

Minutes of the PLATO BOARD OF DIRECTORS MEETING
216 N Park St. Madison, WI
Friday, December 08, 2017

Present: Michael Stevens (Vice-President), Kathy Brown, Ed Cothroll, Carla Dilorio, Mike Dilorio, Kevin Gould, Suzie Griffiths, Patricia Herrling, John Koch, Hedy Lukas, Tim Otis, Frank Power, Linn Roth
DCS Staff Present: Louise Fowler

- I. **CALL TO ORDER**—Stevens called the meeting to order at 9:30am.
- II. **APPROVAL OF SEPTEMBER 15, 2017 MINUTES**—Minutes were approved.
- III. **COMMITTEE REPORTS**—(See Board Materials email)
Curriculum committee had some updates and questions. The first was the issue of renaming the “Spring Preview” to “Open House” for new courses. It was felt this was more welcoming and accurately reflected the event. This was discussed and there were no objections to this name change.
The second issue was about emails. The committee wanted to send out four blast emails a year about the courses. They were concerned about overloading members with emails and requested that other committees pull back on their emails when Curriculum sent out their emails. They also were substituting the word “enrollment” for “registration” for the courses. The last issue was about providing storage for materials for courses (such as plays, reading materials, etc.). DCS does not have any storage space for us and this issue is still not resolved.
- IV. **OLD BUSINESS**—
MoA Update— There is no update on this right now. The old plan continues in place.

Annual Financial Statement—There was a Fund Development update provided. There are \$35,500 in donations so far more than ever before. These are supporting four local organizations as well as the Odyssey Project and returning adult scholarships. Two of the local organizations will be giving lectures this Spring through Special Events.

Insurance Update—We now have Board of Directors insurance. We didn’t have this in the past. We had \$2 million in general liability but not on the Board. We now have a \$1 million dollar policy with a \$2,500 deductible that covers our organization’s officers. It covers civil damages, such as liable, slander, discrimination, sexual harassment, etc.

Review and vote on draft Strategic Plan—This plan has been endorsed by the Executive Committee and sent to the Board. There was discussion about the wording in the Executive Summary on page 2 of the plan. There was wording about managing growth, but we may not grow. We may remain stable or even retract in membership. Discussion was held about this, with several suggestions put forth, which resulted in two actions:
Action One—We identified places where we talk about a membership database. We need an explicit statement about gathering data about members skills, interests, etc.
Action Two--The Board agreed to revise some of the language about growth, using “right-size” as opposed to “growth”.

Tim Otis moved to approve the Strategic Plan contingent on the two action items above. Patricia Herrling seconded and after discussion the motion was approved. The next step will be for the Executive Committee to look at our next steps and prioritize them.

Review and vote on revised Mission-Core Value Statements—This has been approved by the Executive Committee. After discussion Carla Dilorio made a motion to approve. This was seconded by Kevin Gould. Motion approved.

V. NEW BUSINESS—

Technology Committee announcement—Mike Dilorio reminded everyone that during busy times for events and course (August/September and January/February) they need to let the Website Committee know their requests ASAP, with full information provided. The Website committee is also setting up a form for requesting events, with a handout about how to get started.

Report on contract with IVS for administrative services and pilot projects—The Board authorized Scott Kolar to initiate an hourly contract with Impact Virtual Services (IVS) to help with the clean-up on Wild Apricot data.

Report on mailing to non-renewing members— We currently have 1,190 paid members. Usually in January/February we get more renewals coming in. Hedy Lukas reported that there are 300 non-renewing members. They were sent a reminder letter with a return envelope. They were also asked if they are not renewing to complete a brief questionnaire. Of the 300 non-renewals, 64 replied to the renewal letter and 36 renewed membership. Of those who did not renew and replied to the questionnaire reasons giving for non-renewal ranged from health issues, time issues and issues with getting to the locations.

VI. ADJOURNMENT—A motion was made and seconded to adjourn the meeting. Approved.

The next PLATO Board meeting will be Friday, February 9, 2018 9:30—11:00am

Respectfully Submitted,
Patricia Herrling, Secretary