

**PLATO BOARD OF DIRECTORS MEETING MINUTES**

October 16, 2015

DCS Office, 21 North Park, Madison, WI

Present: Frank Power, Aleta Murray, Mike Dilorio, John Koch, Lewis Bosworth, Mary Boyd, Janet Cabot, Tim Otis, Greg Bell (substituting for Mary DeWolf), Don Reeder

- I. **WELCOME AND CALL TO ORDER**—Power called the meeting to order at 9:30 a.m.
- II. **MINUTES**—Boyd is substituting for Secretary Better as minutes taker for this meeting. On a motion by Otis and a second by Dilorio the September 18<sup>th</sup> minutes were approved.
- III. **PRESIDENT'S REPORT**—In addition to his written report, Power indicated that by the November Executive meeting he would have more information about filling the vacant Communication Committee chairperson position.
- IV. **FINANCIAL REPORT**—Otis indicated that the quarterly payment to DCS is due and will be paid. A quarterly financial report will be made to the Board at the November meeting.
- V. **STATUS OF BOARD'S VOLUNTEER RECRUITMENT EFFORTS**—Boyd reported that several courses did not have Board assigned to visit. The list of classes was passed around and some additional courses were assigned to Board members. Boyd asked that Board members send her names of potential volunteers while Scott is on vacation through October 24<sup>th</sup>. An update will again be reported in November. Board members in attendance indicated they had begun the visitation process.
- VI. **MOTION TO APPROVE COLLABORATION WITH UW RETIREMENT ASSOCIATION FOR BUS FIELD TRIPS**—Power reported on a meeting that he, J. Cabot, and B. Blitzke had with Ann Wallace from the UW Retirement Association about collaboration for bus field trips. Power is proposing a trial of two trips to test whether it is feasible to continue. Advantages to PLATO include—help in filling less popular trips, recruiting potential members. Advantages for the UW Retirement Association include—more trips for their members since they now only take two trips a year. One stumbling block is the extra fee we charge for non-members who take our trips. To move forward, Power presented the following motion seconded by Cabot asking the Board to approve this collaboration on a trial basis: *To authorize the approval of preliminary collaboration with the UW Retirement Association for Bus Field Trips with an evaluation by the Executive Committee in consultation with the Special Events Committee chair after the first two trips. This report will be made available to the Board prior to final approval by the PLATO Board of further collaboration.* Motion passed unanimously.

- VII. OCTOBER BOARD DISCUSSION: THE ANNUAL MEETING/LUNCHEON ISSUES**—Power introduced the discussion by reminding Board members about the survey results. He reminded the group that we try to do a lot at this event and asked the group if it was too much? The following were listed as issues or questions to be addressed:
- a. We must have election of officers.
  - b. Annual meeting is useful as an avenue of recognition of service.
  - c. This is one of the few times we attract a relatively large number of members (169 in 2015 and 198 in 2014).
  - d. It is a major social opportunity for the membership.
  - e. It is a way to highlight the year's accomplishments and end on a festive note.
  - f. Question: Should there be a speaker?
  - g. Question: What about the Q & A session prior to the Annual Meeting? Should it be continued since only a few 25-or so – mostly long time members attend?
  - h. Question: Should we continue to underwrite part of the cost of the luncheon for members as a way to attract attendance?

A wide-ranging discussion followed-- with the following suggestions:

- a. Regarding the election: Do it another way such as on-line.
- b. Speaker: It is a perceived “added value” and one reason, among many, to come to the luncheon. We should, perhaps, look inside the membership as well as out of the membership for a quality speaker.
- c. Purpose: We should focus on Socialization, Recognition, and Celebration as the primary function of the Annual Meeting.
- d. One suggestion: Do away with the luncheon and instead have a cocktail, hors d'oeuvre style event like the 25<sup>th</sup> Anniversary Celebration.
- e. Need a tighter focus on time management—especially for food service.
- f. We need a marketing plan to attract attendance—including a written invitation, a clear message of the purpose of the event with plenty of advertising.

- VIII. NOVEMBER BOARD DISCUSSION TOPIC**—Power reminded the Board that the November Discussion would focus on the Diversity Committee Report.

- IX. COMMITTEE REPORTS (SEE BOARD MATERIALS FOR ADDITIONAL INFORMATION)**
- a. Special Events—Cabot reported audio recording of lectures at a cost of \$45.
  - b. Agora---Bosworth reported that the Agora celebration on October 14<sup>th</sup> was a programmatic success. He had hoped more members would have attended.
  - c. Membership—Bell reported that a brochure is being produced to be made available to senior centers and other venues.

**X. OTHER BUSINESS**

- a. SAIL--Otis reported that a local non-profit organization known by the acronym, SAIL, has requested that he meet with them to discuss collaboration.

b. PLATO practices regarding death of a member—Power described the process he used when announcing the death of long-time member and course coordinator, Jim Christensen. Boyd suggested that it was time to develop a consistent policy to guide our actions. Things to consider based on discussion: notice in weekly announcements or other communication venues, importance of recognizing former members. Leadership (namely Exec. Com.) should take on this task.

c. Holiday Celebration—December 11<sup>th</sup>

The Board decided that this would be a good time to honor Barry Orton of DCS for his service to PLATO. Frank will research alternative sites for the celebration.

**XI. ADJOURNMENT AND NEXT MEETING**

Meeting adjourned at 11:39 a.m. The next meeting will be on November 20, 2015.

Respectfully Submitted,  
Mary Boyd (substituting for Secretary S. Better)

*Approved by the PLATO Board on November 20, 2015.*