Meeting was called to order at 1:05 p.m.

1. MINUTES AND CONSENT AGENDAS- Minutes of committees were as approved as submitted.
   Minutes of the March 3rd 2014 Board meeting will be submitted at a later date.

2. COMMITTEE REPORTS
   - FINANCE AND DEVELOPMENT
     - A status report of the 100 +15,000 =$1 million campaign was distributed; at this point we
       have exceeded our financial goal by $226.00....a positive figure since our “financial clock” resets
       as of June 1st. As far as membership numbers, we have 64 to go to reach 1,000!
     - Going forward, the fund raising function and the financial function will be split off from each
       other

   - PUBLIC RELATIONS AND MARKETING
     - Mike referenced the areas that the committee is focusing on, and described the matrix that
       has been developed, which details the goals and specific timelines. Mike offered to provide
       copies of the material to interested Board members. The first goal (1,000 members) is close
       to being achieved. The second goal (expanding diversity) is the next big challenge. This will
       be a central topic at the National OSHER conference which Mike and Kim will be attending.
     - Presentations at various classes and sessions are going well. Kim indicated that we are
       growing by 15 members a week. Guest passes will be available for distribution starting April
       22nd.

   - MEMBERSHIP
     - Ted reported that combining the new member and prospective member meetings has
       moved ahead. The next meeting is scheduled for Saturday, April 19th at the Hefter Center.
       It has been suggested that a follow-up call be made after the letter to the new/prospective
       member has been sent.
     - A major focus of the membership committee has to be member retention.
     - Several members have asked about the money being raised, and what do we do with it?
       Kim will address this in a future communication.

SOCIAL
- Arrangements for the Spring Fling at the South Shore Park Pavilion are in place, and we are hoping for a good turnout. We anticipate that the Get to Know You bingo will be a successful ice breaker, as it was last year. Chris O’Brien has been contacting members to contribute personal information that they would be willing to share. Board members are encouraged to come.

CURRICULUM

- Lecture committee- Three highly qualified members came forward, but there is no chair as yet.
- Summer Catalog- ready to be printed
- Fall catalog is evolving, and is on track
- David will be doing a class again in fall on Navigating the Rest of Your Life
- Efforts to expand Special Interest Groups are ongoing, with a goal of expanding diversity

TRAVEL

Planning continues for 2014-2015

- September- Mississippi
- November- Best of Broadway (side trip to West Point)
- December- Costa Rica
- March- Spain
- April- Week of Learning (Immigration)

NEWSLETTER

- The deadline for the May/June newsletter is today, April 7th. Diana gave her usual plea for more submissions. A discussion ensued about how to improve the flow of information to Diana. Ideas offered for content include developing a quiz, profiling some of our presenters, writing about our various activities, having several regular columns, e.g. David expanding on Negotiating the Rest of Your Life, Beth focusing on what’s coming up regarding curriculum and programming, etc.

LEADERSHIP AND DEVELOPMENT

- Nominations for Board officers
  President-Elect- David Georgenson
  Secretary- Kathy Brehmer
  Treasurer- No candidate as yet
- Officer nominations will be published in the May-June newsletter
- David reviewed committee priorities:
  . Identifying Talent- Develop strategies to identify members who could become active. It is likely that 10-15% of our 1,000 members would be willing to serve.
. Strategic Plan- How to ensure that the Strategic Plan is still reliable, appropriate and valid. Committee chairs will be invited to attend a Leadership and Development meeting to discuss what they are doing to achieve the goals of the Strategic Plan, difficulties they might be encountering, and what support might be needed.

. Diversity- Ongoing discussions about strategies to achieve more diversity among our members, and an acknowledgement that we have a ways to go, both with programs and outreach. A project team will be established to include Mike, Beth, Linda and Kim to focus on this priority and report back to the L and D committee.

3. PRESIDENT’S REPORT
   - Phil discussed the W.A.L.L conference that we are hosting in early September, and the need to begin publicizing to our members and state wide entities.
   - Kim will write an article for the newsletter, and summarized the agenda to date. In addition to our keynote speaker John Gurda, there will be sessions on curriculum and programming, running an effective organization, successful fund raising, the various cultural attractions of Milwaukee, and a visit to Indian Summer. The goal is 90 to 100 attendees from various Lifelong Learning Institutes across the state.

4. EXECUTIVE DIRECTOR’S REPORT
   No separate report, since Kim’s items were covered in various committee reports.

5. OLD BUSINESS/NEW BUSINESS- None

6. ADJOURNMENT- Meeting adjourned at 2:30 p.m. Next meeting is scheduled for Monday, May 5th, 2014.

Respectfully submitted,

Mary E. Kelly
Secretary