: **Lee (Solomon)** commented that the backdrop for this planning must be based on the principle that this Board will not be asked to respond to that task itself. It must not be asked to carry out such large tasks. Speakers are what we do. Everything else is a side-bar to that. **Simulcast** is an experiment. You will destroy this Board if you ask them to carry out all the activity. Can that activity be carried out without imposing enormous challenges on the Board? **Don (Savage):** You are setting up a "subsidiary" organization or corporation. **Peter (Huber):** The **Q & A** all those questions. Category 3 of the document expands the Board in order to carry additional responsibilities. We are trying to get the Board up to speed to discuss in March. **Chet:** The Board will vote on this before we go ahead with it.

On **Simulcast**, **Chet** identified that all 5 venues signed for Global Issues, and 3 signed for Music Mondays. We have had difficulty in delivering service in the first three weeks and have corrected some wiring problems at Players, Holley Hall and Grand Bay Community. Others have much improved reception. **Bob (Germain)** is operating in a test mode. If there are new problems, they will have to be resolved. **That is a skill we will need if we go forward.**

Bob Germain: What is being done now is not particularly professional, i.e. sending a broadcast to various venues when we are not in control of problems such as lighting, etc. **Peter** responded the **Project Leader** will figure that out.

Roy (Turrett) asked if any venues were receiving both Global Issues and Music Monday. The answer was yes. **Mary (Testa)** asked if **CDs** were being bought at the simulcast venues. **Rick**

(Banks) gave this example: **Plymouth Harbor** will designate an order and a person; the order will be sent to Rick; he will create the CD and send it back to Plymouth Harbor; a SILL person will handle all the orders; **Ruth (Bell)** will take the calls on Thursdays. **Bob** asked if all venues will renew. This discussion was tabled until another time.

Nominating Committee: As changed in the By-laws, the Board needs to select a Nominating Committee Chairman. **Beth (Cotner)** nominated **John McGruder**. **Roy** seconded the nomination. The **Ayes carried the motion**, none opposed. The **Chairman** then selects the committee. **John** identified that he was President for three years and was **Mary's Executive VP**. That had not been done before. **Chet and Peter** were outstanding Presidents, but he had not done this for them. He plans on circulating three questions to the Board regarding each member's willingness to be President or Executive VP in the next year, or near future. If not, why not? He will bring his findings back to the Board.

Friends of SILL: Don (Savage) pointed out to the Board that there are a number of problems with the cost of the current benefits being offered to the Friends of SILL. The Committee was not of one mind, but proposed a simplified structure with three categories, the last on being equivalent to **Sol Berg's donation**. Currently no one comes close to that level. (See attachment).

By **IRS** rules we are required to tell a donor if they have received anything of value with the donation. It is our responsibility to identify what, if anything, they have received in exchange. We have to place a value on a dinner, for example, and inform the taxpayer. **John (McGruder)** offered a clarification that we must give them an identification of the event and how much it cost. A "thank you" does not need to be identified. **Don (Savage)** identified that only those that show up for a reception need be informed of the cost under these rules. **Chet** asked if we were okay with "de-inviting" 50 people with these changes. **Joan (MacDonnell)** said that as long as we advise them first, she was comfortable with it. **Don (Savage)** identified that the new rules can be **published on the SILL website before Pre-Registration begins**, since most of the **monies come into SILL at the time of Registration**. **John (McGruder)** recommended that the information regarding taxes be included with the invitation. **Gwen (Wilson)** asked whether we intend to be a philanthropic organization and offered that not all Committee members agreed with the rewards program. **Mary (Testa)**, who called those invited to the luncheon, said some raised the tax issue. Two accepted the invitations. She is for cancelling everything regarding "perks". **Gwen** believes that **Don's** proposal is a good interim proposal. It can be left with the Committee or we can move ahead with the proposal right now. There was discussion as to whether the reception can be done more cheaply this year, e.g. by not inviting the volunteers, scrapping the event. **Garnett (Campbell) and Chet** agreed that the luncheon was for this year's

volunteer work, not past years, as was the SILL-a-bration luncheon and that the volunteers should be rewarded for that. **Mary** suggested the luncheon be **held after the last lecture April 1. Chet and Mary will pick the venue.**

Don (Savage) made a motion that we go to the system of rewards that are outlined in the memo, with the provision that the Board may revisit it in the future. It was moved and seconded. The **motion was passed.**

(Ret.) Board Members: John (McGruder) expressed his belief that if an organization grows too large, challenges to its' viability are created. He thought that an informal group of those who have left the Board and others who might wish to remain in contact with former colleagues, discussing SILL and its' progress, could be organized. Members might include Directors, Adjuncts, Volunteers, selected donors, etc. He gave the example of Colleen Hart who would be eligible to join the "emeritus" group being suggested, both as a long time volunteer and widow of one of our Directors. Sol Berg, a significant donor and constant supporter of SILL, might wish to join this august group. What he believes is needed is a conduit if they wish to be used in an advisory capacity, a way of maintaining contact with the Board. **Chet** suggested that a **redacted** version of the Minutes could be one way of maintaining this connection.

A motion was made by John McGruder: That SILL establish an organization for retired Board Directors, Adjuncts, and Volunteers, who choose to maintain a continuing relationship among themselves without the time commitment and responsibilities that go with active volunteerism. The entity would be known as the FOS Emeritus League and would establish its own arrangements as to how, when and where it would meet. Similarly, the League will determine its own membership. For example, it may choose to invite selected large or long-time donors. Being of like intellectual interests, those who choose to get together will likely find a good deal of pleasure in each others' company. For its part, SILL agrees to share redacted Board Meeting Minutes with FOSEL and may, from time to time, seek its view or comments on specific issues before the Board. The Group will bear its own costs.

The motion was seconded. The Ayes carried the motion and the motion was passed.

Don Leidel provided Board members with information on a potential **SILL Lecture Sea Cruise.** An agent would organize the cruise and SILL would select the speakers. Administering the cruise would be **Gordon Garrett and very little time of the Board would be required. SILL (Don) would pick the speakers.** He will prepare a proposal for the next meeting which will answer questions of Pricing. The Board showed positive interest.

Mary Testa requested that consideration be given to raising ticket prices for next year. A poll of Board members showed no support for this idea.

The Meeting adjourned at 4:35 pm. The next Board Meeting will be held at G.Wiz on **Wednesday, March 9 at 2:00 pm.**

Respectfully submitted January 22, 2011 – Marcella Woodworth, Secretary

March 9, 2011 SILL BOARD MEETING MINUTES

ATTENDEES: Chet Thompson, Mary Testa, Marcella Woodworth, Mac Nicoll, Bill Bell, Ruth Bell, Don Blivas, Garnett Campbell, Beth Cotner, Robert Germain, Peter Huber, Donald Leidel, Joan MacDonnell, Joy McIntyre, John McGruder, Don Savage, Frances Smith-Williams, Roy Turrett, Gwen Wilson, Archie Woodworth,

ADJUNCTS: Robert Bailey, Rick Banks, Lee Solomon, James Walsh, Harvey Wolfson, Mary Lou Spottswood; **New Adjuncts:** Gene Deporis and Lionel Olmer

ABSENT: Pat Chapman, June LeBell, Scott Behoteguy, Richard Friedman, Dwight Hoover, Jane Hopkins, Carol Lieberman, Irwin Livon, and Jorie Lueloff

The Meeting was called to order at 2:00 pm.

Chet opened the meeting with an update on several Board Members: Dwight Hoover's health has remains compromised, but he is now able to walk. Bill Jones is back in the States and will probably be having heart surgery. Bob Barylski's wife, Irene, is quite ill. If anyone wishes to send a card, their address is on the 2011 Board Members list on the website.

Beth introduced new adjunct Lionel Olmer, who has lived in Sarasota for seven years, was a practicing attorney who has worked in National Security, as well as in international commerce.

Chet reintroduced Gene Deporis, now an adjunct, who stated that his biographical information was the same as last month.

The Minutes of the February 9, 2011 Board Meeting were approved with the following correction: **on page 4 the name Joyce was corrected to Jocelyn.**

Simulcast Report: Chet stated that Simulcast has not been trouble free this season, but those who view it at the remote venues appreciate it greatly. On a visit to Plymouth Harbor to address the audience regarding the problems in the broadcast, he was applauded after he spoke. They talked of how important SILL's Simulcast is to them.

While the Simulcast carrier, Studio 26, is not as effective as SILL would like, certain adjustments will have to be made until the possibility of other vendors can be fully explored. For every Simulcast session, Rick Banks will make a DVD and duplicate it, forwarding the copies to the various venues. Some will show the DVD a week after the lecture, rather than seeing the live broadcast. An individual at each venue will preview the DVD. This will help prevent interruptions in the program. On Monday, March 7 only Freedom Plaza was a live broadcast.

Chet has offered to talk with the representatives at the venues about adjustments in billing. Only Kobernick House, which has not had good Music Simulcast reception, has taken this offer and is being

given a \$1,000 adjustment. All venues will use the the DVDs except for Plymouth Harbor.

A lengthy discussion of Simulcast followed:

Don Blivas believes that the live Simulcast is preferable to DVDs. Mary Testa reminded the Board that some of the venues now receiving Simulcast used to send buses to the lectures for their residents. Getting their residents out into the community would seem to be preferential for these living centers (Don Blivas). Several venues, like Plymouth Harbor, have already signed for next year. Sarasota Bay Club was identified as one of the most elusive and problematic accounts. Grand Bay had some of the worst problems, but it was discovered the source of those problems was Comcast. Once rewired with a dedicated line for Simulcast, the reception was much improved (Rick Banks). This may indicate that the transmissions are freezing other than at the point of origin.

Don Leidel commented that our primary interest should be our audience. There have been a couple of complaints by speakers about being restricted in their movements because they must remain within the lighted area, or that they are looking into the darkness when speaking and answering questions rather than at the faces of the audience. Are we sacrificing the speaker and the audience to Simulcast was a question asked.

Joy spoke of her experience visiting Plymouth Harbor. She counted 67 people who attended the Simulcast. Most were infirmed in some way, but well dressed and excited to be there. She thought that we might be able to expand the lighting so that the front corners are better lit and allow for more freedom of movement by the speakers.

Bob Germain remarked on the difference in lighting at Holley Hall versus Players, where the black curtain absorbs light. Rick Banks thought more lighting on the speaker at Players might be possible, but, if the audience is lighted, Simulcast will be unable to pick up the stage. New adjunct Lionel Olmer commented that he has used William Watrous, a technology professional, who has a well-run operation, but has never done Simulcast. Another concern was the inability to simulcast the maps projected on the screen. Simulcast cannot provide a crisp projection of the maps, so sometimes all that is seen at the remote venues is a person waving a laser pointer. Bob Germain affirmed that there should be damage control for the technical problems and that, before going forward with expanding Simulcast, we should get the necessary personnel and the right technology.

Senior Living Expo Report: Chet spoke on the Sarasota Senior Living Expo and identified that he, Jewel, Frankie, Rick Banks and his wife, Sue, and Ed Ogiba represented SILL at this event where four to eight thousand had been expected. SCOPE played a significant role. Attendance was better in the morning both Saturday and Sunday. The demographics were similar to SILL's. Some new prospects were identified: Villa Grande at Beneva and Fruitville is constructing a new building and may be interested in Simulcast. However, there were no good prospects for the \$4,000 version of SILL. There was discussion of the pros and cons of finding prospects this way, i.e. time effectiveness versus meeting prospects face to face.

CD Sales: Chet thanked Rick Banks for doing the reproduction of the CDs. Without Rick's efforts this process would not have survived. In addition to the Monday and Thursday Simulcast tracks, there were 339 Global Issue CDs. The number of CD sales is another indicator of each speaker's popularity. At the cost of 39 cents a CD, our \$10 charge is mostly profit.

Long-Range Planning: Peter Huber explained that if the expansion of Simulcast is approved by the Board, the program will be taken beyond Sarasota County. He would not expect to do this if we do not have the technology and he intends to have more information going forward. Peter was optimistic that the issue of Technology can be resolved, but we may not find a person locally who can do this work. He thought the Question and Answer segment of the proposal sent earlier to Board Members addressed the activity of expanding Simulcast, which should not interfere with local live programs, or the Simulcast in the venues now receiving it. He asked the Board to authorize proceeding with the investigation of the expansion, not with the expansion itself. This investigation would involve a market study, as well as probe the economic and technical aspects. The timeline offered in the proposal would be the optimal time, but not necessarily fixed in stone.

Discussion of the proposal followed:

Bob Germain asked: "Why are we doing this? Our focus should be on the Sarasota program." Peter answered: "Why not? It fits with our mission statement of 'enhanced outreach' to enlighten and educate." He reminded the Board that Holley Hall is now at capacity, and other venues are nearing capacity.

Gwen Wilson commented that, when it was decided to investigate this possibility three years ago, it was not supposed to impact our program. But it has already had an impact. We are trying to grow Tuesdays, but Thursdays are Simulcast. There may be a point at which there will be additional impact. Chet offered that there is no direction that says our best speakers are on Thursdays. Roy would like to see it moved from Thursday to another day.

Additional comments included: Why would we want to go outside this geographic area? (Bob Germain) Many more people could benefit from the program. (Peter Huber) The Question and Answer section was great, but how will we know that we might not get cancellations from two or three venues? Ed Schmidt surveyed the area from Sarasota to Naples, and many retirement venues rejected the program. (Don Blivas) Lee Solomon asked who is going to manage this program. It would require either more volunteers or a full time Executive Director to run the program. Peter thought that a Board Member or additional Board Members could administer the program.

John McGruder commented that with a better pricing structure offered to possible venues we would experience more sales opportunities. Don Blivas said that these smaller facilities do not offer the income to offset the time and expense involved. Gwen asked if we do go to Naples, are we opening ourselves to competitors coming to Sarasota? Chet pointed to the Tampa facility known as "Sun City"

which prefers SILL to other lecture series offered in their area. They say they need and want this program.

Don Leidel expressed the belief that it would be prudent to do this process in two steps: Goal 1. would be to improve or perfect the Sarasota Simulcast; Goal 2. would be to investigate expansion of the program. Don Blivas does not believe we have a product viable enough yet to sell. Joy thought that the lines at Music Monday will eventually wind around the building and have a negative impact on SILL.

A question was asked as to the cost of this proposal? Peter thought the investigative portion could be capped at \$5,000, but that there has been no definitive market testing. John McGruder responded that what is being recommended is an incremental proposal, and that \$5,000 is a relatively small amount for seed money. Whatever is decided will probably not be implemented until 2013. It may be decided to go to a DVD, but we need satisfactory tools to speak to what is needed.

Don Blivas responded that for an organization the size of SILL, \$5,000 is not a small amount and that the first step should be to get our house in order with Simulcast first. He asked how the proposed \$5,000 would be spent. Peter thought that the market research should be done first, and the technology issues resolved along the way. Gwen raised the issue of authorized clearance from the speakers for these DVDs. She gave the example of Stephen Dachi not wanting outdated material in circulation while he is doing speaking engagements. This might require more detailed agreements from speakers if the broadcasts become widespread. Peter thought this could be built into the pricing structure.

Don Blivas offered the following motion: That Sill put great effort into perfecting Simulcast before investigating the expansion into the outreach program. Mary Testa seconded the motion.

Discussion followed: Mary spoke to the previous investigation conducted by Ed Schmidt, which went as far as Naples and spent \$60 per promotional brochure. \$4,000 was spent and there was no market. Chet identified that Ed and Gale had done 32 to 36 phone calls, but did not know how many sales visits they conducted. John McGruder pointed out that the pricing structure has been changed since then. He said that we are five years into the program and we still do not have an idea of whether there is interest out there.

Don Savage asked how this \$5,000 might be spent. Peter thought it could include travel expenses to other locations, such as to a non-profit in New York that Simulcasts. Garnett thought the necessary Simulcast corrections could be made concurrently with the investigation into expanding the program. Archie asked if the investigation might assist in fixing the technology, since some of the problems appear to be with the presentation, not the technology.

The vote on the Motion proposed by Don Blivas was taken by a show of hands: 10 "yes" and 10 "No", with 1 abstention. The motion was not passed.

Peter proposed the following motion: That the Board authorize \$5,000 to investigate the expansion outside of Sarasota County as outlined in the Proposed Plan, to include Board Proposal Part B of

Expansion as set out in the handout. Beth Cotner seconded the Motion.

John McGruder recommended amending the motion as follows: There will not be any vote on the Board for passage unless the technology issues are resolved. Chet offered that the motion be amended to read "up to \$2,000" instead of \$5,000.

Peter then proposed the following Amended Motion: To authorize an expenditure of up to \$2,000 to undertake research on the expansion of Simulcast beyond the current Sarasota and Manatee County area, including preparation of a Board Proposal not to take place until the Technology issues with Simulcast are resolved. Beth Cotner seconded the Motion. With a show of hands, the Motion was passed with 20 "Yes" votes and 2 "Abstentions".

Chet identified that selling Simulcast requires recommendations from our current subscribers and with the current status we cannot expect that.

Nominating Committee Report: John McGruder summarized the responses to the three questions regarding the willingness of Board Members to become President. In brief: only one said "Yes" to all three questions; twenty said "No". Two answered "Yes" to question three that asked whether they would consider the office of President in the future; three did not commit to "Yes" or "No". The most frequent response to why members answered "No" to question three were: "other commitments" and "liked the area they are in currently". Of the eight new Adjuncts there was one "Yes", one "open", and the others answered "No". John raised the question as to whether we have enough people who want to be in leadership positions. There are issues to be resolved, but the Q & A was helpful in the nominating process.

Mary pointed out that since 1999 we have added to the workload without adding to the volunteer Board. Expansions included: additional Registrar responsibilities; Seminars and Music Mondays added; increases in the Music program and the GI Lectures in Venice. This year we added a Luncheon Lecture and now we are expanding Simulcast. She thought this is a strain on manpower and we are burning people out. Don Savage replied that we have added a small army of non-Board volunteers in recent years and that we need this additional labor to process our programs. Don Blivas' objection to Simulcast was that it is burning out the Board. He said we have a full-time job, as President, as Board Members. SILL has become unwieldy and we need to consider the future carefully.

John McGruder identified that only two respondents in the Q & A survey specified the time commitment of the President's office as the reason for saying "No". Board Members are more and more engaged, and SILL has grown, gotten better and stronger because of their involvement. He felt that Joan MacDonnell's and Don Savage's contribution has been essential to this organization's development, and that their division of labor and mutual cooperation has been invaluable.

Chet finds that no other not-for-profit does what SILL does, nor as well as we do it. We need to look at our resources and to use them more effectively. Peter pointed out that under the By-Laws, the SILL Board can be expanded by three each year. Sarasota Community Foundation could be consulted on the

makeup of the Board and other issues. Copies of this information can be circulated. Bob Germain said a formal title and position is needed for Simulcast and that someone needs to take ownership of that issue. Chet has been both President and Chairman of Simulcast. Chet offered that Gene Deporis will be part of that solution. Don Blivas said that the Community Foundation did a seminar at G.Wiz on this issue and would do the same for SILL.

Volunteer Report: Garnett identified that key information has been e-mailed to our new adjuncts for the informal orientation planned for them. Presenters for the April orientation will be contacted and a date decided. Chet, Frankie, and Garnett believe that this process will make it easier for new Board Members to obtain an overview of all of SILL moving parts. We are all ambassadors for SILL when out in the community and being informed is part of that. Notebooks for 8 of our newest members were distributed by Garnett.

Alternative Meeting Locations: Joy has investigated other locations for Board meetings and seminars. Two locations have been contacted. She spoke with Jim Shirley at the Arts and Cultural Alliance in the Roskamp/Patterson Building on Tamiami Trail. SILL can meet there next year for Board meetings. We are logical candidates for the Arts and Cultural Alliance. With a \$100 membership, meeting rooms are available for no cost. SILL would also be listed on their website. Joy also spoke with Weston Whitham at the Community Foundation and went on their website also. The problem with the Community Foundation is that they schedule only three months in advance. This would not work for SILL. They did provide a list of other places that might be able to accommodate us. The motion for SILL to become a member of the Arts and Cultural Alliance was moved, seconded and passed by voice vote. There are details to be worked out as to the room we will be using.

John McGruder recommended looking into Selby Library or the Sarasota Herald Tribune Building. Frankie thought that the Roskamp/Patterson Building was best overall.

FOS Reception: Mary is sending invitations and has no names or addresses for those in the media that will be invited. She asked they be sent to her soon. This year's Reception will be a served sit-down dinner, with menu selections made in advance. For tax purposes the FOS members have been informed that this expense is \$48 per person.

The Meeting was adjourned at 4:10 pm.

Respectfully submitted March 30, 2011 – Marcella Woodworth, Secretary

April 10, 2011 SILL BOARD MEETING MINUTES

ATTENDEES: Chet Thompson, Mary Testa, Mac Nicoll, Bill Bell, Ruth Bell, Don Blivas, Garnett Campbell, Beth Cotner, Robert Germain, Peter Huber, Joan MacDonnell, Joy McIntyre, Frances Smith-Williams, Gwen Wilson, Archie Woodworth,

ADJUNCTS: Rick Banks, Lee Solomon, Harvey Wolfson, Irwin Livon, Jorie Leuloff, Gene Deporis, Richard Friedman, Jane Hopkins.

ABSENT: Robert Bailey, Don Leidel, John McGruder, Don Savage, Roy Turrett, June LeBell, Scott Behoteguy, Dwight Hoover, Carol Lieberman, Lionel Olmer, Mary Lou Spottswod, James Walsh

The Meeting was called to order at 9:30 am

The Minutes of the March 9, 2011 Board Meeting were unanimously approved as amended. Motion to approve was made by Beth Cotner and seconded by Gwen Wilson. There was a discussion at the March 9 meeting about seeking help from the Community Foundation regarding board structure and SILL's organizational documents. It was decided At the April 9 meeting to table this idea until the fall.

Treasurer's Report: The treasurer's report on the March 31, 2011 financial statements was submitted prior to the board meeting.

Mac Nicoll went over highlights of the 2012 budget which will be voted on at the May meeting. Highlights included: increasing the series ticket prices in Venice to \$75 so that the prices will be the same for all SILL venues, increasing honoraria from \$500 to \$650 per lecture, and providing \$6,000 in rent expense for parking in the church lots behind The Players if future discussion with the lot's owner yields a solution the parking issue.

The program committee has opted not to increase the honoraria and would use the amount to cover possible increases in travel costs.

A motion was made to require the chairs of the programming committees to report to the board any increase above \$500 for honoraria. The motion was made by Mary Testa and seconded by Garnett Campbell. The motion failed to pass by with seven yes and eight no votes.

Technology Report: New items were added to the website including maps and a CD/DVD report.

Also board members should report to Bob Germain any changes in their information on the board members list on the website.

Registrar's Report: The registrar's report was distributed prior to the meeting. The reports are also on the website.

Volunteer Report: The volunteer report was distributed prior to the meeting. SILL is still getting requests from prospective volunteers. These individuals will be contacted in the fall. The new member orientation is scheduled for Tuesday, April 19 from 2 to 4 pm at GWIZ.

Program Committees: The Music report was submitted prior to the meeting.

The global issues committee reported that four speakers have been signed for next year. There will be eight seminars in 2012 with two scheduled on Wednesdays.

Marketing Report: The final accounting for the 40th Celebration was mailed prior to the meeting as was the marketing report.

The marketing committee expressed a concern about to how best direct SILL's marketing effort next year considering SILL is at or near capacity at many venues. There is consideration of a "mini celebration" event in Venice next year to stimulate the Venice attendance, particularly Tuesdays. A discussion ensued regarding potential coverage of the 2012 election issues. Lee Solomon will send a memo to the programming committee about possible issues to cover.

There was a discussion about extending the "mini event" planned for Venice to Sarasota. The sense of the board was to explore doing so.

Simulcast Report: The SILL statement of direction was distributed prior to the meeting. Chet presented a proposed pricing structure. The board approved the statement of direction as written.

Long-Range Planning: Work on the simulcast is complete. Gene Deporis will provide future leadership. Chet Thompson and Peter Huber will be available to provide guidance. Ed Ogiba will market only to local southwest Florida.

Board Reception: The board thanked Mary Testa for arranging the reception, which was enjoyed by all.

Other: Gwen Wilson was approached for help in setting up an organization similar to SILL in Ottawa, Canada. Gwen has agreed to offer assistance and the sense of the board was to provide such.

**Sarasota Institute for Lifetime Learning
May 10, 2011 Board Meeting Minutes**

Board Members: Don Blivas, Pat Chapman, Beth Cotner, Bob Germain, June LeBell, Donald Leidel, Joan MacDonnell, Joy McIntyre, John McGruder, Mac Nicoll, Don Savage, Frances Smith-Williams, Mary Testa, Chet Thompson, Gwen Wilson, Archie Woodworth

Board Members Absent: Bill Bell, Ruth Bell, Garnett Campbell, Peter Huber, Roy Turrett

Adjuncts Present: Rick Banks, Gene DePoris, Dwight Hoover, Irwin Livon, Lionel Olmer, Mary Lou Spottswood, James Walsh

The meeting was called to order at 9:30 am.

Joy McIntyre introduced Al Eckes as a new adjunct.

The Minutes of the April 12, 2011 Board Meeting were approved.

Nominating Committee Report: John McGruder presented the slate of officers for 2012.

Joy McIntyre-President

Mary Testa - Executive VP

Mac Nicoll -Treasurer

Bob Germain – Secretary

The slate of officers was approved unanimously.

There was discussion about when committee appointments should be made. A formal proposal to amend the by-laws will be made at the June meeting. John McGruder will chair the Long Range Planning Committee. The two issues that the committee will focus on are:

- What to do with SILL's cash
- Venues

Treasurer's Report: Mac Nicoll reported on 3 items

- **Financial statements** are posted on the website
- **Insurance:** There are 4 policies, there have been no claims. The policies are General Liability, Directors and Officers Liability, Non Owned Vehicle and Crime (fraud, embezzlement etc.) Dual signatures are required on checks for \$5000 and above. **Motion to approve** by Mac Nicoll. Approved unanimously.
- **Budget:** Discussion of adjustment of honoraria amount to reflect Planning Committee decision not to raise amount in 2012, add some of it to travel expense. **Motion: Approve 2012 budget as presented.** Made by Gwen Wilson. Approved unanimously.

Technology & Website Report: Bob Germain reported that new calendar is being used by the Programming Committee.

Volunteers Coordinator Report: In Garnett Campbell's absence, Chet Thompson reported that the new member orientation was a big success, well received by all.

Registrar Report: Joan MacDonnell reported that Monday and Thursday are sold out. Tuesday and Wednesday are running behind, about 90% of last year at this date.

Global Issues Report: Beth Cotner reported 16 of 24 speakers have been lined up.

Music Mondays Report: June LeBell reported 8 of 12 artists have been lined up. June will host the January and February programs. Bob Sherman will be brought in to host the March program. The last program will be Bob Sherman interviewing June LeBell. June will send contracts, tax and release forms to Music artists. June will meet with Harris Private Bank, possible contribution toward new audiovisual facilities at Holley Hall which will reduce final cost to SILL.

Marketing Report: Irwin Levon reported that the January 6, 2012 free lecture speaker is Susan McManus who will speak on the 2012 presidential campaign. There will be promotional ads etc. but on a much smaller scale than for the 40th kickoff free lectures. The Sarasota Herald-Tribune will be approached for ad support.

Simulcast Update/Expansion: Gene DePoris reported on contacts with successful simulcast operators 92nd Street Y, Metropolitan Opera. Also contact with Trade Association for Assisted Living Facilities. Chet Thompson reported that SILL will continue to work with Studio 26 and do additional simulcast testing this summer.

SILL/Players Theatre: John McGruder reported on his meeting with Players director Michelle Pingle. SILL has a special relationship with Players that needs to be preserved. This is reflected in the favorable rental rate SILL receives which has been grandfathered in by the Players board. Players will address personnel issues. To assist this process, Players will train interns. **Motion: SILL will donate cost of training 2 interns, not to exceed \$3800.** Made by John McGruder. Approved with 1 absention. SILL will not be involved with offsite parking, even though there is money in the budget for this.

Travel - Cuban Spirit: Mary Testa reported on an offering by Vantage Travel 12 day tour for \$3600 each for a couple. Brochure posted on the website.

Travel - Jazz Cruise: Don Leidel reported on a proposal to have Crystal Cruises use SILL mailing list to promote a cruise, \$100 for SILL for each signee. Sense of board was not to pursue this, interest in a future plan for SILL to arrange its own tour. Idea tabled.

The meeting was adjourned at 11:40 am.

Bob Germain and Mac Nicoll

**Sarasota Institute for Lifetime Learning
June 14, 2011 Board Meeting Minutes**

Board Members: Garnett Campbell, Bob Germain, John McGruder, Don Savage, Frances Smith-Williams, Chet Thompson, Roy Turrett, Gwen Wilson, Archie Woodworth

Board Members Absent: Don Blivas, Pat Chapman, Beth Cotner, Bill Bell, Ruth Bell, Peter Huber, June LeBell, Don Leidel, Joan MacDonnell, Joy McIntyre, Mac Nicoll, Mary Testa

Adjuncts Present: Rick Banks, Al Eckes, Dwight Hoover, Irwin Livon, Mary Lou Spottswood

The meeting was called to order at 9:30 am.

The Minutes of the May 10, 2011 Board Meeting were informally accepted. Lacking a quorum, final approval postponed to next board meeting.

Treasurer's Report: Distributed via email, no comments.

Registrar Report: Don Savage reported that sales were up over last year, particularly Music. Discussion of options to rent additional space at Holly Hall for either simulcast or waiting room for overflow crowd. Archie Woodworth, Joan MacDonnell and Irwin Livon will prepare a survey of Friday Venice attendees on why Friday is better attended than Tuesday.

Technology & Website Report: Bob Germain reported no changes.

Volunteers Coordinator Report: Looking for volunteer to assist Rick Banks as SILL contact person at Players on days when Rick does not attend.

Global Issues Report: Gwen Wilson reported that the committee is working diligently to fill the few remaining slots in the 2012 calendar.

Music Mondays Report: In June LeBell's absence, Chet Thompson reported that booking is complete for 2012.

Marketing Report: Irwin Levon reported that advertising letters have been sent. "SILL Select" is the new name adopted for the Simulcast/DVD process. Copies of new ad graphics for 41st season kickoff and SILL Select were passed around.

Simulcast Update: Chet Thompson reported plan to do live simulcast test from Players and Holley Hall in August.

The meeting was adjourned at 10:45 am.

Bob Germain

**Sarasota Institute for Lifetime Learning
September 13, 2011 Board Meeting Minutes**

Board Members: Rick Banks, Bob Germain, Irwin Livon, Joan MacDonnell, Chet Thompson, Roy Turrett, Archie Woodworth

Board Members Absent: Robert Barylski, Bill Bell, Ruth Bell, Don Blivas, Garnett Campbell, Pat Chapman, Beth Cotner, June LeBell, Don Leidel, Joy McIntyre, John McGruder, Mac Nicoll, Mary Lou Spottswood, Frances Smith-Williams, Mary Testa, Gwen Wilson

Adjuncts Present: Al Eckes, Jim Walsh

The meeting was called to order at 9:30 am by Chet Thompson acting for Joy McIntyre.

Lacking a quorum, approval of May 10th and June 14th minutes postponed to next board meeting.

Technology & Website Report: Bob Germain reported that links to current Treasurer's report and Registrar report have been added to the Board page. **Booklet** development is on schedule, targeted to be ready for distribution the first week in November.

Treasurer's Report: Distributed via email, no comments.

Registrar Report: Joan MacDonnell reported that sales were a little ahead of last year. Sarasota Music Monday and Global Issues Thursday sold out. Discussion of overcrowding at the Music venue. Joan requested help for handing out season tickets on the first lecture days in both Sarasota and Venice. Joan also requested help to share the data entry burden during peak of preseason sales. Preseason sales slow down at the end of May. New policy of picking up tickets implemented due to major problem of lost tickets when mailed out of state last year.

Global Issues Report: Roy Turrett reported that booking is complete for 2012.

Music Mondays Report: In June LeBell's absence, Chet Thompson reported that booking is complete for 2012.

Marketing Report: Irwin Livon reported that we gained 3 new advertisers and lost 2. Work is progressing on advertising campaign, focusing on free lecture and those series that are not sold out.

Facilities Report: Archie Woodworth requested help in finding a volunteer to handle CDs in Venice.

Old Business: Chet Thompson reported on the very successful live simulcast test from Players to Plymouth Harbor on August 24th. Studio 26 has upgraded broadcasting hardware and software. This season, all venues will receive a DVD. They may also opt to receive the simulcast on the day of the lecture. Simulcast/DVD offering priced lower than last year. There is a clause in the contract that the DVDs must be returned and not copied.

New Business: Rick Banks reported that SILL has purchased microphones and headsets at a cost of \$600 for use at Players Theatre. Players no longer wanted to loan theirs. They will keep ours charged and keep them in a designated SILL drawer.

The meeting was adjourned at 10:10 am.

Bob Germain

**Sarasota Institute for Lifetime Learning
October 11, 2011 Board Meeting Minutes**

Board Members: Rick Banks, Robert Barylski, Don Blivas, Bob Germain, June LeBell, Irwin Livon, Joan MacDonnell, Joy McIntyre, John McGruder, Mac Nicoll, Mary Lou Spottswood, Frances Smith-Williams, Mary Testa, Chet Thompson, Roy Turrett, Gwen Wilson

Board Members Absent: Bill Bell, Ruth Bell, Garnett Campbell, Pat Chapman, Beth Cotner, Archie Woodworth

Adjuncts Present: Al Eckes, Gene DePoris

The meeting was called to order at 9:30 am by Joy McIntyre. A quorum was present.

The minutes of the May 10, June 14, and September 13, 2011 board minutes were approved.

Don Leidel resigned from the board.

Venues Report: Joy McIntyre reported that co-use of the Roskamp building requires tight scheduling of board meetings and seminars. Possible other venues for 2013 will be investigated.

Treasurer's Report: Financial reports distributed via email. Mac Nicoll reported that there has been no change since July 1st. Rents have been paid for the current year.

Registrar's Report: Joan MacDonnell reported that sales are ahead of last year for all venues. There has been little activity over the summer. A board member is needed to cover the Wednesday Sarasota registrar function. Help is needed to pass out season tickets at the first few lectures.

Marketing Report: Irwin Livon reported on advertisers for booklet. Two (New Balance and Kobernick House) did not renew, several new ones were added. Plans are being made for advertising and tickets for Susan MacManus free lecture. The advertising for the free lecture will be lower key than for the Sill-a-bration lectures last year. The Herald-Tribune is again providing a large amount of free advertising, valued at \$12,000 this year. June LeBell suggested that radio advertising be considered. Advertising at Burns Court will be done again this year.

Technology and Website Report: Bob Germain reported that booklet has been sent to the printer. Galley proof will be reviewed Wednesday October 11th. Books will be shipped to GWIZ and Venice and mailed out the last week of October. The 2012 season will be posted on the website on October 15th.

Programming Committee Report: Gwen Wilson reported that Global Issues program is complete. Two speakers were replaced in early October just in time to be included in the booklet. There are only 5 repeat speakers, it is the committee's intent to continually search for new speakers. The committee is in the process of reviewing its procedures.

Music Report: June LeBell reported that there are 11 new artists, 3 repeats this year. An invoice has been sent to Harris Bank for their grant for a new projector. The current interview format will be used again next year for the last time. Following year will start a new cycle of lecture format.

SILL Select Report: Chet Thompson reported that August 25th flawless test indicates that last year's technical problems have been addressed. DVDs will be the 2012 deliverable, with free simulcast offered for sites that buy the DVD program. Mary Testa reported that all of the Global Issues release forms have

been sent, about half have been returned. The target is end of October to secure the remaining ones. Rick Banks noted that the DVDs are to be returned within 8 days, a postage paid mailer will be provided. Chet noted that the 2012 prices were reduced because the DVD option is less attractive than a live simulcast. Discussion followed on whether to expand Holley Hall seating by simulcasting into the adjacent David Cohen venue. A pilot program for January will be investigated.

Open Business:

- Committee to investigate **replacement of podium** at Players Theatre
- Committee to consider **changes to bylaws and documentation of standing rules** governing policies and procedures
- **Koch proposal** to establish a program in local nursing homes and hospitals using SILL audio CDs. Sense of the board was to have Ms Koch make a presentation to the board.

The meeting was adjourned at 11:00 am

Bob Germain

**Sarasota Institute for Lifetime Learning
November 8, 2011 Board Meeting Minutes**

Board Members: Robert Barylski, Garnett Campbell, Pat Chapman, Beth Cotner, Bob Germain, June LeBell, Irwin Livon, Joan MacDonnell, Joy McIntyre, John McGruder, Mac Nicoll, Mary Lou Spottswood , Mary Testa, Chet Thompson, Roy Turrett, Gwen Wilson, Archie Woodworth

Board Members Absent: Rick Banks, Bill Bell, Ruth Bell, Don Blivas, Frances Smith-Williams

Adjuncts Present: Al Eckes, Jorie Lueloff, Jane Hopkins, Harvey Wolfson

The meeting was called to order at 9:30 am by Joy McIntyre. A quorum was present.

The minutes of the October 11, 2011 board minutes were approved.

Special Presentation by **Lou Anne Koch – program - Partners in Elder Learning**. Proposal that SILL provide cd players and world map for each nursing home brought into the program. Discussion followed.

Motion: SILL will provide audio cds, one per speaker/artist (36) and reimburse Ms Koch up to \$500 for cd players purchased for the program for the 2012 season. Motion was **moved by** June LeBell, seconded. **Approved** unanimously.

Joy McIntyre noted that someone is needed to respond to incoming email queries. No one wanted to own the task. Chet Thompson and John McGruder agreed to share the task for the short term.

Treasurer's Report: Financial reports distributed via email. Mac Nicoll reported that there has been no change.

Registrar's Report: Joan MacDonnell reported that sales are ahead of last year for all venues except Venice Tuesday. Sales for seminars are well ahead of last year. In response to numerous inquiries, an Eblast has been sent explaining ticket pickup policies. A board member is still needed to cover the Wednesday Sarasota registrar function.

Marketing Report: Irwin Livon reported that a copy of the booklet was mailed to all advertisers. All reciprocal ads for other publications have been completed and delivered. Details for ticket sales for 1/6/12 free lecture: Tickets will be available at Players Theatre and Paper Pad in Venice on December 12th. Two tickets per customer. Ad in Herald-Tribune December 15th. Harvey Wolfson will track items appearing in various newspaper community calendars. Promotion plans for Tuesday lectures in both Sarasota and Venice: Tuesday season ticket holders will be given one free admission for each of the four January lectures. Eblast will be sent in December.

Technology and Website Report: Bob Germain reported that the booklet has been distributed to Sarasota and Venice drop points and sent to SILL mailing list. Booklet is thinner, printed on lighter weight paper. 2012 season and page announcing details for free lecture has been posted on the website.

Booklet Distribution: Garnett Campbell reported that booklets are stored outside the closet at GWIZ. She requested that volunteers record booklets taken on signup sheet. Garnett proposed free passes for the 2 Sarasota volunteers doing the distribution to many venues. Approved by sense of the board. Archie Woodworth reported that 2 volunteers are distributing booklets in Venice.

Joy McIntyre reported that there is an issue with storage space at GWIZ. Discussion followed.

Programming Committee Report: Gwen Wilson reported that one speaker has cancelled. A replacement has not yet been finalized. The Moderator calendar information will be posted on the SILL Event Calendar. Chet Thompson noted that moderators will be asked to contain their introductions to two minutes.

Music Report: June LeBell reported that she has already secured a number of artists for the 2013 season. She described a plan for overflow at Holley Hall. Use room 101 which will seat 20-50 people. Room has a large flat screen TV. Cost \$25 per week. Steve at Holley Hall will be paid an additional \$20 per week to handle pre lecture PowerPoint presentations. There will be a procedural meeting January 6th at 3 pm at Holley Hall.

SILL Select Report: Chet Thompson reported that proposals are out to venues for 2012. Expected acceptances are from Plymouth Harbor, Sarasota Bay Club, Kobernick House and SeaPlace. Freedom Plaza has declined but is still being solicited.

Open Business: Standing Operating Procedures plan was presented by Joy McIntyre and Bob Germain. Each committee and board officer is submitting documentation on their duties and procedures. SILL Operations Documentation will include a Summary (what is there and how to find it); Policies document (supplement to by-laws); Operations summary (task list within committee); Committee and officer job descriptions; Procedure documents and files – contracts, board minutes, financial and other reports. Also to be included: inventory of SILL equipment, History document (as compiled by Dwight Hoover, now in draft status).

New Business: After discussion, it was agreed that the December holiday board meeting will have a catered lunch after the meeting at Roskamp/Patterson building. Members can bring a guest.

The meeting was adjourned at 11:30 am

Bob Germain

**Sarasota Institute for Lifetime Learning
December 13, 2011 Board Meeting Minutes**

Board Members: Rick Banks, Robert Barylski, Bill Bell, Ruth Bell, Garnett Campbell, Pat Chapman, Beth Cotner, Bob Germain, June LeBell, Irwin Livon, Joan MacDonnell, Joy McIntyre, John McGruder, Mac Nicoll, Frances Smith-Williams, Mary Lou Spottswood , Mary Testa, Chet Thompson, Gwen Wilson, Archie Woodworth

Board Members Absent: Don Blivas, Roy Turrett

Adjuncts Present: Gene DePoris, Al Eckes, Dwight Hoover, Jorie Lueloff, Jane Hopkins, Larry Rossini, Harvey Wolfson

The meeting was called to order at 10:00 am by Joy McIntyre. A quorum was present.

The minutes of the November 8, 2011 board meeting were approved.

New Adjunct Larry Rossini was introduced.

Joy McIntyre reported:

- Hearing loop technology to be installed at Players by 12/21. Advertise to SILL email list.
- Met with Pierian Springs presenting how SILL operates – governance, volunteers, data management
- Peter Huber has taken over responsibility for responding to Contact Us from Chet Thompson

Treasurer's Report: Financial reports distributed via email. Mac Nicoll presented a revenue vs. expense analysis for years 2008-2011 which shows increasing revenue and declining net after expenses over the 4 year period. Report will serve as material for next budget. He noted that initial budget requests need to be submitted in January. Peter Huber noted that the net after expenses decline would be less if one time 40th anniversary program expenses were eliminated. Mac Nicoll reported on SILL storage at GWIZ. Present space adequate for records and initial delivery of SILL brochures.

Motion: Change SILL corporate address from 1001 Boulevard of the Arts (GWIZ) to SILL P O box on Ringling. Motion was moved by Mac Nicoll, seconded. **Approved**, 1 opposed.

Sense of the Board: Retain SILL storage at GWIZ if cost is reduced to about \$1500. Joy McIntyre will handle.

Registrar's Report: Joan MacDonnell reported that sales are ahead of last year. Board members were recruited for distributing season tickets during the first week of the season.

Facilities-Sarasota: Ruth Bell reported volunteer staffing almost complete. One person is needed for Wednesday parking at Players.

Marketing Report: Irwin Livon reported on advertising. Ads for 1/6/12 free lecture in Herald Tribune, 3 weeks in Ticket section, 2 Sundays. Press kits are being prepared, finished by next week. Ticket distribution for the free lecture started Monday 12/12 at Players Theatre and Paper Pad in Venice.

Technology and Website Report: Bob Germain proposed a calendar showing dates when board members were unavailable. Approved by sense of the board. An email will be sent explaining the process. Chet Thompson will be maintaining the host/moderator calendar.

Programming Committee Report: Gwen Wilson reported that checks for first week speakers have been distributed to host/moderators. Discussion on cost of entertainment. Sense of the board to continue to use self regulation.

Music Report: June LeBell reported advertising contract with WSMR has been signed. There will be a procedural meeting for involved SILL board members and volunteers January 6th at 3 pm at Holley Hall.

SILL Select Report: Chet Thompson reported on status of venue acceptance, notices of intent, not signed contracts. Several are dependent on success of simulcast test at Holley Hall on 12/19/11. Discussion on financial viability of Music simulcast.

Motion: Fund music simulcast with costs for Studio 26 services (\$6250) and Comcast connection (\$720) as presented by Chet Thompson. Motion was moved by John McGruder. Seconded. **Approved, 0** opposed.

Open Business: Mary Testa presented alternatives for new podium to be used at Players Theatre. Sense of the board to select Accuwood model PRS-200 approximately \$1000 with features.

The meeting was adjourned at 11:50 am.

The next Board Meeting will be held at Sarasota Arts Council Bldg on Wednesday, January 11 at 2:00 pm.

Bob Germain