Board and Officers Present: Tom Kenyon, Margaret Anderson, Cheryl Copeland, John Songster, Rich Cary, Helen Epps, Joseph Harris, Carol Kurtz, Richard Lynch, June Mazur, Jill Read, Don Schneider, Les Shindelman, Nancy Songster, Katy Crapo.

Board and Officers Absent: Betty Jean Craige, Randall Abney.

Also Present: Dr. Jack Parish.

President Kenyon called the meeting to order at 1:00 p.m.

Minutes: Ms. Copeland made a motion, seconded by Helen Epps, that the Minutes from the July 14, 2014 Board meeting be approved. The motion was adopted.

President’s Introductory Remarks: He noted that we have been extremely busy during July. The Standing Committee Reports to the Board of Directors are working. Membership renewal and class enrollment are underway. Five members, including himself and the Executive Director, attended the Southern Conference for Lifelong Learning. The exchange of information and ideas with other OLLI Institutes is invaluable. Our goal this year is to be able to effectively and efficiently manage a 1,500-member organization.

Treasurer’s Report: July income was $108,340 which includes just over $10,000 of membership renewals received in June and posted to the 2014-15 year. Total membership receipts on average equate roughly to 625 members. Class registration opened on July 24. By the end of July, approximately two-thirds of estimated total revenue for curriculum – Term 1 had been received. The statement shows the effects of July’s Board action to increase budgeted expenses for the Avectra implementation.

Budget Challenge: Mr. Songster said that after the July meeting with the Board approval of the additional expenses that the President had directed the Finance Committee to offer suggestions on how revenue could be increased and expenses reduced. Mr. Bouldin, Finance Chair, called a meeting of the Budget Committee and produced suggestions that are contained in a budget challenge worksheet. This challenge worksheet was circulated and discussed.

Ms. Read, Fund Development Chair, noted that we must be able to charge on credit cards at the “Junque in the Trunk” Sale in October, or we will lose 30% of possible sales. Then, we won’t be able to earn even the $20,000. Mr. Kenyon asked her to work with him on what a more realistic challenge Fund Development goal should be. He also will work with Mr. Abney of Marketing. Mr. Kenyon said that these suggestions should be considered a challenge, rather than a proposed amendment to the 2014-2015 Budget. Members concurred. The Board will vote on this challenge at the September meeting.

Mr. Kenyon expressed his appreciation on behalf of the Board of Directors for the hard work that the Finance and Budget Committees did in reviewing the budget and drafting this budget challenge.

Executive Director’s Report: Ms. Crapo reported on the meeting between her, Mr. Kenyon, Ms. Craige, Dr. Parish and COE Dean Craig Kennedy on July 23rd to discuss the possibility of the University awarding an honorary doctorate to Bernard Osher. Dean Kennedy said that he had discussed the topic with the Provost. Dr. Parish encouraged OLLI@UGA to explore other ways to honor Mr. Osher. Ms.
Crapo said that whatever we do should be very special, perhaps an important speech at the chapel or associated with the College of Education.

Ms. Crapo also said that the Avectra implementation process was moving forward very steadily. As of July 31st, membership stands at 680 new and renewed members. OLLI@UGA has received about $34,000 in dues revenue to-date. As of August 1st, 446 members have registered for classes and $33,177 in curriculum fees has been collected. Sandy Clark, Volunteer Coordinator, has created a form that committee chairs should use in requesting volunteers. She reported that new microphones will be installed in 3 of our RC classrooms. Our website also contains a new interactive calendar. She also has set up Amazon.Smile for OLLI under Learning in Retirement, Inc.. LIR/OLLI@UGA will receive .5% of everything members buy. To take advantage of this, members should go to: http://smile.Amazon.com and then enter Learning in Retirement, Inc. of Athens, GA.

Finally, she reported on the Southern Conference for Lifelong Learning held at the end of July at the University of North Carolina, Asheville. Tom Kenyon, Lee Albright, Nancy Canolty, Helen Epps, Sandy Clark and Katy Crapo represented OLLI@UGA there. She said that it was an exciting learning and networking experience.

Old Business:

1. Parking Costs: Mr. Songster and Mr. Lynch met with Dr. Ron Cervero to discuss modifying the parking fee structure that OLLI@UGA and its members pay. Dr. Cervero said that there was merit in submitting the proposal to UGA Parking Services, and that whatever our proposal would be; it should fit within the various existing parking fee formulas. Mr. Songster and Mr. Lynch are now collecting the data to accompany the proposal. Mr. Songster announced that Tom Bowen is joining the OLLI Parking Team. Dr. Parish should be our agent with University Parking Services.

2. Communication Ad Hoc Committee: Mr. Kenyon reported that the committee has broken into working groups. They are preparing a work plan. He said that he would have a written report ready for the September meeting.

3. 20th Anniversary Committee: Mr. Kenyon announced that Katie O’Shea, the committee chair, is working with standing committees and SIGs to have each group plan one 20th Anniversary event or activity. There are also going to be special general events. Ms. O’Shea is interested in working with the Chamber of Commerce to create a program for us to work with business.

4. Long Range Planning: Mr. Lynch said that his committee has reviewed the progress on the action items from the Board’s January retreat, particularly - communications and parking. He also noted the need for us to review on a timely basis that our revenues are in line with our expenditures, and whether our fees cover our costs. Secondly we need accountability and cost benefit analysis from each area. It is necessary to follow this procedure from the whole governance standpoint in trying to advise the Board. We need a membership analysis. We need to establish research and evaluation for all our programs and class of all our standing committees and groups.
New Business:

1. Leadership Ad Hoc Committee: Mr. Kenyon reviewed a Statement of Purpose for this proposed committee. We need a plan for future leadership development. Ms. Read suggested that the committee of Mr. Kenyon, Ms. Kurtz, and Ms. Crapo meet with Joan Curtis, who is a leadership expert. Ms. Kurtz knows her and will ask her to meet with the committee. Ms. Read sees obvious sustainability issues from her work on the Policy & Procedures Manual that Ms. Craige is finalizing. The report and manual should be ready by our October meeting.

2. Travel Agent Policy: Mr. Songster discussed the need for a policy to clarify and control how OLLI members, other than officers, can benefit from travel-study trips. A situation came to light from the French trips last year. The Travel/Study Committee meets on August 13th and will propose a policy that will be an action item at the November meeting.

3. IT Update: Mr. Shindelman mentioned the interactive calendar on our website. Mr. Kenyon said that he wanted to thank on behalf of the Board Mr. Shindelman, Ms. Crapo, Ms. Anderson, Ms. Canolty and Ms. Reuter who have devoted so much time to the Avectra implementation.

4. Marketing Development/Sponsorships: Mr. Kenyon explained for Mr. Abney that OLLI@UGA currently has 9 sponsors made up of one $20,000 sponsor, one $2,500 sponsor, and seven $1,000 sponsors. Currently, the sponsorship rules limit the number of $1,000 sponsors to 8. We are having a difficult time obtaining $2,500 and above sponsors. Most sponsorship are on a calendar year basis, instead of our fiscal year, causing accounting problems for bookkeeping and accounting. Mr. Kenyon reported that Mr. Abney is amending the sponsorship agreements, where possible, to the OLLU@UGA fiscal year rather than the calendar year.

Cheryl Copeland moved, seconded by Helen Epps, that "the limit of 8 WHITE sponsorships ($1,000) be eliminated from the sponsorship rules and that sponsorships in the future begin at signing date and continue until June 30 of the following year. I further move that sponsorships be prorated from signing date to June 30 of the following year unless the sponsor would rather sign a calendar year agreement." The motion was adopted.

There being no further business, the meeting was adjourned at 3:15 p.m.