

**Sarasota Institute for Lifetime Learning
January 12, 2021 Board Meeting Minutes**

Board Members: Bob Barylski, Nancy Cabral, Adrienne Cipolla, Beth Cotner, Bob Deutsch, Bob DeFillippi, Gordon Garrett, Bob Germain, Marshall Greenwald, Joe Holt, Peter Huber, Susan Hook, Jerry Luhman, Craig Marion, Jim McGee, Teresa Morris, Bob Moist, Jeff Olesen, Mary Lou Spottswood,

Board Members Absent Jorie Lueloff, Irwin Livon, John McGruder, Joy McIntyre, Mary Testa
Adjuncts Present: Sue Banks, Mike Boorstein, Carmine Cipolla, Sue Lewis, Bob Lieber

The meeting was conducted using Zoom video conferencing.
The meeting was called to order at 2 pm by Beth Cotner.

A quorum was present. The December Board Meeting minutes were approved.

Virtual Season: Jeff Olesen reported first week numbers – live/watch later:
Music Monday: 455/348 Tues-Routhead: 619/358 Thur-Hill 558/428. Over 1200 registered so far. Early initial technical problems were quickly resolved.

Treasurer's Report: Marshall Greenwald reported that \$50000 has been withdrawn from Community Foundations account for current expenses. We currently have 1.53 million in the Community Foundation, \$54,000 at Sun Trust, \$25,000 in a money market account.

Registrar's Report: Jerry Luhman reported total donations as of 12/31 \$12680, \$7500 after announcement of the virtual season. Tickets sold \$30000, refunded \$5255. Request will be made to virtual season vendor 5:01 for metrics data they are capturing.

Global Issues: See Virtual Season above

Music Mondays: Joe Holt reported that the first week went smoothly. Separating requests for technical support from lecture related questions on the website Q&A was helpful. All of the recorded material from the artists for the rest of January has been received.

Marketing: Gordon Garrett reported the Herald Tribune is including weekly ads in the business section and the Thursday Ticket section. Several articles promoting SILL have appeared in local papers.

Venice Operations: Bob Moist reported working with Venice Community Center for 2023 schedule.

LWR Operations: No report.

Technology and Website: Bob Germain reported that weekly eblasts promoting the upcoming week broadcasts are being sent. The colorful graphic prepared by Larry Creter is used for the eblasts, H-T ads and Facebook. Sue Banks noted the large call volume in the first few days, mostly sign on issues. Need to get registrant's email addresses to add to the SILL eblast list.

SILL Volunteers: No report

SILL CD/FDs: No report

SILL Select: Susan Hook reported delivery of first week flash drives to 5 sites.

LBK Lectures: Mike Boorstein noted that Temple Beth Israel is promoting SILL season via email blast and newsletter.

Long Range Planning: No report.

The meeting was adjourned at 2:40 pm.

The next board meeting will be via video conferencing on Tuesday February 9th at 2:00 pm.

Bob Germain, Secretary

**Sarasota Institute for Lifetime Learning
February 9, 2021 Board Meeting Minutes**

Board Members: Nancy Cabral, Adrienne Cipolla, Beth Cotner, Bob Deutsch, Bob DeFillippi, Gordon Garrett, Bob Germain, Marshall Greenwald, Joe Holt, Susan Hook, Peter Huber, Jorie Lueloff, Jerry Luhman, Craig Marion, John McGruder, Joy McIntyre, Bob Moist, Teresa Morris, Jeff Olesen

Board Members Absent Bob Barylski, Irwin Livon, Jim McGee, Mary Lou Spottswood, Mary Testa

Adjuncts Present: Sue Banks, Mike Boorstein, Carmine Cipolla, Craig Kennedy, Sue Lewis, Bob Lieber, Carmen Stoeckmann

The meeting was conducted using Zoom video conferencing.
The meeting was called to order at 2 pm by Beth Cotner.

A quorum was present. The January Board Meeting minutes were approved.

Virtual Season: Jeff Olesen reported season progressing well, overcoming issues with live broadcasts from remote sites. Latest viewing report shows a slight downward trend. Last season audience was about 40000 at 96 events. Project possible 28000 for 37 event season.

Planning for the 2022 Season – Consensus that we defer the decision on a virtual offering, need to plan now for the live season. Put in place the elements of what we would do – vidiographing options charging methodology. Investigate venue capability for live streaming. Possible use of SILL Select recordings for virtual season offering. Conduct survey to gather information for future planning. Committee formed to investigate chaired by Bob Deutsch. Members: Joe Holt, Bob Germain, Jerry Luhman.

Treasurer's Report: Marshall Greenwald reported that currently have 1.55 million in the Community Foundation after withdrawing \$50000 for current expenses. We currently have \$87,000 in the checking account, \$25,000 in a money market account.

Registrar's Report: Jerry Luhman reported donations last month over \$10000, total so far over \$22000. Tickets sold \$30000, refunded \$5255. Ticket sales will not start in March.

Global Issues: Jeff Olesen reported presentations have been taken down per the announced schedule, 2 weeks for Music Mondays and 4 weeks for Global Issues. There is a planning meeting tomorrow 2/10 via Zoom.

Music Mondays: Joe Holt reported that the season is going well. Circumstances caused a format change, for February 8 broadcast. All of the music segments played without comment in the first part of the program, with comments in the second part. This was a onetime thing and will not be repeated.

Marketing: Gordon Garrett reported the larger and more frequent ads are being published. Our press release has been picked up by 6 publications.

Venice Operations: Bob Moist reported the contract with Venice Community Center for 2023 has been signed. Contacts are being made with the Venice volunteers to keep them abreast of what is happening.

LWR Operations: Teresa Morris will contact Cornerstone Church for 2022 season plans. Discussion of future venues, plans for Players attractive but several years away.

Technology and Website: Bob Germain reported that weekly eblasts promoting the upcoming week broadcasts are being sent. The colorful graphic prepared by Larry Creter is used for the eblasts, H-T ads and Facebook. A "how to" page was added to the website describing how to watch a previous broadcast in response to continuing request for help.

SILL Volunteers: No report

SILL CD/FDs: Nancy Cabrel reported there were no requests for media.

SILL Select: Susan Hook reported all is going well.

LBK Lectures: No report.

Long Range Planning: No report.

The meeting was adjourned at 3:00 pm.

The next board meeting will be via video conferencing on Tuesday March 9th at 2:00 pm.

Bob Germain, Secretary

**Sarasota Institute for Lifetime Learning
March 9, 2021 Board Meeting Minutes**

Board Members: Adrienne Cipolla, Beth Cotner, Bob Deutsch, Bob DeFillippi, Gordon Garrett, Bob Germain, Marshall Greenwald, Joe Holt, Susan Hook, Peter Huber, Jorie Lueloff, Jerry Luhman, Craig Marion, John McGruder, Joy McIntyre, Bob Moist, Jeff Olesen

Board Members Absent Bob Barylski, Nancy Cabral, Irwin Livon, Jim McGee, Teresa Morris, Mary Lou Spottswood, Mary Testa

Adjuncts Present: Mike Boorstein, Carmine Cipolla, Craig Kennedy, Sue Lewis, Bob Lieber

The meeting was conducted using Zoom video conferencing.
The meeting was called to order at 2 pm by Beth Cotner.

A quorum was present. The February Board Meeting minutes were approved.

Virtual Season: Jeff Olesen reported that the season progressing well, overcoming a few issues with live broadcasts. Latest viewing report shows a continuing slight downward trend. Live broadcast numbers about the same showing there is demand for live broadcasts.

Planning for the 2022 Season – Bob Deutsch summarized the committee report sent to the board. Tix can handle ticketing for access to the programs. Productions on other sites will be done using videographers similar to the SILL Select process. Files received from the videographer will be uploaded to a streaming site, either UTube or Vimeo. Both Music Monday and Global Issues programs will be available for 2 weeks. Propose to record 36 events 12 Music Monday, 12 Sarasota Thursday (SILL Select) and 12 selected from the 24 Tuesday/Wednesday lectures. An average of 700 people are accessing the broadcasts each week. Consensus: 3 packages will be offered. Subscribers will be offered the packages at a discount. Further discussion postponed until after analyzing survey results. Estimated cost \$16000.

Planning for Survey – John McGruder reported that a draft of the survey has been completed, circulated separately to the board. The survey should be sent out as soon as possible.

Music Mondays: Joe Holt reported that planning for the 2022 program has started, plan to complete by the end of April. Betsy Trauba will be nominated for a board position at the next board meeting.

Treasurer's Report: Marshall Greenwald reported that currently have 1.55 million in the Community Foundation, \$50000 in the checking account and, \$25,000 in the money market account. Expenses are tracking on budget. This year's budget will be adopted at a June board meeting.

Registrar's Report: Jerry Luhman reported that last month we had additional donations of \$7500. Total donations of \$60000. Ticket sales will start in the fall after more is known about the venues.

Global Issues: Jeff Olesen reported that the Program Committee has met, choosing 25 speakers. 19 have already been confirmed, 16 have been booked. Several high profile speakers are being pursued.

Marketing: Gordon Garrett reported advertising in the Herald Tribune ends this month. The month ending ads will include "thank you for season" and "we hope to see you next year".

Venice Operations: Bob Moist reported the contract with Venice Community Center for 2022 is in place. The plan is to hold live lectures on the usual Tuesday/Friday schedule.

LWR Operations: No report

Technology and Website: Bob Germain reported that weekly eblasts promoting the upcoming week broadcasts are being sent. The colorful graphic prepared by Larry Creter is used for the eblasts, Statistics are being collected from the 5:01 website. 1200-1500 emails will be added for the upcoming survey.

SILL Volunteers: Bob DeFillippi reported that he will be contacting all the team captains to see if they are willing to serve in the upcoming 2022 season. If needed, volunteers are available for help desk support. He is taking over sending contracts for Global Issues speakers from Mary Testa

SILL CD/FDs: No report.

SILL Select: Susan Hook reported all venues are pleased with this year's free lectures

LBK Lectures: Mike Boorstein reported that Aron Troen will donate \$180 a local food bank and a second \$180 to SILL.

Long Range Planning: Covered in Survey above.

The meeting was adjourned at 3:00 pm.

The next board meeting will be via video conferencing on Tuesday April 13th at 2:00 pm.

Bob Germain, Secretary

**Sarasota Institute for Lifetime Learning
April 13, 2021 Board Meeting Minutes**

Board Members: Beth Cotner, Bob Deutsch, Bob DeFillippi, Gordon Garrett, Bob Germain, Marshall Greenwald, Joe Holt, Susan Hook, Peter Huber, Jorie Lueloff, Jerry Luhman, Craig Marion, John McGruder, Joy McIntyre, Teresa Morris, Mary Testa

Board Members Absent: Adrienne Cipolla, Bob Barylski, Nancy Cabral, Irwin Livon, Jim McGee, Bob Moist, Jeff Olesen, Mary Lou Spottswood

Adjuncts Present: Sue Banks, Mike Boorstein, Sue Lewis, Bob Lieber

The meeting was conducted using Zoom video conferencing.
The meeting was called to order at 2 pm by Beth Cotner.

A quorum was present. The March Board Meeting minutes were approved.

Board Resignations: The board accepted the resignations of the following board members: Peter Huber, Irwin Livon, Joy McIntyre, Mary Lou Spottswood. Adjunct Judy Carson has resigned.

Adjunct Appointments: President Beth Cotner appointed Peter Huber and Kathie Westpheling

Bylaws Update: Bob Germain presented a proposed Bylaws update which redefines an ExOfficio member as non-voting and not restricted to former presidents. This change is to be voted on at the May Board meeting.

Nomination Committee: Mary Testa presented the committee report. Proposed officer slate: Beth Cotner President, Bob Deutsch Vice President, Marshall Greenwald Treasurer and Bob Germain Secretary Board members whose terms expire in 2021 are to be reappointed to 3 year terms ending in 2024. Proposed new board members are: Michael Boorstein, Craig Kennedy, Sue Lewis, Betsy Traba

Motion: Approve slate of nominees, term updates and new board members. Motion passed unanimously.

Virtual Season: Bob Deutsch reported for Jeff Olesen that the season is over. Live and on demand viewing numbers were less than 50 percent of previous season live viewing numbers. We should take credit for doing a reasonable job of presenting a quality speakers program on par with previous years.

Season Survey: John McGruder reported that the survey showed that Global Issues and Music Mondays continue to have high approval ratings. There were the usual likes and dislikes similar to other years. Online viewing was very well received. Some technical issues were reported to be resolved with any future offerings. There was a significant number of viewers who do not live in the area, spread mostly by word of mouth. The most important take away from the survey is a strong demand for online viewing, 50 percent want a mix of live and online. The report with numbers was distributed by email.

Planning for the 2022 Season – Bob Deutsch noted that the planning for recorded access presumes a live season to record. The recordings will be video on demand only, no live streaming. The plan is to provide access via UTube The offering will be 3 series – Music Mondays, Global Issues Thursday and a mix of 6 Tuesday and 6 Wednesday lectures. The cost will be about \$24000, of which \$8000 is already budgeted for SILL Select. Closed Captioning is being considered at a cost of \$1800 for Global Issues Thursday. It would add 2 days to the delivery date. The plan is to have a live demo of the process in time for the next Board meeting. It will cover buying a ticket via Tix and viewing the on line video.

Music Mondays: Joe Holt welcomed new board member Betsy Traba. He noted that the virtual season maintained the integrity of both the Music and Global Issues. Work on the 2022 season is progressing well with 5 artists committed and 10 candidates. One is a theremin player. We should consider what procedures and accessories might be needed at live venues – temperature check etc.

Treasurer's Report: Marshall Greenwald thanked Mary Lou Spottwood for helping with the transition. He reported there is \$1.574 million in the Community Foundation, \$9000 in the checking account and, \$25,000 in the money market account. An additional \$35,000 was withdrawn from the Community Foundation. This brings the total withdrawal to \$85,000, out of the total authorized \$100,000. There was significant budget overrun for 5:01 Studios, budget was \$52000, final cost \$64500. Insurance cost will go back up \$4000 when live season is resumed. Donations far exceeded the budget estimate of \$10000.

The Board of Directors agreed to change the authorized signors on the checking account (ending in *0823) and the money market account (ending in *4902) at Suntrust Bank to reflect the change of officers in the organization. The new signors should be Marshall Greenwald, Treasurer, Susan Lewis, Assistant Treasurer and Robert Germain, Secretary. In addition Mary Lou Spottwood, Gerald Luhman and Marjorie Friedman should be removed.

The Board of Directors also agreed that the following people are authorized contact people at the Community Foundation of Sarasota County: Beth Cotner, President, Marshall Greenwald, Treasurer, Susan Lewis, Assistant Treasurer and Robert Germain, Secretary.

Registrar's Report: Jerry Luhman noted that we are holding off ticket sales until the venue situation is clearer. It will take a week after a ticketing plan is approved to implement it in Tix. Sense of the board on refund policy is to defer a decision to a future meeting. Possibilities include offering access to free recording or credit toward a future performance.

Global Issues: Beth Cotner reported for Jeff Olesen that all but one speaker has been selected and there are options for the final slot.

Marketing: Gordon Garrett noted that the Herald Tribune sent out 3 eblasts each causing 2000 clicks onto the SILL website. There is a possibility of an article about the effort to produce an extraordinary number of live streaming events.

Venice Operations: No report

LWR Operations: Terasa Morris reported on unsuccessful efforts to find a venue for Thursday at Lakewood Ranch. Several possibilities are being investigated.

Technology and Website: Bob Germain reported the survey was programmed and distributed in 2 eblasts. The resulting data was analyzed and reported to the survey committee. Detailed statistics from the 5:01 Studio site have been downloaded – on line and virtual signons by day and individual email for future analysis.

SILL Volunteers: Bob DeFillippi reported the appointment of two new team captains in Sarasota.

SILL CD/FDs: No report.

SILL Select: Susan Hook reported all venues are pleased with this year's free lectures. There were a few negative comments, Introductions too long and quality of some lectures.

LBK Lectures: Mike Boorstein reported that Long Boat Key Education Center has merged with Temple Beth Isreal opening up a possibility that Longboat Key might be a future live venue for SILL.

Long Range Planning: Covered in Survey above.

New Business: Discussion of season end dinner. Explore options via email.

The meeting was adjourned at 3:20 pm.

The next board meeting will be via video conferencing on Tuesday May 11th at 2:00 pm.

Bob Germain, Secretary

**Sarasota Institute for Lifetime Learning
May 11, 2021 Board Meeting Minutes**

Board Members: Bob Barylski, Mike Boorstein, Nancy Cabral, Adrienne Cipolla, Beth Cotner, Bob Deutsch, Bob DeFillippi, Gordon Garrett, Bob Germain, Craig Kennedy, Marshall Greenwald, Joe Holt, Susan Hook, Sue Lewis, Jorie Lueloff, Craig Marion, Bob Moist, Jeff Olesen, Mary Testa, Betsy Traba

Board Members Absent: Jerry Luhman, Jim McGee, John McGruder, Teresa Morris

Adjuncts Present: Carmine Cipolla, Peter Huber, Bob Lieber, Richard Rose, Kathie Westpheling

The meeting was conducted using Zoom video conferencing.
The meeting was called to order at 2 pm by Beth Cotner.

A quorum was present. The April Board Meeting minutes were approved.

Adjunct Appointments: President Beth Cotner appointed Richard Rose

Bylaws Update: Bob Germain presented for approval a proposed Bylaws update which redefines an ExOfficio member:

Section 2. Ex-officio Member: *A former board member may be appointed as an Ex-officio non-voting member of the Board. Board approval is required. Ex-officio members serve three-year terms and may be reappointed.*

Motion: Approve change to By-laws as amended. Motion passed unanimously.

Planning for the 2022 Season – Bob Deutsch summarized the committee proposal. The offering will be 3 series – Music Mondays, Global Issues Thursday and a mix of 6 Tuesday and 6 Wednesday lectures. The cost will be about \$24000, of which \$8000 is already budgeted for SILL Select. Price will be \$85 for any Video on Demand (VOD) series and \$125 for a combined Live and VOD purchase. Videos will remain posted for 4 weeks. Bob Germain presented a live demo of the process, receiving link with the Tix acknowledgement, clicking on the link taking the subscriber to the series the subscriber has purchased. The subscriber clicks on a Watch Now button for any series available. **Motion:** Approve VOD proposal as presented. Motion passed unanimously.

Music Mondays: Joe Holt reported that artists for about two thirds of the season have been selected including a viola player and an excellent theremin player. There will be followup at the two Music Monday church venues on their planned allowable capacity for non-church events.

Treasurer's Report: Marshall Greenwald reported there is \$1.569 million in the Community Foundation, \$13,000 in the checking account and, \$25,000 in the money market account. \$15,000 of the \$100,000 authorized to withdraw is still available. A preliminary budget form was sent out to the board. Send feedback and estimates by the end of May. Insurance rates were down with no live season but expected to go back to \$7200 with the live season planned for 2022.

Registrar's Report: No report. From report emailed to the board: Donations since we announced "Virtual Season" on 10/1/20 \$33,690. Donations in the same period previous year \$18,803.

Global Issues: Jeff Olesen reported that all speakers had been selected but there was once cancellation. That slot was filled today. A venue for Lakewood Ranch has been identified 3:00 at Cornerstone Church. Peter Huber will serve as interim chair during Jeff Olesen's absence.

Marketing: Gordon Garrett noted that there will be an article about the past SILL season and effort to produce an extraordinary number of live streaming events A draft is expected in a week or so.

Venice Operations: Bob Moist reported plans to stay in touch with the Venice volunteers.

LWR Operations: Beth Cotner reported for Terasa Morris reported that with the Cornerstone option in hand, efforts continue to find a venue for Thursday at Lakewood Ranch.

Technology and Website: Bob Germain reported the proof of concept demo for the VOD process was programmed using Vimeo as the video website.

SILL Volunteers: Bob DeFillippi reported that Nancy Cabrel will take over the Global Issues program evaluations from Tom Meyers. There has been a turnover meeting. Peter Huber noted that 15 speakers are new. Badges will be ordered for the new board members to be delivered in November if we are back to live board meetings by then. There is a plan to resume the annual volunteer lunch at the end of the 2022 season.

SILL CD/FDs: Nancy Cabrel reported that audio cd's and flash drives will be offered in the 2022 season and hearing devices will be available. This should be announced at the start of each lecture.

SILL Select: Susan Hook reported all venues are pleased with this year's free lectures. All three VOD videos will be offered to the venues.

LBK Lectures: Mike Boorstein will investigate the feasibility of Temple Beth Israel offering the music VOD.

Long Range Planning: No report.

New Business: Discussion of season kickoff event. Committee of Joe Holt(chair) Bob Boorstein, Gordon Garrett and Craig Kennedy appointed to investigate and report back at the June meetingl.

The meeting was adjourned at 3:20 pm.

The next board meeting will be via video conferencing on Tuesday June 8th at 2:00 pm.

Bob Germain, Secretary

**Sarasota Institute for Lifetime Learning
June 6, 2021 Board Meeting Minutes**

Board Members: Bob Barylski, Mike Boorstein, Adrienne Cipolla, Beth Cotner, Bob Deutsch, Bob DeFillippi, Gordon Garrett, Bob Germain, Marshall Greenwald, Joe Holt, Susan Hook, Sue Lewis, Jorie Lueloff, Jerry Luhman, Craig Marion, John McGruder, Jeff Olesen, Betsy Traba

Board Members Absent: Nancy Cabral, Craig Kennedy, Jim McGee, Bob Moist, Teresa Morris, Mary Testa

Adjuncts Present: Carmine Cipolla, Peter Huber, Bob Lieber, Richard Rose

The meeting was conducted using Zoom video conferencing.
The meeting was called to order at 2 pm by Beth Cotner.

A quorum was present. The May Board Meeting minutes were approved.

Adjunct Appointments: President Beth Cotner reappointed the following Adjuncts for 2021-22:
Sue Banks, Tom Campo, Carmine Cippola, Peter Huber, Bob Lieber, Richard Rose, Robert Sherman, Bill Smullen, Carmen Stoeckmann, Kathie Westpheling

Treasurer's Report: Marshall Greenwald reported there is \$1.625 million in the Community Foundation, \$10,700 in the checking account and, \$25,000 in the money market account. The remaining \$15,000 of the \$100,000 authorized to withdraw will be placed in the checking account. Apportionment of Video on Demand videography costs will be split 50/50 between SILLSelect and the VOD program. The budget includes costs for a possible second program at Lakewood Ranch. **Motion:** Approve the budget as presented. Passed unanimously.

Registrar's Report: Jerry Luhman reported that the Tix website has been set up to offer subscriptions for live performances and video on demand. Bob Germain noted that there will be a web page with details about the complex subscription offering. Sense of the board is to announce ticket sales the day after Labor Day September 7th. This will be posted on the website. An eblast will be sent to describe the subscription offerings. The assumption for the Tix website is that all venues will operate at 100% of capacity. This will be reviewed at the end of August.

Music Mondays: Joe Holt noted that Venice Presbyterian Church has more than doubled their venue price. This reflected in the budget. Still waiting for the last artist commitment, expected soon. Higher videography cost for Music Monday over Global Issues justified by editing required for using multiple cameras and recording high quality sound. Consensus is to make the on demand video available for 4 weeks instead of 3 for both Music Monday and Global Issues.

Global Issues: Peter Huber reported that closed captioning has been arranged with AmeriCaption. Thirteen of 25 speaker profiles complete, target for completion August 1st. Bob De Fillippi noted that we will use a digital contract process that was used successfully last season by Music Monday.

Marketing: Gordon Garrett noted the advertising budget has been increased to cover explaining the complex new offerings. The article about the past SILL season and effort to produce an extraordinary number of live streaming events has been postponed to coincide with announcing the new season.

Venice Operations: No report.

LWR Operations: No report.

Technology and Website: Bob Germain noted that the website will be updated for the new season as soon as all of the necessary information is available. A draft of the web page that explains the ticket offering will be circulated for comments.

SILL Volunteers: Bob DeFillippi reported volunteers for the coming season are mostly in place.

SILL CD/FDs: No report.

SILL Select: Susan Hook noted that all venues will be offered all three sets of video recordings. Pricing for combinations of the three offerings is to be worked out. The offerings will be marketed to other venues

LBK Lectures: Mike Boorstein noted that Temple Beth Israel offering the music VOD is feasible assuming someone to run the program can be brought on board.

Long Range Planning: John McGruder noted that all of the things on the Long Range Planning agenda are happening.

The meeting was adjourned at 3:20 pm.

The next board meeting will be via video conferencing on Tuesday October 12th at 2:00 pm. Bob Barylski will determine if the board can meet live at Arts Alliance building with Zoom capability.

Bob Germain, Secretary