

## PLATO BOARD OF DIRECTORS MEETING MINUTES

October 21, 2016

21 N. Park Street, Madison, WI

Present Board: Scott Kolar (President), Sybil Better, Kathy Brown, Janet Cabot, Ed Cothroll, Carla DiIorio, Mike DiIorio, Kevin Gould, Patricia Herrling, John Koch, Tim Otis, Frank Power, Michael Stevens  
DCS: Louise Fowler  
Others: Hedy Lukas

- I. **CALL TO ORDER** – Kolar called the meeting to order at 9:30 am.
- II. **APPROVAL OF MINUTES** – On a motion by Cothroll and a second by C. DiIorio, **the minutes of the September 16, 2016 Board meeting were approved.**
- III. **STRATEGIC PLANNING UPDATE** – Kolar reported that a meeting had been held with Russell Consulting and a proposal from the consultant had been favorably received. A second meeting with the consultant was scheduled for later that morning. The intent is to conduct surveys and focus groups early in 2017 with a strategic plan for the next 3-5 years to be completed by May. Several board members commented on their positive experiences with Russell Consulting.
- IV. **TREASURER’S REPORT** – Otis reported that N4N (bookkeeping/accounting service) will be taking over bookkeeping services and preparation of the annual federal and state financial forms. Fowler will retain a central clearinghouse role. Request for payment procedures are currently being updated with more information to follow.
- V. **COMMITTEE REPORTS**  
In addition to the written reports distributed as part of the agenda packet, the following additional information was presented:
  - A. **Membership Committee** – The member survey will be discussed next month.
  - B. **Special Events Committee** – Cabot reported that the Committee has received a proposal from the American Red Cross to provide first aid training to interested trip organizers and their assistants. C. DiIorio also indicated that the Committee may bring in a speaker to discuss emergency management procedures.
- VI. **OLD BUSINESS** - On a motion by Otis and a second by M.DiIorio, **the charges for the Communications and Technology Committees were approved.**
- VII. **NEW BUSINESS** – Communications Committee
  - A. **Survey of Current Communication Practices and Needs** - Stevens reported on the results of the recent survey which indicated that PLATO was effective in communicating with members even though there are few written guidelines. The Committee’s recommendations included a periodic survey of organization communications, maintenance of the Tuesday PLATO update on its regular schedule, development and use of a short-version brand articulation, Board development of a policy for the creation and distribution of new PLATO e-newsletters, development of brief written materials for new members, and development of written guidelines by each committee for its communications. C. DiIorio would like to see more information made

available on the website. Kolar indicated that the design of the website is an ongoing challenge.

**B. PLATO Tagline and Positioning Statement** – Hedy Lukas, who had worked on this project, was introduced to the board. She presented the proposed tagline, “Where love of learning never gets old”, and the proposed positioning statement, “This community of intellectually curious adults, typically 50 and over, explores subjects of interest through member-led discussion groups, lectures, travel, and cultural opportunities”. Stevens indicated that both are not intended to be all-inclusive, but rather to represent the PLATO members’ experience. Lukas indicated that she had identified a graphic artist who would digitize the PLATO logo.

**C. Motions** – On a motion by M. DiIorio and a second by Cabot, **the Board endorsed the report of the Communications Committee with its list of recommendations.** On a second motion by Gould with a second by M. DiIorio, **the board endorsed the proposed tagline and positing statement and requested that the Communication Committee develop guidelines for their use.** On a third motion by Herrling with a second by Cabot, **the Board authorized the Communications Committee to spend up to \$1,500 for graphic assistance to convert the current PLATO logo into multiple consistent digital formats that can be used on all PLATO communications.**

**VIII. ADJOURNMENT** – The meeting was adjourned at 10:40 am.

Respectfully submitted,  
Sybil Better, Secretary

*Minutes approved by the PLATO Board on November 18, 2016.*