OSHER LIFELONG LEARNING INSTITUTE
UNIVERSITY OF WISCONSIN-MILWAUKEE
MINUTES OF THE BOARD OF DIRECTORS
November 4th, 2013

In Attendance- Phil Rozga, David Kelling, Mike Roller, Kathy Brehmer, David Georgensen, John Links, Diana Hankes, Beth Waschow, Elaine Burns, Mary E. Kelly, Kim Beck, Jenny Neale, Kathy Darrington

Meeting was called to order at 1:00 P.M.

1. MINUTES- Minutes of the October 7th 2013 Board Meeting, and Committee Meetings were approved as submitted.

2. STRATEGIC PRIORITIES
   . CURRICULUM GROWTH
      Beth Waschow was introduced and congratulated as the new Curriculum Chair
   . ESPAND AND DIVERSIFY MEMBERSHIP
      Kathy Darrington was introduced. Formerly with the Dean’s office, Kathy will be part of Osher staff at least through June of 2014, and will be working on special projects and with various committees.
   . FINANCIAL STABILITY-Kathy Brehmer
      - The Osher Financial Report as of October 30, 2013 was distributed and reviewed
      - One new member has joined the Finance committee
      - The Fund Raising Campaign letter went out to all members November 1st
      - To date, the Osher Board has contributed close to $2,000
      - A script has been prepared for Board members to follow when promoting the Fund Raising Campaign, which will be mailed to all Board members at a later date
      - A major Fund raising event is scheduled for February 11th, 2014 at St John’s on the Lake. Event will be from 2:00 until 5:00 p.m., and will cost $50 per person. The financial goal is several thousand dollars; the attendance goal is 125
      - Tony Busalacchi has been spearheading arrangements, and will have some of his artistic book creations available for auction
      - Committee is looking for sponsors for the event, including corporations and law firms
      - Possible speakers include Bud Selig, and Mike Gousha
      - We could seek help from an “angel donor”, but only as a last resort
      - Winter Holiday Gala on December 13th will include a silent auction. Kathy is hoping that each committee will come up with a basket filled with items for the auction. Solicitations could also go out to the membership in the party announcement. Board members are also asked to bring items to the December 9th Board meeting. Kathy Darrington will be coordinating this.

   . PUBLIC RELATIONS AND MARKETING- Mike Roller
- The committee has met three times in the last two months
- Briefly discussed the Gift Of OSHER Membership campaign, which is explained in great
detail in the minutes from the October 16th committee meeting
- A PR piece has been developed explaining the Gifting program
- The goal for the availability of the purse-wallet cards is December 20th
- An article will be developed for the January/February newsletter (due date for submissions
is the first Monday of December)

SOCIAL AND CULTURAL ENHANCEMENT

- Mary Kelly was introduced and congratulated as the new Social Committee chair
- Holiday Gala update- The Social Committee will be finalizing arrangements, together with
staff, for the December 13th event. The silent auction/fund raising component was
referred to earlier. Committee members will be available to welcome guests and keep the
party flowing.

3. PRESIDENT’S REPORT

Wall Conference Planning
- Conference is scheduled for Wednesday September 3rd through Friday September 5th
- Logo will be Milwaukee Feeds and Supplies the World.
- The theme of the conference is education- what are various entities doing to provide adult
educational opportunities, and how can we learn and benefit from each other’s
experiences.
- Sessions will take place at the downtown campus.
- Downtown hotels are being researched.
- Major presenters being considered are John Gurda, Janine Geske, Julie Pandl and Jessie
Garcia.
- Potential activities include a bus tour highlighting Milwaukee’s places of interest, a trip to
Growing Power, and a tour of Channel 10/36 studios.
- Attendance goal is 100, although 60 is more realistic.
- Attendees will be encouraged to consider attending Indian Summer while they are in the
Milwaukee area, which runs from Friday through Sunday.
- Volunteers will be needed to handle various tasks as planning goes forward.

4. EXECUTIVE DIRECTOR’S REPORT

- Dean’s Lecture Series- Amanda Brown, the new Athletic Director, will be speaking on
November 20th at the downtown campus.
- Waiver of Fees Request- An individual with physical challenges, who is not yet 50 would like to
become an OSHER member and has requested a fee waiver. With Board approval, this person
will be recorded as a paid member.
- Sponsorship of Create/Change Summer Institute- OSHER has been asked to co-sponsor a
conference focusing on the Penelope Project which works with people living with Alzheimer’s
disease. The conference will be held during the summer of 2014, and will not involve any cost
to OSHER. Conference information will be included in our Summer catalog.
Our new Public Ally, Natalie Fluker will start the week of November 11th. Among her duties will be working to increase and diversify our membership, and will contact our 250 non-renewals. Current membership is at 750!

Winter/Spring Catalog Update- We are currently somewhat behind schedule; at this point the earliest it will be available to our membership is early to mid-January, 2014.

OSHER National Conference-Carlsbad, CA- April 28-30, 2014- Kim will be attending; Phil and Mike will discuss their interest in attending, and make a decision accordingly.

Time Management Revisited-
- The number of committee and other meetings has created significant time management problems for Kim and staff. Going forward, no more than two of the three staff members (Kim, Jenny and Natalie) will be attending these meetings.
- Frequent traveling back and forth between SCE and Hefter has also become problematic. A motion was made, and seconded that all committee meetings will now take place at SCE. The motion carried.

Core Programming- Elaine reported that:
- Summer and Fall courses, and go-explore activities are evolving.
- If the committee is unable to confirm presenters for summer, they will be moved to fall.
- New committee members are coming aboard.

5. NEW BUSINESS
- Diana will send all Board members a timeline for Newsletter submissions.
- Phil suggested an educational article about the origins of OSHER and its name for the benefit of new members.
- Mike spoke to the issue of the need for more members to be brought into Board leadership roles, as well as improved strategies to identify new committee members.
- Kim stated that Leadership and Development is charged with this task.
- Perhaps it is time to do another Membership survey to assess interest and encourage participation.
- The next new member meeting is scheduled for November 20th.

6. ADJOURNMENT
The next Board meeting will be Monday December 9th, due to Kim’s OSHER trip to Cuba. Meeting was adjourned at 2:20 p.m.

Respectfully submitted,
Mary E. Kelly, Secretary