

Advisory Council Minutes

Monday, November 8, 2021

Zoom Online Meeting

Present: Barbara Schliesser, Joe Seewald, Peter Levitov, Charlyne Berens, Suzie Harder, De Tonack, Nancy Comer, Nancy Mitchell, Jim Van Kirk, Helen Meeks, Carol Meyer, Bob Bleicher, Bob Michl, John La Duke, Gary Buser

John La Duke asked Gary Buser to speak to the council. Gary reported that he has submitted his resignation as Treasurer co-chair, and he thanked Jim Van Kirk and the committee for their interactions. He will look forward to what's happening in Nebraska as he enjoys his new home out of state.

John La Duke thanked Gary and called the meeting to order. The minutes of the last meeting were approved.

Treasurers' Report: Jim Van Kirk pulled up a spreadsheet that showed \$161,000 in revenue. Approximately \$38,000 of Term 2 revenue hasn't cleared yet. There are expenses of \$23,000 for Campus CE and a cash surplus of \$11,000 to date for FY 2022. There was an overpayment to Campus CE of \$8,000 which will be credited back to us. Expenses include room rental, parking, advertising, and publication expenses. There was some money expended for the October Symposium but \$6,000 from the Humanities Grant will be paid to OLLI after all the funds are expended.

Director Report: Bob Michl reported he does not expect OLLI to reach the goal of 1,500 for membership for the year as there are only 1,200 members to date, but that those that are coming seem satisfied. Helen Meeks thanked Bob for including the attendance from across Nebraska and those from out of state. Peter Levitov said that they were only down 100 from where they hoped to be at this time of the year. Term 2 enrollments were up, and there could be Christmas gifts of OLLI memberships this year that should help membership.

Old Business

John La Duke reported that the minutes are not current in the document storage area and asked why this hasn't been resolved. John has also been looking at meeting in person at places like Walt Branch Public Library. They would have enough room but aren't open until 10:00 am. Some council members said they liked meeting by zoom and particularly with weather problems coming up and COVID on the rise. John asked that all members of the committee send two names of people who might be willing to take on the co-treasurer's role or the resource development chair position before the next meeting.

New Business

The survey information that was given last month highlighted some of the reasons that members were not renewing. There were questions raised about a new survey coming out and what kind of information we need in the future. Joe Seewald suggested we ask about former

jobs of participants (all voluntary) and decide what information is of the most use to the organization. Nancy Mitchell suggested that we use focus groups to look at younger members and what value people are getting when they are out of the Lincoln area or out of state.

There were some marketing areas that were discussed. John La Duke looked up five companies that use billboards for advertising and wondered if they would be willing to donate space to OLLI. Charlyne Berens suggested that we offer one course each term to non-members for only the registration fee. Nancy Mitchell said the marketing committee was working on a marketing plan with a mass communication class at UNL. We currently offer a free class to presenters, but we might need to think of individual recruiters who have brought a number of new members into OLLI and give them get some perks like reduction in class fees. There are other things that could be done such as presenting to Rotary and having Bob Michl and a member of OLLI present.

There was a discussion about when to do another survey. Kay Rockwell had asked that a survey be ready to send out in May, and De Tonack asked whether the committee agreed about this. Charlyne Berens made a motion that the membership committee put off doing a survey until next year. The vote approving this was unanimous. De will report back to Kay Rockwell that the survey will be sent after July of 2022.

Next month will be a report from the Events Committee.

The next meeting will be held on Monday, December 13, 2021, at 9:00 am via Zoom.