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

July 7, 2014

In Attendance: Mike Roller, David Georgenson, Diana Hankes, Linda Nolan, John Link, Mary E. Kelly, Kim Beck, Jenny Neale

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

1. Minutes of the June 4th 2014 Board meeting, and the various committee minutes were approved as submitted. Mike suggested that the consent agenda for the following month, rather than the current month be reviewed. He also commented that rather than re-hashing the committee reports at the Board level, a more effective approach might be to hit a few bullet points and place more emphasis on the Strategic Plan.

2. COMMITTEE REPORTS
   - FINANCE AND DEVELOPMENT- Kim reviewed the financial report as of June 30th, 2014. It is clear that we need to plan now for the future re: the budget, and fund raising should be a significant part of the equation.
     - Courses are being “given away”. We need to increase course fees if we are to remain viable. Kim and Mike will schedule a meeting to discuss this. Board members are welcome to attend and contribute to the discussion.
     - In answer to a question, if we receive the $55,000 “bridge”, it will be a gift, not a loan.

   - PUBLIC RELATIONS AND MARKETING-
     - Diversity will continue to be a primary focus
     - The meeting with InterFaith was discussed
     - An important strategy for marketing is to target the typical OSHER member, i.e. college educated older adults

   - MEMBERSHIP
     - The next prospective/new member meeting is scheduled for July 18th.
     - The committee plans to focus on diversity as well. A concern is the lack of availability of the information in the data base, which would assist the committee in their efforts. Kim will follow up with staff to develop a tracking system. Linda suggested that the survey results be shared with L and D, and then the appropriate committees.
     - Mike will also promote OSHER membership at InterFaith.

   - SOCIAL
- Annual Meeting and Luncheon- A successful social and culinary event. 75 members attended, and the feedback was very positive. Guests enjoyed the Wisconsin Club as a venue, the food and service were excellent, and the speaker Matt Howard was well received. Matt did a great job of educating us about the initiatives that the city of Milwaukee has launched regarding sustainability in planning and implementation. His power point enabled us to see what has been accomplished to date. Matt is definitely someone we should consider for future speaking opportunities.

- Senior Fest/Serb Hall- June 11th, 2014- OSHER had a presence at this annual event. (Mary, Ted, Kathy and Natalie staffed the booth) Lots of people were in attendance throughout the venue, and a large number of vendors, and senior-related programs and social service agencies were represented. Ted and I did what we could to engage individuals as they passed by, with limited success. It is hard to gauge how much value there is in our participating in this event, but it another way of being visible in the community. Future attendance should be discussed further.

- Late Summer Social Event- The consensus of the Board is that a summer social event should be built into the social committee’s annual agenda, and therefore will be discussed at a future social committee meeting for next year.

. NEWSLETTER

- Diana commented that the newsletter should reflect who we are, and what we are doing.
- The newsletter can be a vehicle for outreach to younger groups, e.g. first half of your life, second half of your life etc.
- Reviewed strategic priorities, and reminded us that she needs input from all of us to achieve these priorities. Profiles are popular, as is information about new members.
- Mike wondered if the newsletter could be longer than the current norm, which is 8 pages. Cost would be a big factor.
- Mike distributed copies of an InterFaith publication, and wondered if we could collaborate in some way. Kim indicated that the University operates under a state printing contract; we don’t have any flexibility in this regard.
- The consensus of the Board is to determine what is feasible before investing a lot of time regarding a collaboration with InterFaith and its publication.

. LEADERSHIP AND DEVELOPMENT

- David indicated that all issues and activities were covered in the L and D minutes.
- A major focus will continue to be the responsibilities of the Finance Chair, which include fund raising, the planned giving initiative, and the treasurer’s report. Discussions are ongoing as to how many people are appropriate and necessary, considering the expanding role. Financial “savvy” will be a key criterion in making this decision.

3. PRESIDENT’S REPORT- None
4. EXECUTIVE DIRECTOR’S REPORT
- Name Tags- Current cost of producing the tags is $7.00. Membership committee will discuss and get back to the Board with a recommendation re: continuing.

- Program Refunds- Kim distributed the Program Cancellation/Refunds policy. In reference to the second paragraph dealing with programs with a fee of $35 or less, the language “if a participant withdraws within two weeks of the start date” will be eliminated.

- Osher in the Evening- will include those already listed in the program catalog, including Community Orchestra and the Dean’s Lectures.

- Update on the Endowment Request- All required materials were submitted two weeks ago.

5. **NEW BUSINESS- None**

6. **ADJOURNMENT-** Meeting was adjourned at 2:35 p.m. Next Board meeting will be Monday, August 4th, 2014.

Respectfully submitted,

Mary E. Kelly  
Acting Secretary