

PLATO BOARD OF DIRECTORS MEETING MINUTES

January 20, 2017

21 N. Park Street, Madison, WI

Present Scott Kolar (President), Sybil Better, Janet Cabot, Ed Cothroll, Mary DeWolf, Carla DiIorio, Mike DiIorio, Kevin Gould, Tim Otis, Michael Stevens
DCS: Louise Fowler

- I. **CALL TO ORDER** – Kolar called the meeting to order at 9:30 am.
- II. **APPROVAL OF MINUTES** – On a motion by Cabot and a second by M. DiIorio, **the minutes of the November 18, 2016 Board meeting were approved.**
- III. **COMMITTEE REPORTS** – There were no questions about the reports that had been distributed as part of the meeting packet.
- IV. **OLD BUSINESS**
 - A. **Financial Reports** – Otis reviewed the financial statements for the first half of the fiscal year. He reported that PLATO's financial condition is sound. The bookkeeping service is still getting familiar with our expense allocation categories. Over the next six months, PLATO will incur significant expenditures to complete the strategic planning process. Financial reports can be expected on a quarterly basis.
 - B. **Strategic Planning Update** – Kolar reported that the response rates to the member, leader and coordinator survey have been good. An email will be sent to encourage additional members to complete the survey. After the survey results are analyzed, the Russells will organize focus groups to be followed by facilitated meetings/retreat. The end product will be a 3-5 year strategic plan.
 - C. **New Logo Implementation** – Stevens reported that he has been meeting with committees to present the logo and tagline and to describe how they will be used and the timeline for their implementation. Digital use of the logo will begin in early February with Fowler the source for the appropriate digital file. As supplies run out, they will be replaced by items bearing the new logo.
 - D. **2015 & 2016 Member Survey Comparison** – DeWolf reported that the results of the two surveys are very similar. Newer members are more likely to respond to the survey than longstanding members. While the survey results do not indicate many problems in enrolling in courses, other suggested that the situation is more complex (e.g., members may not try to get into classes that they know are always filled). DeWolf suggested that the next member survey be conducted in 2018. The membership committee was asked to come back with a recommendation on the timing of the next member survey and how long it should stay online.
 - E. **30th Anniversary/Annual Meeting Update** – A report from Power was included in the meeting packet.
 - F. **Website Update** – Kolar reported that the home page has a banner encouraging completion of the strategic planning surveys. The “donate” tab is being changed to “get involved” with links to information on volunteering and donating. A report using Google Analytics is being prepared for presentation to the Board.

V. NEW BUSINESS

A. Nominations Committee Update – A preliminary report from Power was included in the meeting packet.

B. Trip Cancellation Policy – A December trip was cancelled due to weather. Otis and C. DiIorio reported on a proposed policy developed by the Finance and Special Events committees to establish a reserve account that would be funded by a small surcharge on trips as a way to hold trip participants harmless when PLATO cancels a trip. This is not trip insurance; cancellations by individual members will not be covered by this fund. On a motion by Better with a second by Cabot, the Board **approved guidelines for refunds when trips are cancelled and to establish a restricted trips’ account (TRA) to pay for refunds and to pay for potential annual trip operating losses.** An amendment to that motion adding the words “out-of town” before trip in the heading and first sentence of the policy was not approved following discussion that indicated that this was redundant.

C. Meeting with DCS Administrator – Kolar, Otis and Fowler met with Hope Simons, the Assistant Dean of Administrative Services to discuss reclassification of the Fowler position to reflect her current duties and time commitment. Jim Campbell, our current liaison, will be retiring soon.

VI. ADJOURNMENT – The meeting was adjourned at 10:50 am. The next meeting will be held on Friday, March 17, 2017 at the McFarland Public Library.

Respectfully submitted,
Sybil Better, Secretary

Approved by the PLATO Board on March 17, 2017.