

## PLATO BOARD OF DIRECTORS MEETING MINUTES

November 18, 2016

21 N. Park Street, Madison, WI

Present Board: Scott Kolar (President), Sybil Better, Ed Cothroll, Mary DeWolf, 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 Otis and a second by Power, **the minutes of the October 21, 2016 Board meeting were accepted with correction of typos.**
- III. **COMMITTEE REPORTS** – There were no questions about the reports that had been distributed as part of the meeting packet.
- IV. **OLD BUSINESS**
  - A. **Membership Committee** – On a motion by DeWolf and a second by Power, **the revised charge of the Membership Committee was approved.**
  - B. **Updated Plato Logo** – Lukas presented two versions (staggered and linear) of an updated PLATO logo prepared by a graphic designer. On a motion by Otis with a second by Power, **the more contemporary linear PLATO logo was approved.** Lukas indicated that multiple versions will be available to accommodate a variety of uses.
- V. **NEW BUSINESS**
  - A. **Treasurer’s Report** – Otis reported that the first quarter financial report was unavailable due to personnel changes at our bookkeeping service. Board members expressed interest in making PLATO’s financial reports more accessible to our membership through increased visibility on the PLATO website and/or a link in the Persimmon.
  - B. **Strategic Planning** – Kolar reported that Russell Consulting had presented a proposal for \$8,350. The costs would be lower if PLATO used fewer of the firm’s services. Otis reminded members that there will also be additional costs outside of the contract to complete the planning process such as printing of materials and renting of facilities. The development of the last PLATO strategic plan cost \$10,000. On a motion by Stevens with a second by M. DiIorio, the Board **approved the contract with Russell Consulting for strategic planning services.** The a motion by Stevens with a second by Herrling to **authorize the expenditure of up to \$2,000 for additional expenses associated with the development of the strategic plan was also approved.**
  - C. **2016 Membership Survey** – DeWolf expressed concerns about the frequency of PLATO member surveys as this year’s response rate was considerably lower than 2015’s. This year, an extended period was given to complete the survey; this time should probably be shortened in the future. It is unclear whether whether survey responders are representative of the larger PLATO membership.

DeWolf reviewed the results of the 2016 survey. Courses, trips and special lectures were rated very highly by respondents. In order to examine trends, DeWolf will bring results from the 2015 survey to the January Board meeting.

PLATO will conduct a promotional campaign to encourage members to complete the strategic planning surveys.

**D. Acceptance of Opportunities Benefiting Only a Subset of PLATO Members** – Kolar reported on a recent example in which a small number of tickets to a UW hockey game were offered to PLATO. Should these tickets have been accepted and if so, to whom should they have been offered – PLATO fund donors, PLATO volunteers or the entire membership? The board failed to approve a motion requiring that outside perks be made available to all members. This issue was then referred to the Executive Committee for development of guidelines.

**VI. PERSIMMON** – Herrling reviewed items to be included in the next issue of the Persimmon. The deadline for submission is December 19<sup>th</sup>.

**VII. ADJOURNMENT** – The meeting was adjourned at 11:05 am.

Respectfully submitted,  
Sybil Better, Secretary

*Approved by the PLATO Board on January 20, 2017.*