OSHER LIFELONG LEARNING INSTITUTE
UNIVERSITY OF WISCONSIN-MILWAUKEE
MINUTES OF THE BOARD OF DIRECTORS

December 9th, 2013

In Attendance: Phil Rozga, David Kelling, Kathy Brehmer, John Link, Diana Hankes, David Georgenson, Mary E. Kelly, Kim Beck, Jenny Neale

Meeting was called to order at 1:00 p.m.

1. MINUTES Minutes of the November Board Meeting were approved as submitted

2. STRATEGIC PRIORITIES

   EXPAND AND DIVERSIFY MEMBERSHIP
   
   . Jenny reported that Natalie is making calls to non-renewals, and response has been mixed. Many messages were left, and approximately 400 need to be contacted, which is higher than originally thought. Because of our conversion to the new registration system, a sub-set of that 400 is affected. Responses are being codified, and Jenny will have a report prepared for the January Board meeting.

   FINANCIAL STABILITY
   
   . Fundraising Campaign-According to the Development Office, money raised so far totals:
     
     Direct mail- $3200
     Board members- $1200
     SW Airlines raffle- $2000
     
     . The February 11th Valentine event at St John’s on the Lake will have various fund raising mechanisms in addition to the $50 admission fee. The committee embraced the concept of Book Art for sale spearheaded by Tony Busalacchi, and professional artists like Carolyn White-Travanti will be involved.
     
     . Holiday Gala at the Hefter Center- Items for the silent auction are starting to come in; it is anticipated that this first time effort will be a successful revenue generator.

3. SOCIAL AND CULTURAL ENHANCEMENT

   To date there are 80 RSVP’s for the Holiday Gala. David G will develop a flyer promoting Osher volunteer opportunities. This will be distributed throughout the event. David suggested that Natalie promote the Holiday Gala as she makes calls to non-renewals.

4. PRESIDENT’S REPORT- None

4. EXECUTIVE DIRECTOR’S REPORT-None

   In response to a question, Kim indicated that the trip to Cuba was wonderful, but the lack of elevators, coupled with the many stairs to navigate presented challenges to some of the attendees.

   NEWSLETTER- Diana reported that:
The next newsletter will include an article about Kathy Darrington and Natalie Fluker.

At this point it will be 16 pages, and space will be reserved for an update on the fund raising campaign.

The January mailing will include the updated Membership Directory as well as the newsletter.

5. NEW BUSINESS

Both Phil and David G stated that a co-chair for each committee should be considered, to support the chair and fill in when the chair is not available.

David G suggested that we consider removing barriers as we strive to increase membership to 1,000.

6. ADJOURNMENT- Meeting was adjourned at 1:40 P.M. The next meeting will be Monday, January 6th, 2014. (subsequently postponed, thanks to Mother Nature

Respectfully submitted,

Mary Kelly