

Senior College at Belfast Board of Trustees Meeting

November 16 2022 via zoom

Call to order : Martha Laitin called the meeting to order at 9.30am.

Present : Martha Laitin, Beth Sterner, Jim Owen, John McClenahan, Ron Jarvella, Richard Koralek, Mayo Bulloch, Marjorie Arnett, Doug Chamberlin, Brian Richardson, Monica Morris, Sam Causon, Denise Pendleton, Mike Ray.

Absent : Nancy Perkins, Deirdre Good.

Minutes of the October meeting were approved with no corrections.

Treasurer's Report was sent out on 11/15/22

Beth clarified that the Quasi Endowment Fund contains money that we can draw from and use. There has been no answer as yet from the Hutchinson Center on the current year bill.

The Treasurer's Report was unanimously accepted.

Old business

Speaker fees & honoraria: A motion to adopt John's policy with a change to the sentence on travel reimbursement was approved. John will send the redrafted version to board members.

Gilda's Club: Marjorie reported that she met with Mayo and they will be meeting with a larger group in January. They will be receiving input from medical professionals and moving towards presenting their ideas to the board.

Curriculum committee : John reported that they have nine confirmed courses for Winterim with another two to be decided on in the following week, there are also nine courses scheduled for Spring and two proposals for fall 2023.

The question of refreshments being served at Winterim was discussed at length and a motion that the Curriculum committee be empowered to offer coffee and cookies at Winterim was approved. Doug will let people know via the website that refreshments will be served.

Brian informed the board that his Supreme Court expert may not be able to directly participate in a talk due to illness.

Operations committee members confirmed that they will handle the room assignments for Winterim.

It was agreed that there should be no change in course fees for Winterim but that the Curriculum committee will discuss any necessary changes for Spring when there will be more overhead cost information available.

Nominating committee: Jim reported that he needs to find a non board member for the committee which will start the task of searching for new board members in January. He asked the board to consider if they know anyone who might be interested in joining the board as we need five volunteers willing to serve for a three year term. Jim thanked the new board members for their participation.

Publicity: Richard Koralek reported that Denise Pendleton has volunteered to join the committee. The scheduled meeting with Mickey Sirota was cancelled and there is the possibility that Richard and Denise will be writing the January press release for Winterim if Mickey is unavailable – they will meet to schedule this activity.

The Operations committee will be sending out postcards for Winterim in the first week of January, they will be in the same format as Fall with a list of current courses and possibly a change of picture.

Richard and Denise will meet to facilitate a presence for Senior College on social media, Denise will maintain a Facebook page and possibly an Instagram account and make sure that Doug has the relevant information to enable him to create links to the social media pages on the Senior College website.

Additional ideas relating to publicity were put forward by various board members :-

- QR codes on all future publicity materials
- An analysis of the effectiveness of types of marketing used for past events.
- The use of posters for specific events at businesses and on sandwich boards.
- The sharing of our Facebook posts to other local group pages to reach a much wider audience.
- An informational flyer to be available in Town Halls.
- A need for general publicity for Senior College and publicity for special events to be considered separately.
- Having Senior College members at special events prepared to answer questions and hand out materials with contact info.
- Having some writers who are vendors at the farmers market display publicity materials on their stalls.

-Senior college board members to visit town meetings or organizations to introduce themselves and talk about Senior College.

-Flyers to be displayed in the co-ops of towns in Waldo County.

Special events: The committee needs five members but currently has only two, members do not need to be members of the board.

Thirty-six people attended the beach rock walk, an event open to the public which was successful as outreach for Senior College.

Operations: Doug reported that in December he will be focused on bringing the website up to date. It was agreed that the calendar on the website should be used and show as many relevant entries as possible. The Winterim classes will be listed on the website in early December with registration starting mid December. A link to membership registration will be added to the home page and the possibility of a donate to Senior College link will be investigated.

Doug will talk to the Hutchinson Center in early December to settle classroom assignments for Winterim.

Doug requested that the board discuss the new bylaws in detail at the Jan/Feb board meeting.

New Business: The matter of refreshments had been decided earlier in the meeting and there is no new contract with the Hutchinson as yet.

The meeting was adjourned at 10.42am.