OSHER LIFELONG LEARNING INSTITUTE  
UNIVERSITY OF WISCONSIN-MILWAUKEE  
MINUTES OF THE BOARD OF DIRECTORS  
May 5, 2014

In Attendance:  Diana Hankes, Kathy Brehmer, John Link, Beth Waschow, Linda Nolan, , Kim Beck, Jenny Neale, David Georgenson, Ted Tousman

Excused:  Phil Rozga, Mary E. Kelly

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

1. CONSENT AGENDA.  There was no consent agenda presented  
2. COMMITTEE REPORTS  
   . FINANCIAL STABILITY  
     - Kathy Brehmer reported that we have raised $15,226 to date. Probably more but have not heard from the Development Office. Donations through the end of May will count toward this year. New fund raising year will begin June 1, 2014.

   . PUBLIC RELATIONS AND MARKETING  
     -John link reported on meeting with Project Interfaith. Met with Jean Schnmitz. They need volunteers and Osher needs members. They will meet again Friday May 9, 2014. They will also be doing a Potpourri in the Fall. Plan on doing informational articles in each other’s newsletters.

   .MEMBERSHIP  
     -Would like to hold new/prospective members meetings in the Library facility at the School of Cont. Ed.  
     -The last event got approximately 16 new members to sign up.  
     -To date we have 1,044 members but need more both to meet the Strategic Planning Goals and to ensure Osher endowment.  
     -To date only 4 or 5 guest passes have been used.

   .SOCIAL  
     -Diane Hankes reported that the Spring Fling was a great success. Had twice as many people as last year.  
     -Wine and Cheese party will be at Phil and Terry Rozgas on Friday May 30, 2014.  
     -Plan on participating in Senior Fest at State Fair Park on 6/11/2014. There are many senior programs and groups attending. Ted Tousman, and Mary Kelly will attend with Natalie and Kathy D. There may be a small fee, approximately $100.  
     -Speaker for the Spring Luncheon will be Matt Howard, Director of the Office of Sustainability for the City of Milwaukee.  
     -Discussion of moving Winter Gala to the School of Cont. Ed 7th floor dining room.  
     -Looking for a member with a large yard to host a mid-summer event. Possibly at Linda Nolan’s or on the lawn of the Hefter Center.

   .PROGRAMMING  
     -Catalogue for Summer is out – was mailed on Friday 5/2/14. We are about half way through Fall. Lecture committee meets Tuesday 5/6/14.

   .LEADERSHIP AND DEVELOPMENT  
     -Dave Georgenson reported that L&D will invite all committees to report on progress with Strategic Plan and how can L&D help them achieve goals. Will continue to identify people who would be committee’s chair. Need pool of people. Mike Roller will chair committee on diversity.  
     -Question was asked what will happen if we don’t have a Treasurer by June election meeting? The Board of Directors can confirm.
Discussion of how to find a Treasurer/Fund Raiser. Suggested we do an e-mail to membership to emphasis Fund Raising role in Finance/Treasurer position. There may be some members who have this experience and would enjoy the challenge. Dave G., Kathy B. and Kim Beck will collaborate to get e-mail out to membership.

OLD BUSINESS. Minutes from March 3, 2014 and April 7, 2014 Board of Directors meetings were approved.

3. PRESIDENTS REPORT – None
4. EXECUTIVE DIRECTOR’S REPORT
   . Report on National Osher Conference. There are 118 Osher Institutes around the country. The $15,000 fund raising is an absolutely bare minimum. Other groups have done much more. University support also varies widely. Kim met with Program Officer for Osher. Pleased we have met goals. Our Strategic Plan had big, important goals. Next step is to arrange a conference call with Osher, Kim Beck and possibly others. Need to make the point that renewals this year were full fee regardless of when they renewed. Osher frowns on “discounted” memberships. The July/August newsletter will be the Renewal Issue.
   .Next Steps in Endowment Request. How do we become more important to the university? Should start talking about Planned Giving. Also raise our profile within UWM by collaborating with the university in areas such as;
      • Tutoring UWM students
      • Working with Business Students
      • Citizen Science, people volunteer in science labs
   .Osher at Night Programming. Interim Dean of SCE and PR committee are pushing for us to do more programming for 50+ working adults, especially evening programming. These will replace the evening skill courses that SCE use to offer but has discontinued; photography, writing, etc. We would pay instructors for these courses. Main difference will be:
      • Skill based courses
      • More work, including home work and outside assignments
      • Students would receive certificate upon completion
   These programs would have significantly higher fees with discount for Osher members. Need to develop plan. Kim Beck will have a document by next Programming meeting and next Board meeting. Looking to have 10 courses.
5. NEW BUSINESS - None
6. ADJOURNMENT – Meeting was adjourned at 2:45pm. Next Board meeting is Monday, June 2, 2014 at SCE.

Respectfully submitted,

Kathy Brehmer