



UNIVERSITY of WISCONSIN GREEN BAY

**Board of Directors Meeting
Lifelong Learning Institute**

**Date: June 3, 2024 (May meeting date moved due to Memorial Day)
8:00 AM – Zoom**

Members present: Julia Wallace (President), Norm Schroeder (Vice-President), Kris Lewins (Treasurer), Kay Pascoe (Secretary), Steve Lenz (Curriculum), Liz Koehler (Curriculum Man/Sh), Gary Hanna (Technology), Karen Carvenough (Social), Lou Norsetter (At-Large), Rob Miller (At-Large), Mary Gajeski (At-Large), Heidi Jahnke (Program Specialist), Fred Delie (Past President).

Members excused: Kerry Winkler, Jean Rausch, Mary Cook, Dean Cherry

Guests: Matthew Kelliher, Bob Srenaski, Sue Sorenson, Wes Carvenough, Gary Lewins

The meeting was called to order by President Julia Wallace at 8:00 am.

1. Changes to Agenda
 - There were none.
2. Introductions
 - Julia introduced Matt Kelliher, Director of Major Giving for Continuing Education and Workforce Training. Matt has been involved in fund-raising since 2012 and will be working with LLI on our LLI Futures Fund campaign.
 - Julia also introduced Gary Lewins, 2024-2025 Member-at-Large.
3. Approval of Meeting Minutes
 - Moved by Gary Hanna, seconded by Karen Carvenough, to approve the minutes of the Board Meeting of April 22, 2024. Motion carried.
4. Treasurer's Report/Finance Committee – Kris Lewins
 - April revenues totaled \$121.00 and consisted of reservations for the Spring Fling. April expenditures totaled \$8,800 and reflected the three payrolls in April.
 - Our April cash balance is \$54,109.25 and is in balance with WISER.
 - Moved by Kay Pascoe, seconded by Gary Hanna to accept the Treasurer's report. Motion carried.

5. Advisor's Report – Kerry Winkler

- Kerry was excused from this meeting.

6. Office Manager's Report – Heidi Jahnke

- The catalog will be live on-line and to the public on July 8th so Heidi and staff will spend next week proofing the catalog.
- Prepping for Fall Registration is also on-going. Sales Force will be conducting high volume testing. It is expected that members will be able to pay with credit cards at the time of registration. Registration will be on Wednesday, July 31st.
- There are still 10-12 seats available for the trip to Old World Wisconsin on June 26th.
- The bus trip to see the Peninsula Players will be on Wednesday, July 24th. The play is *The Angel Next Door*. This will not be a dinner trip but light refreshments will be available on the bus.

7. Vice President's Report – Norm Schroeder

- Norm reported that he and Julia met with Jessica, Kerry, Heidi and Matt to discuss the LLI marketing campaign. Norm noted that Jessica was very supportive of LLI and the marketing plan. It was the consensus of the group that funds raised should be deposited into a spend-down account rather than an endowment account, which would limit the amount available to us. The marketing plan will be further discussed under New Business.

8. President's Report – Julia Wallace

- The roster for next year's Board was announced at the Spring Fling and consists of the following:
 - President Norm Schroeder
 - Vice President Rob Miller
 - Secretary Kay Pascoe
 - Treasurer Kris Lewins
 - At-Large: Mary Gajeski, Gary Lewins and Lou Norsetter

9. Committee Reports

- Publicity and Promotions Committee – Kay Pascoe for Mary Cook
 - The Intro to LLI will be held on July 17th in the Fort Howard Room of the Weidner Center from 10am to noon. Plans are being finalized for that event and publicity is being planned. Last year's turnout was very low and we are hoping to improve that this year.
 - Art Fest, which will be held July 20th and 21st, has communicated to Heidi that, in order to have a free booth, LLI must contribute to the "Experience Art" format and engage with attendees in a way that is "beneficial" to the event. We are somewhat at a loss as to how to do this and are open to suggestions. The booth was free last year so we did not budget for a fee for this year. We can display items from arts and crafts classes such as the items displayed at the Gallery of Creativity at the Spring Fling. 3-D printing items can also be included.
 - Most of the meeting was devoted to fund raising and marketing and that discussion can be delayed until New Business.
 - Thanks to Liz, we will be at the Farmers' Market in Manitowoc.

- Curriculum: Steve Lenz
 - 195 classes are set for Fall Semester.
 - The committee will meet July 8th to begin planning for Spring 2025. Lou will attend that meeting to discuss the Focus Group results.
 - Zoom classes will also be discussed both to attract presenters that are out of the area and to appeal to members who prefer Zoom. Sue Pike will be joining that discussion.
 - Jean Rausch will be temporarily stepping away from the committee to devote her time to the upcoming election.

- Technology Committee – Dean Cherry/Gary Hanna
 - Two new members have been added to the committee: Jay Bowen and Jeff Gibson and they will be meeting this coming Friday with the committee.
 - The possibility of recording classroom presentations and having them available for a short time for people who cannot make the class or have been waitlisted will be discussed. They will also be working with the UWGB IT department to possibly do a trial run. We do need the correct equipment to make this work.
 - The Committee will also be discussing a test run prior to registration.

- Social – Karen Carvenough
 - The Spring Fling was well attended (103 attendees) and was very successful. The Q&A session generated a lot of interest and should become a regular feature of the Spring Fling. The Gallery of Creativity needs better representation from the various classes and that needs to be worked on.
 - Lorraine Klopotic will be taking over the committee but Karen will continue to attend board meetings as a guest.
 - The Fall Kick-Off will be held September 25th at the Village Grille on Bellevue Rd.
 - Many thanks to Karen for all her years of service.

10. Old Business

- Pre-registration trials and test runs are being planned.

11. New Business

- A letter was sent to Jess Lambrecht, Executive Director of CEWF, mapping out the LLI Futures Fund Campaign. The campaign is an **internal** fund-raising drive to raise \$200,000 in two years, a portion of which will be used to finance an aggressive membership drive to restore LLI to at least the 975-member break-even level. The balance will be reserved for future contingencies and to assure the long-term sustainability of LLI. It was noted that a donation of \$150 per member

would generate approximately \$100,000. After considerable discussion, it was moved by Fred Delie, seconded by Rob Miller, to approve the plan as detailed in a letter submitted by Bob Srenaski, with a preliminary budget of up to \$3,000, funds to come from the LLI Foundation Account. Motion carried. The implementation of this plan will be discussed more extensively at the P&P meeting on June 10th at 8am at the Bay Family Restaurant. Heidi, Kerry and Tori (representing Marketing) will be in attendance.

- Rob Miller also submitted a marketing plan involving working with a marketing intern and/or small business mentor, optimizing our Google recognition factor and using the talents of LLI members. Rob will work with the P&P Committee to refine his ideas.

There being no additional business, there was a motion by Norm Schroeder, seconded by Gary Hanna to adjourn the meeting. The motion passed and the meeting adjourned at 9:27 am.

Next meeting: **8:00 am**, Monday, July 22, 2024.

Minutes submitted by Kay Pascoe, Secretary.

Note: All Board members are invited to an informal breakfast meeting on Monday, June 17th at the Village Grille on Hoffman Road. Both Jess and Kerry will be there.