



# UNIVERSITY of WISCONSIN GREEN BAY

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## **Board of Directors Meeting**

### **Lifelong Learning Institute**

**Date: March 24, 2025**

**8:00 AM – Zoom**

Members present: Rob Miller (Vice-President), Kris Lewins (Treasurer), Kay Pascoe (Secretary), Mary Cook (Publicity and Promotions), Bob Srenaski (P&P), Steve Lenz (Curriculum), Liz Koehler (Curriculum: Man/Sh), Gary Hanna (Technology), Loraine Klopotic (Social), Karen Carvenough (Social), Gary Lewins (At-Large), Mary Gajeski (At-Large), Lou Norsetter (At-Large), Heidi Jahnke (Program Specialist), Kerry Winkler ((Program Adviser), Julia Wallace (Past President).

Members excused: Norm Schroeder, Dean Cherry

Guests: Sue Sorenson and Wes Carvenough

The meeting was called to order by Vice-President Rob Miller at 8:00 am.

1. Changes to Agenda
  - There were none.
2. Approval of February Minutes
  - The February minutes were approved by consensus
3. Treasurer's Report/Finance Committee – Kris Lewins
  - Receipts for January and February totaled \$6,297 and expenses for that period totaled \$14,601. Our cash balance is \$73,147 and is in balance with WISER. It is hoped we will end the year with money in our Fund Balance although we may still show a loss, further reducing our carry-over funds.
  - Kris is working on the budget which will be presented next month.
  - The Foundation Report shows a cash balance of \$47,384 after current year receipts of \$78,392 and disbursements of \$50,700. Receipts include donations to the Future Fund and some Rennes funds. Kerry explained that Rennes funds were used for the direct mail campaign, search engine optimization, live-streaming equipment for Rose Hall classrooms and the printing of our catalog. However, no breakdown of these expenditures was provided. Kerry noted that Rennes fund are under the control of UWGB and do not have to be reported out. After considerable discussion, it was noted that that these are LLI expenses that we are relying on Rennes to pay but that we

may be responsible for all of our own expenses sometime in the future and that we need to know the costs involved. It is hoped that communication between LLI and UWGB in regard to the use of Rennes funds will be more transparent in the future.

4. Advisor's Report – Kerry Winkler

- Kerry reported on the Foundation Funds during the Treasurer's Report.

5. Program Specialist's Report – Heidi Jahnke

- Heidi noted that a class was live-streamed from Christie Theater last Thursday with good results.
- The booth at the STEM Center for the Brain Awareness event was very successful and the names collected will be added to the e-mail list as per the contact process.
- The Newsletter will go out tomorrow. We now have an LLI blog where articles will be archived for later access. This was a joint effort between the Newsletter Committee, Heidi and Marketing and we are very excited about the product we produced. We will be expanding the Newsletter in the future.
- Heidi reminded committee chairs to send metrics to her for posting to the Dashboard.
- Heidi was successful in getting LLI included in the UWGB Giving Day on April 3<sup>rd</sup>. There will be a link on the website for donations. The office is working on a matching donor. The donations will be deposited into the Foundation Account.
- Only 20 seats have been filled for the bus trip to see the UW Marching Band. At least 10 more seats need to be filled to make the break-even point. If that does not happen, the trip may have to be canceled and payments refunded.

6. Vice-President's Report

- Rob noted that charities are rated for transparency and he hopes that UWGB could be more forthcoming in explaining how funds are used. Rob noted that we do not need a narrative, we just need numbers. It was also noted that donations to the Foundation are tax deductible.
- Rob also noted that, considering the demographics of our membership, Rose Hall could benefit from the installation of a hearing loop that would tie into the audio system. The cost would be approximately \$20,00 but this is something we might consider in the future.
- Rob also reminded us that UWGB has shielded LLI from current economic conditions that resulted in the closing of many colleges around the state and that we need to be prepared grow our membership so that we can be self-supporting in the future. The Marketing Committee is working on this and Rob asks that they be given serious consideration and support.

7. President's Report

- Norm was not able to attend the meeting but e-mailed a written report to all Board members. He emphasized the on-going concern with increasing membership, encouraged all members to continue to promote LLI, and reminded committees to submit metrics for the LLI Dashboard.
- Norm also provided a graph showing memberships trends over the past several years.

7. Committee Reports

- Publicity and Promotions Committee – Mary Cook
  - Mary noted that, two years ago, our committee was tasked with growing our membership and we started with the LLI Future Fund and that funds donated to the LLI Future Fund have been earmarked for that purpose. Another early effort was to put out a consistent, quality Newsletter and we are at the brink of launching that. We are now ready to develop and produce a professional quality video to use to promote LLI. Therefore, the committee is asking the Board to act on the following motion: **That the P&P Committee be authorized to spend up to \$10,000 to produce a professional quality video promoting LLI membership. This amount would include the services of Tamarack Communication to coordinate the shooting, editing, voice over and supporting materials for the video. The video would be used for promotional events at local retirement communities, civic groups and our annual Intro to LLI.** We are aware that this a large amount of money but we do have that amount available in the Future Fund and we would like to Board to be aware that this is an investment in the future of LLI. Motioned seconded by Kay Pascoe. Heidi noted that University policy requires that three separate quotes be solicited. The motion will be amended to reflect this.
  - There was considerable discussion about this motion and the soliciting of quotes. Heidi will provide the committee with the University's requirements for requesting quotes. The committee will solicit at least three quotes as per University policy and submit them as soon as possible. The chair then called for a voice vote and the motion was approved.
- Curriculum: Steve Lenz
  - Course proposals for Fall 2025 are coming in and we anticipate a great variety of class offerings.
  - There is a volunteer instructor form on the website which is being used and members are making recommendations. The committee is very active at this time.
  - There is one new member of the committee and new members are always welcome.
- Technology Committee – Dean Cherry/Gary Hanna
  - The test run of live streaming from the Christie Theater went very well. Gary logged in remotely and was very satisfied with the product. There were a couple of minor issues but they have been addressed.
  - Gary has asked Kerry to order new handheld and over-the-ear mics for Rose Hall, Rechargeable batteries and chargers are also needed.
- Social – Loraine Klopotic
  - The Spring Fling and Annual Meeting will again be held at the Tundra Lodge on May 7<sup>th</sup>. The Gallery of Creativity will be included and the Recorder Class and the Line Dancers will perform. The cost will be \$21 per person.
  - E-mails will go out April 14<sup>th</sup> with a reservation deadline of April 30<sup>th</sup>
  - It was requested that a Financial Report be included and the Treasurer agreed to provide a summary report.

8. Old Business

- Julia noted that we have a full slate of candidates. Voting will be concluded by May 1<sup>st</sup>.
- The Marketing Plan was covered under the P&P Committee Report.
- It was requested that the office provide a weekly e-mail to members listing the classes for the next week that have openings, particularly classes held in large venues such as the Christie Theater. This would serve as a reminder to those signed up for those classes and promote greater attendance. Members should be encouraged to bring a friend.

9. New Business

- There was none.

There being no additional business, there was a motion by Gary Hanna, seconded by Kay Pascoe to adjourn the meeting. The motion passed and the meeting adjourned at 9:12 am.

Next meeting: **8:00 am, April 28, 2025.**

Minutes submitted by Kay Pascoe, Secretary.