

Olli Board Meeting

March 13, 2017 / 1:00 pm / CONFERENCE ROOM Aptos Community Center

Attendees

Dennis Morris, Mark Gordon, Myra Mahoney, Lois Widom, Barry Bowman, Jo Anne Dlott, Sally Lester, Cindy Margolin, Margie Lafia, Mary Carvalho, Peter Nurkse, Bonita Sebastian, Gail Greenwood, Bobbi Liberton, Michelle Mendoza, Richard Bruce, Constantine Lackides

Agenda

1. Minutes of the February 13, 2017 meeting by Margie Lafia were approved.
2. **President's Comments or Discussions**-Discussion of Ad Exchange-Richard Bruce led the discussion regarding publicity for OLLI. We want to reach a broader audience. We intend to pursue advertising reciprocity with other non-profits. One example is to contact Michael Warren to arrange for reciprocal advertising with Shakespeare Santa Cruz. We would like to have advertising relationships with other non-profits dealing with art, music, theater and others.

Dennis, Fred and Mark expressed a concern about keeping the monthly newsletter uncluttered. It was decided that between three and five ads would be appropriate. There has to be a size restriction (ie. ¼ page.) Also, we need a clear OLLI policy that delineates the conditions that are required to be included in newsletter publicity. Priority should be given to OLLI partners. Mark urged caution with the OLLI advertising policy. We need to make clear that our reciprocity should be aligned with other non-profits. Lois suggested that we start small and add more later. Richard and Fred will work the logistics out on the webpage.

3. **Attendance**-The policy of checking registration was received very positively. We should continue to monitor registration on a random basis. Cindy said that at the Shakespeare class three people renewed their membership on the spot. Dennis suggested that we send out tickets for every class. Richard brought up the example of his elderly, politically active neighbor attending with him and wished to know the policy for guests. Dennis said that our policy would accommodate people bringing guests, at the same time avoiding chronic attendees who choose not to pay. We do need to pay attention to the number of registered attendees and the capacity of the venue. The topic of honorary membership was brought up and we found that we need to clarify the parameters of that definition. Mark made a motion to send a letter to the honorary members to let them know how much we appreciate their contributions and that their membership is for life. However they still need to register for classes to

determine the class size but they do not have to pay. Dennis agreed to send a letter to them. They can contact Dennis, Lois or Mark regarding free attendance. Bonita can then put them on the list for the class.

4. **OLLI National Conference**-attendees to take notes and be prepared to report back.
5. **YouTube presentation...** What should OLLI make available to members online? Some have requested that presentations be put online so that they could watch if they miss a class. However there are several considerations to take into account before we do this. In order to avoid scofflaws and potential censure of instructors' courses, it was decided that the speaker makes the decision to record the presentation and if so, it would be audio only. Access would be only through the OLLI website with a limit of three months.
6. **Coming Events**-Jo Anne announced that the OLLI end of the year party would take place on June 4, 2017 at the Seascope Golf Course, between three and six o'clock. The Recognition Event will take place at Bargettos Tasting Room on September 6, 2017. The time remains to be set.
7. **Music at the monthly meeting/roles**-The OLLI Recorder Interest Group will perform at the next general meeting as background music. Mark will be involved with the music, therefore he asked Janet Ceja and Bonita and others to help out with the preliminary setup responsibilities (food setup and greeting members.) We hope to host the students involved in Alternative Spring Break at the meeting but acknowledge that it will take place during their finals preparation. Bonita has agreed to provide nametags for them. Dennis will announce the availability of name tags at the back table for those who have not yet received them. Mark will set up next year's dates with Sally.
8. **Puente Project Presentation**-Michelle Foguet-Mendoza, a counselor and coordinator at the Cabrillo College Puente Project presented the work that she is doing with students. The goal is to promote students' abilities to transfer to four year colleges and universities. Through counseling, writing and mentoring students have been able to return to their communities as leaders and mentors for succeeding generations. She announced that her students are eager to work for events. Their goal is to raise funds in exchange for a charitable donation. They also seek mentors to help students reach their goals. There is a mentor training group that will take place in October.

Subcommittee Reports

- **Parking**-Fred did not have an update.
- **Colleges 9 and 10**-Mark reminded us that the first date for Alternative Spring Break will be on Sunday, March 26, 2017. He requested a van so the group going to Watsonville could be together. Sally will arrange the details for the van. Mark also mentioned that

we should recognize the ASB students who attend the general meeting. We have many more donations of clothes and books for the flea market. Cindy mentioned that one could buy books at the library for 25¢ and also at Grey Bears for \$5 per bag.

- **Diversity Outreach**-Mark proposed that topics of deep interest to the Latino Community be presented at every third or fourth general meeting. Mary suggested that we investigate topics related to Islam. Lois suggested that we meet occasionally in Watsonville. Angela Davis is someone else that we could consider.-Fred/Mark
- **Growth and Participation**-There were several suggestions for extending the outreach for OLLI. Fred is an example of a way to promote an OLLI course. He promotes the Expressivo course. He purchased 50 plastic brochure displays for \$100. We could consider something similar for OLLI brochures. Peter mentioned the Meet Up online group. We could take a page under the Adult Education heading. Bobbi was a member of the OLLI at Cal State Long Beach and has statistics from that group for our consideration. She wants to discuss some ideas she has at the April board meeting. In addition, she would like to work with Lois on courses-Gail/Myra
- **Interest Groups**-Peter announced that he would soon move to Berkeley; perhaps he could return to help out. We might have to put someone else in charge. There is a Community Media Group interest group. Constantine mentioned that the media group has five participants and at least two more are needed. The objective of the group's work could "dovetail" with the publicity efforts because of the free media availability. The group will soon need some direction regarding the material to put on TV. Peter is concerned that the training has not been consistent for the members.-Peter

Board Member Reports

- **Treasurer's Report**-Cindy presented a spreadsheet with an educated guess regarding the end of the year finances. The conservative, rough estimate predicts that the finances are in good shape. We are working on successfully spending down a surplus. Mark warned that we should not get too used to having extra money, because the numbers can change. Dennis reminded us that there is a possibility of raising dues if necessary.-Cindy
- **Courses**-The discussion mostly centered on upcoming courses and speakers. Lois received information about two people for next year. One will present a course next fall. Lois sent Barry information about the other person. He could be a presenter who is well versed on the U.S. Constitution. He is recommended as a good speaker.-Lois
- **Speaker Program**-Barry is still hoping to host John Laird as the May speaker at the general meeting. He will contact John's office to confirm. Another potential speaker is Jody Green of the Humanities Department. Her focus is on literature and teaching. Barry broached the idea of having someone famous, like Angela Davis, as a speaker.

There was some concern for potentially low OLLI member attendance and over capacity crowds from the community. Mark suggested that we could find engaging, less politically charged speakers that meet the criterion for the event.-Barry

- **Membership Support**-Bonita stated that we now have close to 700 members. 115 are new members. Among the non-renewals, three people rejoined to be able to participate in a class. Since January, there have been 581 people in 12 courses, generating \$11,600.00. She will send out tickets to people registered for Ronnie Gruhn's course. Mary requested the contact information of all of the newcomers from Bonita. She hosts special events for them.-Bonita
- **Membership**-Myra did not have any new information. She did wonder if the uptick in membership had anything to do with the fact that registration would be checked, especially among those whose membership had lapsed. Dennis reported that he had received many positive emails regarding the new procedure. Cindy explained that all went smoothly during the check in. Mark agreed and said that it was amazing that the smaller room could accommodate 90 chairs.-Myra
- **Facilities**-As an aside, Lois was wondering about Steve Zaslaw's status. Myra wanted to know if the board was considering treating Steve to a dinner to thank him for his service to OLLI. It turns out that he will be unable to go out. A better alternative would be to host a dinner at Dominican Oaks dining room. Cindy liked the idea and Mark will look into it. Also, Lois suggested having board meetings at Dominican, but several people mentioned that the parking was bad and the room too hot.-Mark
- **Publications**-Richard reported his continuing efforts to publicize our OLLI organization and its events. He said that we are on several events' calendars and seventeen poster boards around town, including Starbucks. Cindy suggested that a flyer be distributed with just upcoming general meeting events. At the next meeting, Richard will bring posters for us to pass around town. Instead of going out to thirty or forty locations which is logistically difficult, he would like to narrow it down to fewer key locations. Lois added that doctors' offices are good locations since they are frequented by many seniors.-Steve Zaslaw(absent)
- **Publicity**-Fred will continue to be engaged with the content in the newsletters. He requests content from Peter, Barry and others plus photos from various events. Fred was thanked for a great job on the last newsletter. Fred thanked Lois for information about the Art and Architecture group.-Richard
- **Events**-Once again it was acknowledged that the OLLI end of the year party would take place on June 4, 2017 at the Seascape Golf Course, between 3:00 and 6:00 pm. The Recognition Event will take place at Bargettos' Tasting Room on September 6, 2017. The event will take place between 12:00 to 2:00 pm.-Jo Anne

- **STARS**-Sally announced that she is retiring from STARS in June. Her director will be recruiting someone new for the position. Everyone congratulated Sally and wished her well on her retirement.-Sally

Action Items

1. Reach out to Michael Warren for reciprocity in Shakespeare Santa Cruz advertising.
2. Dennis will send a letter to honorary members to let them know that they need to register for classes, but they do not need to pay.
3. The time for the Recognition Dinner needs to be set.-Jo Anne
4. Bonita to prepare nametags for the general meeting for the students participating in Alternative Spring Break.
5. Mark will set up next year's event dates with Sally.
6. Sally will arrange for a van to transport the group participating in ASB to Watsonville. It will be Sunday, March 26, 2017.
7. Barry will contact John Laird's office to confirm that he will speak in May.
8. Bonita will send Mary the contact information for the newcomers.
9. Consider dining at Dominican Oaks in honor of Steve Zaslow-Mark
10. Richard to bring posters to next meeting to share with board members. They could help to distribute the information.

Next Meeting

April 10, 2017 1:00 pm at the Aptos Community Center. This date is two weeks before the general meeting, due to the Easter holiday.