

**Sarasota Institute for Lifetime Learning
January 10, 2024 Board Meeting Minutes**

Board Members: Bob Barylski, Mike Boorstein, Karen Brown, Adrienne Cipolla, Beth Cotner, Bob DeFillippi, Jane DeFillippi, Bob Deutsch, Gordon Garrett, Bob Germain, Marshall Greenwald, Joe Holt, Susan Hook, Craig Kennedy, Sue Lewis, Bob Lieber, Jerry Luhman, Teresa Morris, Jeff Olesen, Richard Rose, Betsy Traba, Kathie Westpheling

Board Members Absent: Ed Swan

Adjuncts Present: Kirk Bradley, Carmine Cipolla, Peter Huber, Craig Marion, Ali Murphy, Michael Shacket, Jane Storm

The meeting was called to order at 3:00 pm by Bob Deutsch.

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

Bob Deutsch noted ongoing work preparing for Giving Challenge in April.

Treasurer's Report: Marshall Greenwald reported SILL has \$1.431 million with Community Foundation. Up 7% from the beginning of the year thru November. Checking account balance is \$33270, Money Market \$37,637. State solicitation registration form expected by Monday for upload to Giving Challenge SILL profile.

Registrar's Report: Jerry Luhman noted that Tickets sales for 2024 series (live and VOD) are \$118,000 at the end of December 2023. Policy is that Global Issues tickets are restricted to the venue. Exceptions on a case by case basis.

Global Issues: Beth Cotner reported all is on track for the 2024. Moving Parts spreadsheet has been sent.

Marketing: Gordon Garrett reported that advertising is on schedule. Our new artist Elsa Kauffman is doing a good job.

Music Mondays: Joe Holt reported that the 2024 season is on track.

Venice Operations: Craig Kennedy reported for that all is ready for the 2024 season.

LWR Operations: Teresa Morris reported that the 2024 season is off to a good start.

Technology and Website: Bob Germain reported that the first This Week at SILL eblast has been sent. A bookmark advertising the Giving Challenge is being developed. A slide for the Giving Challenge will be added to the pre-lecture PowerPoint presentations.

SILL Volunteers: Bob DeFillippi noted it takes 2 weeks to get a new badge.

SILL Select: Susan Hook reported all is ready for 2024. There are 8 venues.

Long Range Planning: Teresa Morris reported that a new survey is being designed.

The meeting was adjourned at 4:45 pm.

The next board meeting will at the Arts Building on Wednesday February 14th at 3:00 pm

Bob Germain, Secretary

**Sarasota Institute for Lifetime Learning
February 14, 2024 Board Meeting Minutes**

Board Members: Bob Barylski, Karen Brown, Adrienne Cipolla, Bob DeFillippi, Jane DeFillippi, Bob Deutsch, Gordon Garrett, Bob Germain, Marshall Greenwald, Joe Holt, Susan Hook, Sue Lewis, Bob Lieber, Jerry Luhman, Teresa Morris, Jeff Olesen, Richard Rose, Ed Swan, Kathie Westpheling

Board Members Absent: Mike Boorstein, Beth Cotner, Craig Kennedy, Betsy Traba

Adjuncts Present: Kirk Bradley, Carmine Cipolla, Peter Huber, Ali Murphy, Michael Shacket

The meeting was called to order at 3:00 pm by Bob Deutsch.

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

New Adjunct appointed: Paul Westpheling - photos, single VOD by link program

Treasurer's Report: Marshall Greenwald reported SILL has \$1.497 million with Community Foundation as of 12/31/23. Checking account balance is \$73,146, Money Market \$30,688. Operating loss of about \$50,000 projected for this fiscal year.

Registrar's Report: Jerry Luhman noted that attendance reports have been distributed. Discussion on ticket policies and pricing for 2025. **Motion:** Buy barcode readers for all venues subject to approval of costs at a special board meeting via Zoom next week. Approved unanimously. **Motion:** Keep prices unchanged for 2025. Approved unanimously. **Motion:** Offer 3 subscriptions -Music Monday, Global Issues Series I and Series II, tickets for that series usable at any venue. Approved unanimously. **Motion:** Offer VOD season and single performance links same as 2024. Approved unanimously

Global Issues: Bob Deutsch reported for Beth Cotner a schedule change – Bob Barylski moving from end of March to Feb 27-28 replacing Angela Stent. Jan Dougherty will speak 3/28-29. Bob Deutsch will co-chair Global Issues planning committee.

Marketing: Gordon Garrett reported that advertising is on schedule. There was a glitch in week 4 Herald-Tribune ad, the wrong week was shown.

Music Mondays: Joe Holt reported that the 2024 season is on track.

Venice Operations: Adrienne Cipolla reported for Craig Kennedy reported for that that the 2024 season is on track.

LWR Operations: Teresa Morris reported that the 2024 season is off to a good start.

Technology and Website: Bob Germain reported that schedule change was posted on the website. "This Week at SILL" eblasts are being sent. The bookmark advertising the Giving Challenge has been printed.

SILL Volunteers: Bob DeFillippi reported that the Volunteer Lunch will be held on April 4th at Tripletail in Sarasota.

SILL Select: Susan Hook reported season is going well

Long Range Planning: Teresa Morris reported that a new survey is being designed.

Bob Deutsch noted ongoing work preparing for Giving Challenge in April.

The meeting was adjourned at 4:45 pm.

The next board meeting will at the Arts Building on Wednesday March 13th at 3:00 pm

Bob Germain, Secretary

**Sarasota Institute for Lifetime Learning
March 13, 2024 Board Meeting Minutes**

Board Members: Mike Boorstein, Bob Barylski, Karen Brown, Adrienne Cipolla, Beth Cotner, Bob DeFillippi, Jane DeFillippi, Bob Deutsch, Gordon Garrett, Bob Germain, Joe Holt, Susan Hook, Craig Kennedy, Sue Lewis, Bob Lieber, Jerry Luhman, Jeff Olesen, Richard Rose, Ed Swan, Kathie Westpheling

Board Members Absent: Marshall Greenwald, Teresa Morris, Betsy Traba

Adjuncts Present: Carmine Cipolla, Peter Huber, Jorie Luloff. Michael Shacket, Paul Westpheling

The meeting was called to order at 3:00 pm by Bob Deutsch.

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

New Adjunct appointed: John McFetridge - technology

Bob Deutsch reported on status of Giving Challenge – eblasts sent. Requests for giving has already generated several large gifts.

Treasurer's Report: Sue Lewis reported for Marshall Greenwald SILL has \$1.492 million with Community Foundation. Checking account balance is \$53,500, Money Market \$30,700.

Registrar's Report: Jerry Luhman noted changes to next year's tickets. There will be 3 series tickets, Music Monday, Global Issues Series I (Tue/Wed) and Series II (Thu/Fri). Ticket holders can go to any venue for the series they purchase.

Global Issues: Beth Cotner reported that program committee recruiting for 2025 has started, 7 speakers have been scheduled.

Marketing: Gordon Garrett reported that advertising is on schedule. Karen Brown is Marketing director for 2025 season. Marketing plan coming soon.

Music Mondays: Joe Holt reported that the 2024 season is on track.

Venice Operations: Craig Kennedy reported that that the 2024 season is on track. In 2025, new Registrar volunteer and sound technician at Venice Community Center.

LWR Operations: Richard Rose reported for Teresa Morris that the 2024 season is doing well. It will take time to build an audience at the new Wednesday morning lecture.

Technology and Website: Bob Germain reported that 474 SILL audience surveys and 34 volunteer Request for Information forms have been returned. Website update and eblast announcing 2025 ticket sales scheduled for 3/17. Giving Challenge eblasts sent and graphic added to website.

SILL Volunteers: Robert DeFillippi noted that it is best to collect SILL name badges from volunteers who are not returning to service next season. The Volunteer Lunch has 54 accepts so far, capacity is 64.

SILL Select: Susan Hook reported season is going well. Peter Huber noted that the program is a big success at Bay Village.

Long Range Planning: Susan Hook reported for Teresa Morris reported that a work plan is being constructed.

Bob Deutsch requested each board member to submit a "what you do" list prior to next board meeting on 4/10.

The meeting was adjourned at 4:25 pm.

The next board meeting will at the Arts Building on Wednesday April 10th at 3:00 pm

Bob Germain, Secretary

**Sarasota Institute for Lifetime Learning
April 10, 2024 Board Meeting Minutes**

Board Members: Mike Boorstein, Bob Barylski, Karen Brown, Adrienne Cipolla, Beth Cotner, Bob DeFillippi, Jane DeFillippi, Bob Deutsch, Gordon Garrett, Bob Germain, Marshall Greenwald, Joe Holt, Susan Hook, Craig Kennedy, Sue Lewis, Bob Lieber, Jerry Luhman, Jeff Olesen, Richard Rose, Kathie Westpheling

Board Members Absent: Teresa Morris, Ed Swan, Betsy Traba

Adjuncts Present: Carmine Cipolla, Peter Huber, Jorie Luloff. Craig Marion, John McFetridge, Michael Shacket, Paul Westpheling

The meeting was called to order at 3:00 pm by Jeff Olesen.

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

Nomination Committee: Beth Cotner presented the committee report. Proposed officer slate: Jeff Olesen President, Mike Boorstein Vice President, Marshall Greenwald Treasurer and Bob Germain Secretary. Board members whose terms expire in 2024 are to be reappointed to 3 year terms ending in 2027. Peter Huber moved from Adjunct to ExOfficio.

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

Craig Kennedy reported results of of Giving Challenge – over \$60000 raised from 270 donors.

Treasurer's Report: Marshall Greenwald reported SILL has \$1.532 million with Community Foundation. Checking account balance is \$26,000 Money Market \$31,000. Budget discussion postponed to May meeting.

Registrar's Report: Jerry Luhman noted changes to next year's tickets color will be yellow.

Global Issues: Beth Cotner reported that program committee recruiting for 2025 is going well, 18 speakers have been scheduled.

Marketing: Karen Brown noted that the marking committee had just met. Available data will be analyzed. Discussion on the possibility of Church of the Palms as an alternate venue for Global Issues.

Music Mondays: Joe Holt reported that the 2025 scheduling is doing well. Next season we will post links to individual artist's websites.

Venice Operations: Craig Kennedy reported that that the Venice Community Center lease has been signed.

LWR Operations: Richard Rose reported that the Cornerstone Church lease is a work in progress as the church transits to a new and larger building.

Technology and Website: Bob Germain reported that several eblasts in support of the Giving Challenge were sent. Website was updated with a direct link to the SILL Giving Challenge web page during the 24 hour cycle. Thank you eblast to be sent to all who gave.

SILL Audio: Nancy Cabral reported that 138 recordings and 5 box sets were sold, total proceeds \$2620, net profit \$2374. The new program of sending audio download links was very successful. There is an ongoing problem reconciling sales data.

SILL Volunteers: Bob DeFillippi thanked Team Captains and asked for any available job specific information for Facilities volunteers. The Volunteer Lunch was a great success 62 attended.

SILL Select: Susan Hook reported there are now 9 SILL Select locations.

Long Range Planning: No report.

New Business:

Retreat scheduled for Thursday April 25th 10 to 3.

Craig Kennedy reported on Development Committee meeting. Discussion of program improvements. Consider raising speaker fees to \$5000 for the 2026 season. John McFetridge will investigate closed

captioning software. **Motion:** Resume video on demand program for Music Monday and Tuesday Global Issues. Motion passed unanimously

The meeting was adjourned at 4:05 pm.

The next board meeting will at the Arts Building on Wednesday October 9th at 3:00 pm
There will be planning meetings via Zoom, next meeting will be Wednesday May 15th at 3:00

Bob Germain, Secretary

**Sarasota Institute for Lifetime Learning
October 19, 2024 Board Meeting Minutes**

Board Members: Mike Boorstein, Karen Brown, Beth Cotner, Jane DeFillippi, Bob Germain, Joe Holt, Susan Hook, Sue Lewis, Jerry Luhman, Jeff Olesen, Richard Rose, Kathie Westpheling

Board Members Absent: [unable to use Zoom no wifi available]

Adjuncts Present: Craig Marion, Michael Shacket, Jane Storm, Paul Westpheling

The meeting was called to order at 3:00 pm by Jeff Olesen.

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

Jeff Olsen thanked the board for their efforts. The initiative to document SILL was introduced. There is a new set of board web pages that document SILL collectively - SILL Information Library. This includes the "what do I do for SILL" responses and historical data. Members are encouraged to review and comment, send to Bob Germain

Treasurer's Report: Jeff Olesen reported for Marshall Greenwald - Community Foundation \$1,670,000 Checking account \$14,400 Money Market \$72,700 including \$47,700 from the Giving Challenge.

Registrar's Report: Jerry Luhman reported sales YTD \$30,000 vs \$50,000 last year. Bar code scanning will be tested in 2 locations. Venue Registrar volunteers are needed in Sarasota,

Global Issues: Beth Cotner reported that a special event has been added to the season. Jeh Johnson, former Secretary of Homeland Security. The program at 5 pm February 5, 2025 at Church of the Palms, admission \$25. The Moderator Calendar (moving parts) document will be created and maintained by Bob Deutsch.

Marketing: Karen Brown reported on marketing plan for coming season. Add video clips to show before program start. More engagement with the press. Targeted eblasts using Constant Contact. Trifold will be updated and distributed.

Music Mondays: Joe Holt reported that the 2025 is ready to go. Links to individual artist's websites have been added. VOD for music approved, videographer at Church of the Palms is set.

Venice Operations: Jeff Olesen reported for Craig Kennedy – all set for 2025 season. Working with Karen Brown about increased marketing. Sound problems are solved, really good sound engineer from last year is returning. VCC management is being shifted from Sarasota County to City of Venice, no immediate effect on SILL.

LWR Operations: Teresa Morris reported that 2025 is ready to go. An effort is being made to find restaurants willing to offer a freebee to ticket holders.

Technology and Website: Bob Germain reported website updated for 2025 season. Includes links to Music artist's websites. SILL booklet will be distributed the first week in November. Members are encouraged to bookmark or add desktop link to the Board Members web page to skip having to use a password. <https://sillsarasota.org/boardmenu.htm>

SILL Volunteers: Jeff Olesen reported for Bob DeFillippi – registrar volunteers are needed. Updated Volunteer Application form created and posted on the website

SILL Select: Susan Hook reported there are now 9 SILL Select locations. Plymouth Harbor is a candidate for Music VOD.

Long Range Planning: Teresa Morris reported focus in on how to increase revenue.

The meeting was adjourned at 4:30 pm.

The next board meeting will at the Arts Building on Wednesday November 13th at 3:00 pm

Bob Germain, Secretary

**Sarasota Institute for Lifetime Learning
November 13, 2024 Board Meeting Minutes**

Board Members: Mike Boorstein, Karen Brown, Adrienne Cipolla, Beth Cotner, Bob DeFillippi, Jane DeFillippi, Bob Deutsch, Bob Germain, Marshall Greenwald, Joe Holt, Susan Hook, Sue Lewis, Bob Lieber, Jerry Luhman, Teresa Morris, Jeff Olesen, Richard Rose, Michael Shacket, Ed Swan, Kathie Westpheling

Board Members Absent: Bob Barylski, Gordon Garrett, Craig Kennedy, Betsy Traba

Adjuncts Present: Carmine Cipolla, John McFetridge, Paul Westpheling

The meeting was called to order at 3:00 pm by Jeff Olesen.

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

Nomination Committee: Beth Cotner presented the committee report. Proposed new board member Michael Shacket, two new Adjuncts Roger Blanken, Gregg Lassen

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

Treasurer's Report: Marshall Greenwald reported SILL has \$1.705 million with Community Foundation. Checking account balance is \$38,700 Money Market \$73,100.

Registrar's Report: Jerry Luhman reported sales YTD far below last year, \$52,000 vs \$98,000 end of October. Two venue registrars still needed in Sarasota.

Global Issues: Beth Cotner reported that Host Moderator schedule for next season has been distributed. Special lecturer Jeh Johnson ticket pricing discussed. **Motion:** Ticket price \$25, \$15 for subscribers, free for SILL volunteers, board members and youth. Unanimously approved.

Marketing: Karen Brown noted targeted elblast has been sent to those subscribed last year but not yet this year.

Music Mondays: Joe Holt reported that all is ready for the 2025 season.

Venice Operations: Jeff Olesen reported for Craig Kennedy reported new posters will be ordered for Venice.

LWR Operations: Teresa Morris reported all is set for the coming season.

Technology and Website: Bob Germain reported that the SILL trifold has been created and printed. SILL brochures have been printed and mailed.

SILL Volunteers: Bob DeFillippi asked that new volunteers names should be sent for timely ordering of name badges. Volunteers will be asked sign the new form which includes a liability wavier.

SILL Select: Susan Hook reported there are now 9 SILL Select locations. Contract with videographer Approach Signal has been signed.

Long Range Planning: Teresa Morris reported that a review of the business model will be conducted.

The meeting was adjourned at 4:30 pm.

The next board meeting with lunch will be 10:30 am, December 11th at the Field Club, 1400 Field Rd Sarasota.

Bob Germain, Secretary

**Sarasota Institute for Lifetime Learning
December 11, 2024 Board Meeting Minutes**

Board Members: Bob Barylski, Mike Boorstein, Karen Brown, Beth Cotner, Bob DeFillippi, Jane DeFillippi, Bob Deutsch, Bob Germain, Marshall Greenwald, Joe Holt, Susan Hook, Craig Kennedy, Jerry Luhman, Teresa Morris, Jeff Olesen, Richard Rose, Michael Shacket, Ed Swan, Kathie Westpheling

Board Members Absent: Adrienne Cipolla, Sue Lewis, Bob Lieber, Betsy Traba

Adjuncts Present: Roger Blanken, Gregg Lassen, Craig Marion, John McFetridge, Jane Storm, Paul Westpheling

The meeting was called to order at 10:30 am by Jeff Olesen.

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

Treasurer's Report: Marshall Greenwald reported SILL has \$1.667 million with Community Foundation. Checking account balance is \$70,300, Money Market \$73,300. **Motion:** Budget for Jeh Johnson special event up to \$10,000. Approved unanimously. Change to pricing: Free for subscribers, excluding 6 pack flex pass.

Registrar's Report: Jerry Luhman reported at the end of November, sales down only 11% below last year, vs 24% end of October. December sales \$13,000. Mailing tickets option will be turned off, tickets will be at will call.

Global Issues: Beth Cotner reported that all is ready for 2025 season. Host Moderator schedule for next season has been updated.

Marketing: Karen Brown presented the marketing plan for the Jeh Johnson special event. Each subscriber (ex 6pk flex pass) will receive 1 ticket. Additional tickets will be \$25. Tickets will not be mailed, pick up at will call.

Music Mondays: Joe Holt reported that all is ready for the 2025 season.

Venice Operations: Craig Kennedy reported that all is ready for the 2025 season.

LWR Operations: Teresa Morris reported all contracts have been signed. An initiative for asking restaurants to offer a freebee is under way.

Technology and Website: Bob Germain reported that the Global Issues biosheets have been created and printed. Website updated to include Video on Demand subscriptions.

SILL Volunteers: Bob DeFillippi noted that new volunteer names should be sent for timely ordering of name badges.

SILL Select: Susan Hook reported there are now 6 paid SILL Select locations.

Long Range Planning: Teresa Morris reported that a review of the business model will be conducted.

The meeting was adjourned at 11:30 am.

The next board meeting will be 3:00 pm, January 8th at the Arts Building with Zoom.

Bob Germain, Secretary