



### Class of 2025

Joyce Avery  
Paul Christy  
Laura Simonds

### Class of 2026

Colet Allen  
Mary Devlin  
Ann Magill

### Class of 2027

Myrna Hall  
John Schuyler  
Sarah Tisch

**Minutes Oct. 15, 2024**  
**3:30-5:30 pm**  
**Campbell Center, Rm A**

#### **Present:**

**Council:** Joyce Avery, Paul Christy, Laura Simonds, Mary Devlin, Myrna Hall, John Schuyler, Sarah Tisch, Heather Inghram **On Zoom:** Ann Magill, Colet Allen

**Committee Chairs:** Ginny Blankinship, Karla Langland, Lorraine Vail **On Zoom:** Dwight Wilson

**Members and Staff:** Christine Fernlund **On Zoom:** Megan Rutherford

1. The meeting was called to order at 3:40 pm by President Laura Simonds
2. The agenda was approved with flexibility. (DEVLIN, CHRISTY)
3. The minutes from the September 17 Council Meeting were approved. (MAGILL, ALLEN)
4. Reports

#### A. Membership Report – Laura Simonds

OLLI has 1428 members as of 10/4/2024 which is an 8.4 % increase over this time last year.

The Membership Report presents historical data in the top block including new, renewing and returning membership stats. Further detail is provided in the second block which adds location data to the categories in the top block.

Christine Fernlund who prepares the report posed questions about the report content to ascertain how and if the data in the report is used. Comments from Council included that data was useful, particularly the year-to-year comparison and the breakdown among new, renewing and returning members.

Christine also asked why Council cared about the location data given that 80% of the membership is from Ashland.

- Laura Simonds explained that there is a marketing and publicity budget impact to recruit outside of Talent, Ashland. This data informs that decision by providing metrics on how successful recruitment efforts are.
- Colet Allen pointed out that since the Membership Committee is small, the data helps focus committee efforts. The report could potentially be provided quarterly instead of monthly.
- Myrna pointed out that the data helps point out the impact of the Rogue Valley Manor pilot project.

Christine asked if the report is more useful as a quarterly report or yearly. The Council consensus is that the location data in the report should be provided.

Paul suggested we wait until the Strategic Planning process is finished before making a change. Council agreed to change nothing until the Strategic Plan is complete.

#### B. President's Report – Laura Simonds

- Report stands as written.
- Be sure you are looking at the updated calendar and contact list provided with the Council materials.

- The Volunteer Fair has been added to the calendar on January 14, 2025.

C. Treasurer's Report – Paul Christy

- There is no standard report
- Paul highlighted 6 positives resulting from the near completion Workday transition.
  - The OLLI Office and SOU Foundation Finance are getting all accounting of revenues, expenses and fund balances complete for fiscal year ending June 30, 2024.
  - As the transition to Workday ends there is more time for SOU to focus on OLLI, including more time for training.
  - Everything is coming in as expected.
  - OLLI 80% on track to meet budgeted membership revenue projections.
  - The Osher distribution of \$118,000 is earning interest.
  - Office training is another positive.
- Heather reported that instructor discounts are \$7800 this year.

D. Administrative Director's Report – Heather Inghram

- Report stands

E. Standing Committee & Other Reports

- Communications – Sarah Tisch
  - Report stands
- Curriculum – Ginny Blankinship
  - Report stands
  - Spring term proposal window will open 11/15
  - Council was asked to encourage potential instructors to teach
  - There are 3 courses at Manor and one at the Grove in addition to what was previously reported
  - Fewer canceled courses than in spring. The high number was likely a fluke.
- Fundraising – Dwight Wilson
  - Report stands
  - \$16,307 has been brought in as of the end of September compared to \$19,650 this time last year.
  - The committee is preparing for the Fall appeal which will go out by the end of the month.
- Leadership Development & Recruitment – John Schuyler
  - Report stands
  - The committee still needs a chair.
- Membership – Colet Allen
  - Report stands
  - There is a candidate interested in being on the committee.
  - Presentations are scheduled for 11/14 at Mountain Meadows and Central Point Retirement Community.
- Programs & Activities – Karla Langland
  - Report stands

- Venue & Technology - Lorraine Vail
  - Report stands
- Travel Pilot Project – Myrna Hall
  - Five sign-ups for San Antonio
  - Overseas Adventure Travel presentation is scheduled for 11/1
  - The local Fall trips won't happen
  - There will be three local trips in spring

## 5. Old Business

### A. Discussion – Where does the Sponsorship function belong?

Recap: Sponsorships provide an important revenue stream with the Catalogue and Open House being two major recipients of funding. In the past, sponsorships have been a responsibility of the former Communications and Community Outreach Committee. Currently the Sponsorship function is not in any committee charge. Sarah Tisch emphasized that these are delicate relationships that require special care. One or two people should have responsibility for fostering these ongoing relationships.

Two committees were suggested as possible homes for Sponsorships. One is the Membership Committee which includes Outreach. Catalogue distribution and the Open House is part of Outreach. They are both tools for recruitment. The other option is the Fundraising Committee. Sponsorships support fundraising activities. It is a revenue stream not unlike going after major donors. It's "all about the ask" to donate money to OLLI.

Mary asked if the function could fall under the Council or Staff. The first option would require a Council liaison. The concern with putting it under staff is that it could add hours to their existing responsibilities.

Lorraine provided some historical background on the program. Sponsorships came out of the desire for a catalogue. The idea was to go to the big players in town (Asante, Rogue Valley Manor and AARP) and sell them something of value. The person responsible for sponsorships should have sales and marketing experience and historical knowledge of OLLI. Ideally, it would be Heather, but given time constraints someone else could do the leg work.

Heather was initially resistant due to bandwidth but is comfortable with someone reporting to her doing the leg work, who is vigilant and on top of things. Heather would be the official face of SOU, the deal closer.

MOTION Move to recruit a volunteer to handle all important sponsorships for OLLI and that work would coordinate with other committees as needed, but report to Heather. (TISCH, DEVLIN).

Discussion:

Dwight suggested that Council hold off on the motion until personnel is recruited to obtain their input on the organizational structure.

MOTION passed 8 to 1.

Dwight and Lorraine will pass along names of potential volunteers to Laura after the meeting.

## 6. New Business

### A. Ad Hoc Strategic Planning Committee Update

- Co-Chairs are Phyllis Fernlund and John Schuyler.
- Laura and the co-chairs are in the process of forming a committee.
- The first meeting will be held in early November.

### B. Discussion: Communications Committee review process

Background: Part of the charge of the Communications Committee is coordinated and consistent branding and messaging. The committee is primarily concerned with external communications. To achieve consistent and coordinated branding a review process is required to ensure that the new logo, colors, and language and data about OLLI are used appropriately.

One proposed solution is to provide a form on the webpage as a drop-down menu selection to be reviewed by administrative staff in a timely manner.

Currently, requests come in via email or not at all. Lorraine Vail pointed out that the categories of communications such as an ad vs. the newsflash are very different and may require different guidelines. There is no standard form for social media.

Paul asked if this was a council issue. This is a small workflow item that will be used by a small number of people. Lorraine responded that the larger question is the degree of control and process for OLLI's public face to the world. Paul reinforced that this is a council issue only if it is a policy or procedure.

Heather suggested that our order addressing this issue is out of sink and that first staff needs to provide guidelines. Changes to policies and procedures would be the second step, followed by development of the form.

John proposed taking the issue off the table until a policy and procedure is ready for a vote.

Process will be brought to council by the January council meeting.

C. Discussion: Use of fundraising cards

- Dwight Wilson informed the council of the existence and purpose of OLLI's fundraising cards.
- OLLI has 1000 fundraising cards located in the office.
- They are intended to be used as an enhancement to fundraising.

7. Additional Remarks

- A. The next meeting is November 19.
- B. There is no December meeting.
- C. Heather is on vacation the last week in October.

8. The meeting was adjourned at 5:31pm