

Olli Board Meeting

April 10, 2017 / 1:00 pm / CONFERENCE ROOM Aptos

Attendees

Dennis Morris, Mark Gordon, Myra Mahoney, Lois Widom, Barry Bowman, Jo Anne Dlott, Sally Lester, Cindy Margolin, Margie Lafia, Peter Nurkse, Bonita Sebastian, Gail Greenwood, Bobbi Liberton, Richard Bruce, Corinne Miller

Agenda

- Minutes of the March 13, 2017 meeting by Margie Lafia were approved.

President's Comments or Discussions-

- **Elections**- The slate will be: President-Gail Greenwood, Vice President-Bonita Sebastian, Treasurer-Cindy Margolin, Secretary-Margie Lafia. Dennis will announce the slate at the next general meeting.
- **Colette Travel**-has proposed arranging trips for OLLI members. Dennis suggested that it would be better to use a local agency. It was agreed that trips usually originate from interest groups' particular interests. Dennis will let them know that we are not interested.
- **OLLI National Conference**-Corinne described the conference as the most interesting and enriching conference that she had ever attended. There were over 250 people there from all over the country. Most were professional OLLI staff members. A large number of the OLLI groups have professional staff and charge a lot of money for their courses in contrast to our all volunteer organization. Some also have 1200 to 1500 members. A guest speaker's presentation centered on the various ways to facilitate intergenerational communication. Dr. Bill Thomas, an acclaimed longevity expert, aims to change people's perceptions of aging. He speaks all over the country in a Chautauqua format. Lois drew a comparison between OLLI and Chautauqua. They are both intended for adult education. He shows how to break away from ageist stereotypes and to celebrate elderhood.
 - The breakout sessions were very interesting, featuring art, dance, performing arts and music. Lois was curious about the age spread among the attendees. Corinne and Sally said that there seemed to be a good distribution of all ages.
 - Corinne mentioned that future conferences will be for an administrator and a volunteer from the local OLLI.
 - Corinne has a flashdrive with all of the Powerpoints that could be put on the OLLI website. Sally has information from the Natural Resource center; they have a lot of samples of OLLI handbooks. Sally will send them to Dennis.

- **Riley and Ben, the Directors for Camp Kesem at UC Santa Cruz**–sent an email to Dennis. They request a table at the next general meeting, It was approved.
- **Puente**–will have a table at the next general meeting.
- **Handbook for OLLI**–a discussion centered on the requirements for membership in OLLI. The national OLLI organization says that it is for adults whose age is 50 years or greater. Mark clarified that the services provided must serve the older audience but there are a couple of cases where people under that age wish to join. A policy was approved so that age would not be a factor as long as the services are directed appropriately.
- **Honorary Members Clarification**–Honorary members have free lifetime membership. However, they should register and pay for courses. The Recognition Brunch honors the effort and leadership that each has contributed on behalf of OLLI.
- **Ad Exchange**–Richard spoke on behalf of Fred regarding the status of the Ad exchange and our promotional partners. We have five ads for the newsletter and three for the bulletin. The partners include Cabrillo and the Jewel Theater. We are 85% subscribed. Richard contacts the partners and Fred designs how they will fit into our publications. Dennis requested that Fred and Richard write the guidelines for inclusion.
 - As part of the discussion, Lois asked about how we could evaluate the effectiveness of our advertisements. Myra could ask new members about how they learned about OLLI. Mark wondered how many members read the article about Alternative Spring Break. He also wanted to know how many members receive e-bulletins.
 - Questions were raised about rising publishing costs. Several answers included additional printing of brochures, directories and monthly printed newsletters. Also the price to print has risen. An effort has been made to send members at the same address with the same last name just one newsletter. Members are encouraged to opt in to receive e-bulletins.
- **Short Discussion by Bobbi Liberton on Southern California OLLI chapter**–Bobbi is now a board member at large. Her goal was to participate in our OLLI’s selection of courses. – Dennis, Lois, Barry and Gail clarified the differences and intentions between interest groups and courses. Lois explained the importance of making sure that the courses are academic and that they do not overlap with interest groups. Our instructors are academic volunteers, such as UCSC professors and other professionals. The interest groups are led by volunteer members who design their own groups. OLLI does not have any paid staff nor speakers

Subcommittee Reports

- **Parking**–Fred did not have an update.
- **Colleges 9 and 10**–Mark talked about our inspiring Alternative Spring Break. The multigenerational events were satisfying. The “flea market” was an overwhelming success. The farm workers were able to choose items that they needed. There were

leftover donations that will be part of an effort to meet ongoing needs. Mark will work on a way to collect more donations.

- Mark praised the efforts by Abby Asher who coordinated the week and the students who created the whole operation. April 22 will be the final gathering. Abby told Mark that the students would like to have even more OLLI interactions.
- **Interest Groups**-Peter said that the Digital Media group is faltering and that it could be set aside until a later date. There will be another Digital Media class for non-profits at the Community Foundation in Aptos.
 - The larger interest groups have some difficulty replacing their leaders. The groups could be shelved for now with a possibility of having new leadership in the future.

Board Member Reports

- **Treasury Report**-Cindy presented the updated monthly financial report. She said the numbers are as accurate as they can be due to fluctuating numbers. There is more information about the report in the “details” tab.
 - It was noted that the Silvia Miller donations may be decreasing due to a lack of film seminars.
 - Lois would like to acknowledge members’ donations and thank them. Currently there is not a way to track donations.
 - Mark would like to see a separate line showing the current corpus.
 - Myra said that printing costs have increased 16%. Discussion about this topic can be found under the Ad Exchange heading.
- **Courses**-Lois mentioned several upcoming courses. The Community Foundation Santa Cruz County is interested in offering a course. . Another offering is the course about the Holocaust. Sally will look into the possibility of using the Veteran’s Memorial Building as a venue since it can hold 150 or more.
 - Mark requests the course lineup for Fall be available in August. Dennis explained that it takes some time to set up the online course signup. Lois said that most likely the information would be available.
- **Speaker Program**-Barry informed us that John Laird was not available as the May speaker.
 - Mark requested that every third or fourth meeting, a person of diverse background be included in the lineup. An example is that the “Concepts” interest group will have a speaker from the Middle East.
- **Membership Support**-Currently OLLI has 706 members. The start of membership sign up and renewals begins on May 1.
- **Membership**-There is not anything new to report.-Myra

- **Facilities**-The first OLLI general meeting will take place on the third Sunday of September at Porter College. The rest of the year will also be on the third Sunday of each month at Colleges 9 & 10. There will be board meetings in August and September.
- **Publicity**-Richard is going to the Board of Realtors and is preparing OLLI brochures to be placed in Realtors' "Welcome" packets for new homeowners. He asked if anyone had experience in working with Realtors.
 - Lois suggested that more brochures be printed. Myra would like them to be on coarse paper so they do not slide around. OLLI board members could take brochures and leave them at the places they visit. Care should be taken to make contact with someone who would be aware of the brochures.
 - Myra suggested that the brochure be converted to a portrait view rather than landscape. Richard will talk to Fred.
- **Publications**-Steve was out.
- **Events**-Jo Anne said that all of the future events are set up. Last year, few people danced, so a very small dance floor will be set up in front of the band. Barry suggested that the entertainment should repeat as last year with a few representatives from various interest groups getting up to talk for two to three minutes about what they have been doing. Barry said the band was too loud last year so JoAnne will ask them to tone it down. Dennis will put the information online.
 - Mark would like former scholarship recipients to attend the Recognition event in September. Sally will ask Janet Ceja to coordinate this.
- **STARS**-Sally explained our events require top level approval because alcohol will be served and spouses of members will be in attendance.
- **Action Items**
 1. Sally will send information about the Natural Resource Center to Dennis.
 2. Mark will work on ways to receive and deliver ongoing donations to the farmworkers.
 3. Sally will check on the Veterans' Memorial Building as a venue.

Next Meeting

May 17, 2017 1:00 pm at the Mark Gordon's home. 117 Scenic St, Santa Cruz, CA 95060, USA