

Minutes: January 19, 2011, Meeting of the CVEC Board and Staff

Northfield Senior Center, Room 106

Members not present: Charles Carlin

Nominating Committee members in attendance: Teresa Ballentine; Molly Woehrlin

Call to Order

Board Chair Jane McWilliams called the meeting to order at 3:47 p.m. Following her introduction of the two Nominating Committee members in attendance, the Chair called for "any changes" to the published agenda.

Approval of Agenda

Upon hearing no proposed changes to the agenda, the Board Chair called for a motion to approve. Motion to approve: ReJean Schulte Second: Jim Holden Call for the Question: Unanimous approval.

Approval of the Meeting Minutes of November 17, 2010

Prior to the Chair's call for a motion to approve, Finance Director Barbara Jenkins noted that the reported gift income of \$950. from the *GiveMN* initiative was incorrect. The correct amount: \$708.84. The Board Secretary asked the Chair to ask for a motion to approve before airing other comments, corrections, etc. Responding to the call for a motion to approve: ReJean Schulte Second: Susan Roosenraad Call for the Question: Unanimous approval. Note: The corrected figure of \$708.84 now appears in the Board Secretary's official records. The "Approved Minutes" will be sent to Ed Lufkin to post on the CVEC website.

Bylaw Revision Approval

Prior to the Board Chair's call for a motion to approve bylaw revisions to 7.1 under Article 7 BOARD and 8.4 under Article 8 COMMITTEES, the Chair asked Nominating Committee member Molly Woehrlin to offer some background which led to the committee's two recommendations. Molly began by informing the Board and Staff that the Nominating Committee would meet the following day--January 20th--and that she and Teresa were in attendance to answer questions and to elicit input from the Board and Staff. She went on to explain the Board-approved expanded role of the Nominating Committee. The Nominating Committee now has three specific roles: 1) to secure candidates to serve as Board members for three-year terms; 2) to secure candidates to serve as Board officers for one-year terms; 3) to secure three candidates to serve on the Nominating Committee for one-year terms. In addition, the Board may ask the Nominating Committee to recommend a replacement should a Board vacancy occur. Heretofore, Board officers were elected by Board members at the Board and Staff meeting following the spring Annual Meeting. Because of difficulties in finding Board members willing to serve as officers, the Board approved

expanding the Nominating Committee's role to ensure Board officer positions are filled with membership approval and without delays.

ReJean asked to clarify the meaning of the word *public* in the sentence which begins, "The entire slate of nominations will be made public to the membership one month before the Annual Meeting..." Would the slate be known through the newsletter, via an e-mail announcement, radio spots? Molly replied that any and all are possible. She then went on to indicate that the seeming ambiguity was intentional, for we have all witnessed not only the dramatic shifts in ways by which we now communicate with one another but also that bylaws should be worded in ways general enough not to be subjected to frequent changes.

Barb Jenkins added that our current data base does indicate which CVEC members have e-mail accounts listed with the organization and which do not. Those who do not will receive the slate of nominees in the newsletter which arrives in the month before the Annual Meeting.

Jim Holden and several others indicated that they had recommendations for wording changes to the proposed changes to the bylaws. The Chair expressed her desire that any and all changes await a later meeting when the Nominating Committee has had a chance to formally meet and refine their proposed changes. The Board Secretary asked that each revision be voted on separately. The Chair asked the Secretary to offer the motion to approve 7.1. Motion to approve: Jon Rondestvedt Second: Jerry Mohrig Call for the Question: Unanimous approval.

Before inviting a motion to approve 8.4, the Chair made it clear that a vote to approve came with the understanding that any and all language issues would be addressed at a future meeting of the Board and Staff. Motion to approve: Jim Holden Second: Judy Cederberg Call for the Question: Unanimous approval.

Committee Reports

A. Nominating Committee. Teresa Ballentine began by again reminding Board and Staff that the committee would have its next meeting on January 20th at which time it would address two of its tasks: 1) beginning the discussion on replacing four Board members whose terms expire in 2011; 2) finding a candidate to replace Carroll Flaten whose Board term was set to expire in 2012. She closed by inviting Board and Staff members to submit to the Nominating Committee names of individuals who might be willing to fill these vacancies.

The Chair wanted to determine the Board and Staff's wishes regarding filling the vacancy left by the death of Board member Carroll Flaten. Should the Nominating Committee be directed to find a willing candidate? Or should the Board and Staff "ride out the year" and fill the vacancy by membership vote at the Spring Annual

Meeting? Molly pointed out that, since our current bylaws conflict, either is permitted by our bylaws.

Operations Director David Halsor spoke in favor of acting immediately, thereby making the voting at the annual meeting both neater and less confusing. With the question of whether a Staff member could offer a motion yet unresolved, David made the motion to have the Nominating Committee submit to the Board for its approval a candidate willing to fill Carroll Flaten's seat on the Board (expiration: 2012). Second: Susan Roosenraad. Before Call for the Question, the Chair invited any "quick thoughts" to help the Nominating Committee in its search. Jerry Mohrig, recalling our fall retreat and the discussion over attracting younger members, asked whether a "younger person" would be agreeable to the Board. No one voiced an objection and there were several nods approving the idea. Molly, in echoing the Chair, said she would "appreciate suggestions." With no one voicing objections, the Chair did not invite a formal vote.

B. Curriculum Committee. Jim McDonnell delayed comments until his next scheduled time on the agenda: 6.c

C. Publicity Committee. Ed Lufkin expressed the belief that we are in "good shape to meet the deadline" of February 7th in mailing out the newsletter. This is the newsletter in which the spring course offerings of the Elder Collegium and their instructors are detailed. He ended his brief remarks by noting that the mailing was well in advance of the February 21st registration for the spring trimester.

Staff Reports

A. Executive Director. Ed will offer additional remarks during his Marketing task force presentation.

B. Operations Director. David Halsor began by noting that we had 174 registered for our winter course offerings. Of this number, 64 were men and 110 were women. He continued with several other observations which would be important for the Board to know. Most courses "filled up rather nicely," with two the smallest course enrollment and with several over fifteen. Seventeen students took two classes and two students enrolled in three! Not surprising was the fact that Northfield and its immediate areas supplied the greatest number of students. However, CVEC courses continue to draw students from surrounding communities and, at times, from distant localities as well. Looking over enrollment figures for the past ten years, David noted that 2009-2010 was our "banner year" with 2010-2011 likely a close second.

Executive Director Ed Lufkin then raised the question on how we would count registrants were the Elder Collegium to offer one-time lectures, field trips to view an exhibition at a museum, etc. He didn't seek to elicit responses at this time and closed

by expressing just how proud he was to be part of this thriving organization.

C. Curriculum Director. Jim McDonnell, having distributed the up-to-date listing of spring courses and instructors, began by noting the Elder Collegium would again be offering our membership twelve courses. He continued by saying he was especially "pleased" to announce that, among the eleven instructors, we welcome a number of new instructors to the Collegium. These he singled out by name. But there were, of course, those who were "tried and true veterans" offering courses. Dick Cantwell returns to teach a course on opera. Bill Woehrlin has agreed to teach two sections of his course on the same day, for which the Curriculum Director has promised to furnish Bill with a 21st century Praetorian Guard. Secretary's note: No discussion followed on whether or not CVEC finances or bylaws would allow for such an expense, however necessary or even vital.

On a curriculum-related matter, the Chair commented on the possibility of having the Elder Collegium sponsor a field trip to the Minneapolis Institute of Arts to take in the upcoming exhibition: "Titian and the Golden Age of Venetian Painting." The field trip would be prefaced by a lecture offered by Matt Rohn, Professor of Art History at St. Olaf. At the exhibition itself, docent led tours would be made available to those making the trip. The Chair closed her remarks by indicating that she will seek planning guidance from those Northfield Senior Center staff members who coordinate field trips such as this.

D. Finance. As previously, Finance Director Barbara Jenkins and Board Treasurer Judy Cederberg shared reporting duties. Barbara spoke first, directing the Board and Staff to the document entitled: BUDGET V. ACTUAL, 2010. Budget amounts (Income; Expense) for 2010 were set against Actual amounts (Income; Expense) for the same period. The final line--Income minus Expenses for 2010--reveals that CVEC expenses exceeded income by a very small amount: -\$530.48. Barb then invited comments. Executive Director Ed Lufkin wondered how, given the state of today's economy, CVEC's financial summary didn't show a much greater difference. Barbara pointed to two factors: 1) the CVEC did not host a fall membership meeting; 2) those who received the newsletter online kept overall mailing costs down. With no further questions or comments, the Board Treasurer continued the financial report.

Judy Cederberg directed the Board and Staff to the document entitled: CVEC FUND BALANCES (as of January 14, 2011). She then singled out two items for special attention: 1) The CD that matured 11/26/10 was "rolled over." Its new interest rate: .8%, down from 1.35%; 2) The value of our Schwab One Account currently stands at \$40,896, up \$2961. since the last reporting date of November 11, 2010.

As the Board and Staff were presently concerned with financial matters and no questions or comments followed Judy's report, Board member Jerry Mohrig raised the question on how much room rental CVEC pays to the several teaching venues it uses.

Currently only the Northfield Senior Center charges a fee for room usage. None of the others do. Board Member Lynne Peterson, who represents the Senior Center, explained the rental charge. The Senior Center is charged a leasing fee each time a room is used (e.g., today's Board and Staff meeting results in the Senior Center assessed this fee). The Senior Center recovers its fee costs by then assigning a room rental charge to organizations or individuals using the facility.

Task Force Reports

E. Marketing. Ed Lufkin asked to speak last as his power point presentation required the setting up of equipment.

F. Courses/Instruction. Jim McDonnell indicated that this task force did not have a report to make at this time. It did, however, have a work session scheduled for January 24th.

G. Organization. Jane McWilliams opened by identifying the three specific goals established by this task force: 1) Update Bylaws; 2) Establish permanent record-keeping procedures; 3) Create an annual calendar for the CVEC. Recognizing time constraints, Jane fleshed out each goal briefly. The Organization task force has suggested a May, 2011, deadline for having a revision of the bylaws in place. Permanent record keeping is always a concern for any organization. Jane noted that the CVEC has a "wealth of information" but not all records are either current or easily accessible. Furthermore, the task force must address whether or not the CVEC will move away from paperwork now that digital storage is increasingly used by organizations large and small. Finally, this task force seeks to replace our current academic calendar (September through May) with a consolidated, annual one.

Molly Woehrlin then added additional comments to this task force's first goal, the updating of the bylaws. Molly underscored that the current document too often confuses bylaws and policies. Because of this "meshing," she offered the opinion that it would be simplest, perhaps, to rewrite the entire document to ensure bylaws and policies are kept separate, distinct entities. Molly ended by saying that there was much to do to meet the May deadline. The chair echoed Molly and invited anyone who wished to participate in the revision process to contact either Molly or her.

E. Marketing (cont.) As problems continued to plague the power point presentation, Ed spoke directly to some of the concerns the Marketing task force had identified. This task force sees a critical need to broaden the Elder Collegium's outreach. While we do a good job in reaching out through our newsletter, website, brochures, and e-mail, the CVEC must act aggressively to attract new members and students. For example, new arrivals to Northfield, many of whom are retired, must be identified and personally contacted. Having ready access to this information is currently either impossible or expensive. Ed went on to point out two quite specific

initial steps we might make to broaden outreach: 1) We need to "beef up" our current Publicity Committee. Currently we have too few doing too much. More are needed, particularly from the general membership of the CVEC. 2) We need a "special person" to head up that effort. At this time Ed wears "two hats," Publicity Committee Chair and Executive Director of the CVEC. Serving as the Executive Director of the CVEC poses enough of a challenge.

The Chair interposed to praise Ed's work on the CVEC website. From its inception and through a series of refinements, Ed has played a pivotal role. Board members and Staff showed their agreement with the Chair's words through smiles and nods. Ed closed by projecting the organization's familiar logo and slogan: the tree; "A Questing Mind Never Retires." The Marketing task force recognizes that many companies and organizations have, in recent years and for a variety of reasons, adopted new logos and/or rewrote their slogans. Should the CVEC?

Adjourn

Board Chair McWilliams declared the meeting adjourned at 5:17 p.m.

Respectfully submitted,

Jon D. Rondestvedt, Board Secretary