

**Sarasota Institute for Lifetime Learning
January 12, 2018 Board Meeting Minutes**

Board Members: Rick Banks, Bob Barylski, Adrienne Cipolla, Beth Cotner, Bob Deutsch, Richard Friedman, Bob Germain, Peter Huber, Irwin Livon, Jorie Lueloff, Joan MacDonnell, Craig Marion, John McGruder, Jeff Olesen, Mary Lou Spottswood, Mary Testa, Bob Toplin

Board Members Absent: Ed Alley, Jerry Luhman, Jim McGee, Joy McIntyre, Bob Moist

Adjuncts Present: Carmine Cipolla

The meeting was called to order at 2:05 by Jorie Lueloff. A quorum was present. The December Board Meeting minutes were approved.

Treasurer's Report: Mary Lou Spotswood reported for Jerry Luhman that there were no big changes to SILL's finances. In the future, please give Gerry any expense items and give deposits to Mary Lou.

Registrar's Report: Joan MacDonnell reported that sales are now up over last year whereas they were at just 50% earlier in the year. We sold 650 subscriptions since December. Walk-in ticket sales are about the same as 2017. Lakewood Ranch and Venice now have the highest attendance ever.

Global Issues: Bob Deutsch reported that the first week's lectures were well received. We are still having sound problems at First Church. On Thursday, the new microphone worked well. Local backup speakers have been identified in case of weather related cancellations. The first speaker evaluation was in Venice on Friday. "Moving Parts" document process is working well, emailed on Friday.

Music: Bob Germain reported for Ed Alley that the artist Ji scheduled for February 5th has been replaced by Young Artist Nathan Lee. The website has been updated with an Artist Change page, the calendar pages updated and a bio added.

Marketing: Jeff Olesen reported that publicity included an article in the Herald Tribune on Martin Walker by Billy Cox. Su Byron is producing periodic press releases. Mike Boorstein has uploaded schedule information for the Arts Council website and Suncoast Alliance for Lifetime Learning. An eblast encouraging people to vote for SILL as the best local nonprofit organization will be sent on January 17th. Outreach continues, board members have been speakers at a number of organization functions and SILL will be represented at the Farmers Markets.

Technology/Website/Archives: Bob Germain will take over the process of sending a "Next Week At SILL" eblast which will be scheduled to go out on Saturdays. An eblast on parking was sent out the last week in December.

Volunteers/CDs: Rick Banks reported that a revised list of volunteers has been sent out. Currently, there are 120 volunteers. we are always looking for more. The new videographer is doing excellent work

SILL Select: Rick Banks reported that Susan Schayes hand delivered the the first week DVD to the four local sites.

New Business:

- Chet Thompson has resigned from the board effective 12/31/17. John McGruder will replace him on the Nominating Committee.
- A new Adjunct, Bill Smullen, was introduced in absentia. He plans to attend the March meeting.
- Richard Friedman noted that the tour of the Eide Center for Asian Arts Studies is scheduled for 2:00 pm on February 22nd. Everyone should plan to arrive at 1:45

The meeting was adjourned at 3:10 PM.

The next board meeting will held at the Roskamp/Patterson Bldg on Friday, February 9 at 2:00 pm.

Bob Germain, Secretary

**Sarasota Institute for Lifetime Learning
February 9, 2018 Board Meeting Minutes**

Board Members: Ed Alley, Rick Banks, Bob Barylski, Adrienne Cipolla, Beth Cotner, Bob Deutsch, Bob Germain, Peter Huber, Jorie Lueloff, Jerry Luhman Joan MacDonnell, Craig Marion, Jim McGee, Bob Moist ,Joy McIntyre, John McGruder, Mary Lou Spottswood, Mary Testa, Bob Toplin

Board Members Absent: Richard Friedman, Irwin Livon, Jeff Olesen

Adjuncts Present: Mike Boorstein, Carmine Cipolla, Bob DeFillippi, Susan Schayes, Mustafa Yilmaz

The meeting was called to order at 2:00 by Jorie Lueloff. A quorum was present. The January Board Meeting minutes were approved.

Global Issues: Bob Deutsch reported that we had one poor lecture which generated emails and phone calls. All else is on track, other lectures were well received. "Moving Parts" document will be emailed. Rick Banks noted that many positive comments have been received at the Lakewood Ranch venue where there is record attendance.

Music: Ed Alley reported good attendance so far the Music Monday venues. Young Artist Nathan Lee was well received. Six artists have been lined up for next year.

Treasurer's Report: Jerry Luhman reported that there was a 15% increase in total assets from the same time last year. A Finance Committee meeting will be scheduled this month.

Marketing: Mike Boorstein reported for Jeff Olesen that weekly separate press releases for MM and GI by Su Byron are ongoing. Event entry into community calendars are being done by Claire Seminario of Su's firm. Event entries onto Arts Council and Suncoast Alliance for Lifelong Learning websites have been completed by Mike Boorstein. Ed Ogiba is coordinating booths at Farmer's Markets in Sarasota and Venice.

Technology/Website/Archives: Bob Germain reported "Next Week At SILL" eblasts are being sent each Saturday.

Registrar's Report: Joan MacDonnell reported that sales are on target. **Motion:** Ticket prices and venue locations for 2019 will remain unchanged. Approved unanimously. Bob Barylski was appointed venue coordinator ensuring that contracts are signed for all venues. **Motion:** Sarasota Day Leaders are to determine the process for handling daily ticket processing. Approved unanimously

Volunteers/CDs: Rick Banks reported that there are 126 volunteers with 26 on the waiting list. 103 cds and 43 flash drives have been created.

SILL Select: Susan Schayes reported that recording of one of the March Music Mondays concerts is being investigated.

New Business:

- Jim McGee resigned from the board effective 2/9/17.
- Three new Adjuncts were appointed: John Kalec, Terry Kirsher, and Teresa Morris. Terry Kirsher was present and introduced at the board meeting.
- Jorie Lueloff passed out a signup sheet for the tour of the Eide Center for Asian Arts Studies. It is scheduled for 2:00 pm on February 22nd. Everyone should plan to arrive at 1:45. Bob Germain will send out directions
- Mary Testa will make arrangements for the annual SILL dinner, the first week in April

The meeting was adjourned at 3:20 PM.

The next board meeting will held at the Roskamp/Patterson Bldg on Friday, March 9 at 2:00 pm.

Bob Germain, Secretary

**Sarasota Institute for Lifetime Learning
April 10, 2018 Board Meeting Minutes**

Board Members: Ed Alley, Rick Banks, Bob Barylski, Beth Cotner, Bob Deutsch, Richard Friedman, Bob Germain, Peter Huber, Jorie Lueloff, Jerry Luhman Joan MacDonnell, Craig Marion, Joy McIntyre, Jeff Olesen Mary Lou Spottswood, Mary Testa

Board Members Absent: Adrienne Cipolla, Irwin Livon, John McGruder, Bob Moist, Bob Toplin

Adjuncts Present: Mike Boorstein, Bob DeFillippi, Herman Gilbert, John Kalec, Teresa Morris, Mustafa Yilmaz

The meeting was called to order at 9:30 by Jorie Lueloff. A quorum was present. The March Board Meeting minutes were approved.

Treasurer's Report: Jerry Luhman noted that the proposed 2018-19 Budget had been approved by the Finance Committee and distributed by email. **Motion:** Approve 2018-19 Budget as presented. Passed unanimously. There was a discussion on fund managed by the Community Foundation. **Motion:** Transfer \$100,000 cash into the Community Foundation fund. Passed unanimously. There was a premises inspection at First United Church by our insurance company. Credit card payments accepted by SILL will be limited to Tix ticket sales.

Registrar's Report: Joan MacDonnell reported that 2019 subscription order rates are about the same as last year, slower than the pattern in previous years. It is not a concern if the entire year pattern matches last year. Donations are down from last year but tend to fluctuate from year to year. Final ticket and attendance report has been emailed.

Global Issues: Bob Deutsch reported that we had a great season. Adequate speakers filled the only 2 lecture slots that required substitutes. Total attendance for the year including all venues was again about 40,000.

Music: Ed Alley reported that Music Monday total attendance was up slightly from last year. Artists selected for next year are a balance between local, up and coming, and established. Most of the artists for next season have been signed up.

Marketing: Jeff Olesen reported that the best marketing tools are face to face meetings at events open to the general public such as the Farmer's Market. Ads will be placed in local community magazines.

Technology/Website/Archives: Bob Germain reported all "Next Week At SILL" eblasts have been sent. The website has been updated with committee reports received. All 2018 lecture evaluation data has been collected and analyzed, posted on the website.

Volunteers/CDs: Rick Banks reported that the April 9 volunteer lunch was great success. Forty door prizes were distributed to 68 volunteers. There were 150 fewer recordings made this year, about the same as two years ago. One third of the records were flash drives, the percent continues to grow.

SILL Select: Rick Banks reported for Susan Shayes that one Music Monday video was created and sent at no charge to the six venues as a marketing tool.

Nominating Committee: Peter Huber reported for the nominating committee proposing John Kalec for Board membership. **Motion:** Accept John Kalec as new board member. Motion passed unanimously.

The meeting was adjourned at 10:50 am

The next board meeting will held at the Roskamp/Patterson Bldg on Tuesday October 9 at 9:30 am

Bob Germain, Secretary

**Sarasota Institute for Lifetime Learning
October 10, 2018 Board Meeting Minutes**

Board Members: Ed Alley, Bob Barylski, Bob Deutsch, Bob Germain, Peter Huber, Jorie Lueloff (via telephone), Jerry Luhman Joan MacDonnell, Craig Marion, Joy McIntyre, Jeff Olesen Mary Lou Spottswood, Mary Testa

Board Members Absent: , Rick Banks, Adrienne Cipolla, Beth Cotner, Richard Friedman, John Kalec, Irwin Livon, John McGruder, Bob Moist, Bob Toplin

Adjuncts Present: Teresa Morris, Susan Schayes

The meeting was called to order at 9:30 by Bob Barylski. A quorum was present. The April Board Meeting minutes were approved.

The acceptance of Jim McGee's resignation was rescinded and he is now a board member in good standing. Welcome back Jim.

Treasurer's Report: Jerry Luhman reported that the value of the Community Foundation Fund has increased by \$174000. A budget analysis by venue was presented.

Registrar's Report: Jerry Luhman reported that subscriptions are down 26% year to date versus last year. Last Friday's eblast resulted in a significant bump in sales. The expectation is that more people are choosing to purchase individual events.

Global Issues: Bob Deutsch reported that the 2019 program is set. In 2019, there will be 13 new speakers, six women. There are nine books to be sold. Peter Huber reported that the moderator/driver schedule is being put together, a message has been sent to past participants. There will be two memorial lectures: January 22 for Don Savage and February 12 for Don Leidel. Ed Alley and Bob Barylski will meet with residents of Bay Village in an effort to generate interest in SILL. The moderator/driver guidelines are being updated. Captioning for the hearing impaired is being investigated.

Music: Ed Alley reported that the Music Monday season is set. Artists are being approached for the 2020 season. Soprano Mary Beth Peil has been designated the first annual June LeBell Artist.

Marketing: Jeff Olesen reported that the initial wave of advertising has started with ads in theater and music venue playbills. There will be ads and promotions with the Herald Tribune, ABC TV, and a new entity - Lifestyle After 50. Sarasota County has designated November as Lifelong Learning month. The plan for distribution of the booklets to venues and libraries is being put together.

Technology/Website/Archives: Bob Germain reported that the website has been updated for the 2019 season and a pdf copy of the booklet can be read/downloaded from the website. Two eblasts were sent on Friday 10/5, a message from the President announcing the 2019 season and a message from Ed Alley outlining the 2019 Music Monday season. The booklet paper galley proof will be ready Wednesday 10/10, and the booklets will be mailed no later than the first week in November. The 2 page season summary is expected to be completed this week.

SILL Select: Susan Schayes reported that we expect to have four or five SILL Select partners this year which should cover our costs again. SILL Select will meet with the videographer this week.

New Business: Recordings of the 12 SILL Series III lectures will be shown on Thursday mornings at 10:30 am in the Temple Beth Israel sanctuary on Longboat Key. The video will be the recording from the previous Thursday's Sarasota lectures. Mike Boorstein will coordinate all aspects of the project. SILL Select will provide the video.

The meeting was adjourned at 11:10 am

The next board meeting will held at the Roskamp/Patterson Bldg on Tuesday, November 13 at 9:30 am

Bob Germain, Secretary

**Sarasota Institute for Lifetime Learning
March 9, 2018 Board Meeting Minutes**

Board Members: Ed Alley, Rick Banks, Bob Barylski, Adrienne Cipolla, Beth Cotner, Bob Deutsch, Richard Friedman, Bob Germain, Peter Huber, Irwin Livon, Jorie Lueloff, Jerry Luhman Joan MacDonnell, Craig Marion, Jim McGee, Bob Moist ,Joy McIntyre, John McGruder, Jeff Olesen Mary Lou Spottswood, Mary Testa, Bob Toplin

Adjuncts Present: Mike Boorstein, Carmine Cipolla, John Kalec

The meeting was called to order at 2:00 by Jorie Lueloff. A quorum was present. The February Board Meeting minutes were approved.

Treasurer's Report: Jerry Luhman reported that the Treasurer's report had been distributed by email. Committee input is needed for preparation of 2018-19 budget to be voted on at the April meeting. A Finance Committee meeting will be scheduled this month. There was discussion on three possible budget items, sense of board for inclusion:

- summer study-abroad for a high school in-coming senior student - no
- additional day or two-day conference - yes
- subsidized parking - no

Registrar's Report: Joan MacDonnell reported that 2019 subscription forms have been printed and will be distributed the last two weeks of the season starting 3/19. Attendance year to date is slightly ahead of last year.

Global Issues: Bob Deutsch reported that there has been some minor criticism that SILL lectures lean to the left. Honorariums for 2019 will stay the same. A poll showed overwhelming desire to retain the 7 pm starting time. There will be some effort made to bring the Wednesday lecture content on a par with the other days. The program committee for the 2019 season has been formed.

Music: Ed Alley reported good attendance so far the Music Monday venues. There will be 2 newspaper articles featuring the 3/19 appearance of Jamie Bernstein. A large turnout is expected. Plans have been made to handle overflow crowds at Church of the Palms. All artists for the 2019 season have been lined up, scheduling is in progress.

Marketing: Jeff Olesen reported that ads are on schedule. SILL is a finalist in the SRQ Magazine Best Local Non-profit category. A volunteer, Diane Wendroff, who has an extensive high level background in marketing has offered to evaluate our marketing program pro bono. When speakers are associated with a university, local alumni groups will be contacted to promote the lecture.

Technology/Website/Archives: Bob Germain reported "Next Week At SILL" eblasts are being sent each Saturday. Survey data is being collected and posted on the website as it is received.

Volunteers/CDs: Rick Banks reported that there are 119 volunteers with 27 on the waiting list. 454 cds and flash drives have been created. About 30% are flash drives. The volunteer lunch will be held at Café Baci on April 9th at 11:30. All board members are invited.

SILL Select: Rick Banks reported that all six venues have paid in full. Venues are mostly happy with the product. The new videographer is doing an excellent job. The March 12 Music Mondays session will be recorded and offered to the six venues as a marketing tool.

Nominating Committee: Peter Huber reported that the 5 of the board members whose terms expire in 2018 have been reappointed to 3 year terms. Next year's nominating committee will be 5 former presidents, Peter Huber chair. Proposed officer slate: Jorie Leuloff President, Beth Cotner Vice President, Jerry Luhman Treasurer and Bob Germain Secretary. **Motion:** Accept slate of nominees. Motion passed unanimously. John, Kalec, a new Adjunct, was introduced to the board.

New Business:

Joy McIntyre reported that a change in the by-laws to allow proxy voting has been tabled for now. Research will continue.

The meeting was adjourned at 3:45 PM.

The next board meeting will held at the Roskamp/Patterson Bldg on Tuesday April 10 at 9:30 am

Bob Germain, Secretary

**Sarasota Institute for Lifetime Learning
November 13, 2018 Board Meeting Minutes**

Board Members: Rick Banks, Bob Barylski, , Beth Cotner, Bob Germain, Peter Huber, Jorie Lueloff, Jerry Luhman, Joan MacDonnell, Craig Marion, John McGruder, Joy McIntyre, Jeff Olesen Mary Lou Spottswood, Mary Testa

Board Members Absent: Ed Alley, Adrienne Cipolla, Bob Deutsch, Richard Friedman, John Kalec, Irwin Livon, Jim McGee, Bob Moist, Bob Toplin

Adjuncts Present: Mike Boorstein, Judy Carson, Herman Gilbert, Susan Hook, Teresa Morris

The meeting was called to order at 9:30 by Jorie Lueloff. A quorum was present. The October Board Meeting minutes were approved.

Two new adjuncts, Judy Carson and Susan Hook, were introduced and welcomed to the board.

Treasurer's Report: Jerry Luhman reported that the insurance premium was reduced by \$700 to \$4900. The Financial Report was distributed by email.

Registrar's Report: Jerry Luhman reported that subscriptions have improved, now down only 10% year to date versus last year. All Venue Registrars have been identified. Board volunteers are needed for ticket distribution for the first two weeks of the season.

Global Issues: Peter Huber reported that the moderator/driver schedule has been distributed and posted on the website. Bob Deutsch will publish a weekly "moving parts" note covering logistics details. This year, there are no standing reservations at restaurants. Bob Barylski reported that security is an issue at First Church. A SILL security committee has been formed – Bob Barylski, Mike Boorstein, Peter Huber and John McGruder. John McGruder noted that Sarasota parking garages will start charging after 2 hours after January 1.

Music: Bob Germain reported for Ed Alley. Ed has several interviews planned, also a joint presentation with Global Issues at Bay Village using short 3-4 minute performance clips of artists appearing in 2019. Clips will be posted on Facebook Music Mondays page and Ed's personal page. Ed is working with Su Byron on placing articles in various publications.

Marketing: Jeff Olesen reported that the team for distributing the brochures is in place. Julie Waldman is handling the weekly print ads program. Jeff and Jorie Lueloff met with the Herald Tribune. A podcast interview and press releases are planned.

Technology/Website/Archives: Bob Germain reported that the brochures and flyers have been printed and the brochures have been mailed. A page has been added to the website describing the one week delayed video at Temple Beth Israel on Longboat Key.

SILL Select: Judy Carson reported that all 6 venues will return for 2019, one has paid. A contract with the videographer has been signed.

New Business:

- Mike Boorstein reported that an operating plan for SILL Lectures at Temple Beth Israel on Longboat Key will be in place in the near future. An agreement with Temple Beth Israel was signed August 29. Mike will represent SILL at the venue and will recruit volunteers for door managers and ushers.

- Jeff Olesen and Beth Cotner reported on a meeting with the Sarasota Orchestra on their long range plan for a new facility. Potential sites have been identified, timing 3-5 years

- Jorie Lueloff reported that Bob and Marilyn Moist have donated \$20,000 to the Venice Library giving SILL naming rights to the conference room. **Motion:** Approve the conference room naming rights at the Venice Library and a vote of thanks to Bob and Marilyn Moist. Approved unanimously.

The meeting was adjourned at 11:00 am.

The next board meeting will held at Café Baci on Tuesday, December 11 at 10:00 am, with lunch.

Bob Germain, Secretary

**Sarasota Institute for Lifetime Learning
December 11, 2018 Board Meeting Minutes**

Board Members: Rick Banks, Bob Barylski, Beth Cotner, Bob Deutsch, Bob Germain, Peter Huber, John Kalec, Irwin Livon, Jorie Lueloff, Jerry Luhman, Craig Marion, John McGruder, Bob Moist, Joy McIntyre, Jeff Olesen, Mary Lou Spottswood, Mary Testa, Bob Toplin

Board Members Absent: Ed Alley, Adrienne Cipolla, Richard Friedman, Joan MacDonnell, Jim McGee

Adjuncts Present: Mike Boorstein, Judy Carson, Susan Hook, Susan Schayes, Mustafa Yilmaz

The meeting was called to order at 10:00 am by Jorie Lueloff. A quorum was present. The November Board Meeting minutes were approved.

Treasurer's Report: Jerry Luhman reported that The General Liability policy has been paid and certificates are available. Total expenses for year are 17.82% of budget. Last year at the same time, expenses were 28.54% of budget. Expenses are running \$45,961.72 vs \$97,987.07 last year, primarily due to less rent has been paid this year as of today. Honorarium checks for GI have been printed, MM pending Ed Alley's return for his information. SILL's investment account has gone down from a high of 1,148,211.51 on Aug 31 to \$1,087,922.49 as of Oct 31. This compares to our total contributions of \$950,000. The Financial Report was distributed by email. Jerry Luhman resigned as Treasurer.

Motion: Appoint Mary Lou Spottswood as Treasurer. Approved unanimously.
Marshall Greenwald was introduced to the board.

Motion: Appoint Marshall Greenwald to the board as Assistant Treasurer. Approved unanimously.

Motion: Appoint Jerry Luhman as Registrar. Approved unanimously.

Resolution: Change the authorized signors on the bank accounts at Sun Trust Bank to reflect the change in officers in the organization. The new signors will be: Jorie Lueloff aka Marjorie Friedman, President; Mary Lou Spottswood, Treasurer; Marshall Greenwald, Assistant Treasurer; Robert Germain, Secretary. Approved unanimously.

Registrar's Report: Jerry Luhman reported from Oct to Nov, we reduced our "behind schedule" percent from -16% to -12% in Sarasota and -19% to -11% in Venice. In Lakewood Ranch, our "ahead of schedule" fell from 50% to 36%. The feasibility of a flexible ticket that will allow patrons to purchase 12 attendances to be used at any event is being investigated. The sense of the board is to continue to pursue this. A new bar coding scanning app is also being investigated. Board volunteers are needed for ticket distribution for the first two weeks of the season. The Registrar's Report was distributed by email

Global Issues: Bob Deutsch reported that Amb Dennis Ross has cancelled and will be replaced by Anthony (Tony) Wayne, topic details to be determined. There will be a captioning test at the first Wednesday lecture at First Church at a cost of \$400. A questionnaire will be circulated and a determination made whether to continue for the rest of the season. SILL will pay airfare for Bill Smullen to appear as a Host/Moderator. Evaluation forms are planned for the new speakers. It was noted that three recent speakers are involved with the current Administration. An updated moderator/driver schedule has been distributed.

Music: Bob Germain reported for Ed Alley. Ed has done interviews for promo articles with Jay Handelman of the HT and Niki Kottmann of the Observer. Jay will probably do a phone interview with Mary Beth Peil and maybe Olga Kern. Jamie Bernstein will be in Sarasota to do a book signing in January. She plans to attend Music Monday in Sarasota on Jan 13th as a guest. Teasers will be posted on Facebook pages to encourage attendance.

Marketing: Jeff Olesen reported that Karen Brown is updating Face Book. Julie Waldman is handling the weekly print ads program in Herald-Tribune and Observer. Ed Ogiba is coordinating SILL's presence at Farmers Markets.

Technology/Website/Archives: Bob Germain reported that an eblast about the upcoming season has been sent. Teresa Morris is monitoring the SILL Contact Us data base. Craig Marion reported that the Global Issues biosheets have been printed and are ready for distribution

SILL Select: Susan Schayes reported that five venues will return for 2019, Freedom Plaza is reconsidering. A contract with the videographer has been signed.

Volunteers/CDs: Rick Banks reported that Bob Fillippi is handling Volunteers and will be back in January.

Nancy Cabrel will handle CD/flash drive production.

Longboat Key: Mike Boorstein reported that a flyer with the LBK schedule has been created and printed. Volunteers are still needed and will be staffed by Temple Beth Israel. An operation procedure is being drafted. There will be a press release in The Observer in January.

New Business: Bob Barylski reported that First Church engages a security guard for all public events at \$20/hr. **Motion:** Authorize reimbursement to First Church \$2160 for providing 3 hours of security coverage for 3 lectures for 12 weeks. Approved with two abstentions.

The meeting was adjourned at 11:35 am.

The next board meeting will held at Bay Village on Friday, January 11 at 3:00 pm.

Bob Germain, Secretary