

LIFELONG LEARNING AT PEBBLECREEK

BOARD MEETING Tuesday, March 8, 2022 LLL Center Minutes

Attendees: Paul Polk, Jill Burnham, Susan Roth, Jeff Edwards, Phil Korzilius, Ruth Shaffer, Cathy Lindstrom, Wendy Frumkin, Carole Korzilius, and Jeff Young

1. Call to Order at 10:33 Paul Polk
2. The Quorum was established. Cathy Lindstrom
3. Minutes from Feb 15, 2022 were approved as written.
4. Financial Report Jeff Edwards
 - a. Jeff noted that all departments have positive financials at this point, although some bills may still come in. The financial report is in a separate email. In total, we have over \$78,000 in our accounts at present.
 - b. The Chase card and account held by Cathy Lindstrom have been successfully canceled.
 - c. Budgeting cycle: the fiscal year starts July 1. In April, the treasurer assembles data for budgeting by department, and the budgeting planning meetings are held in May. The budget should be completed by the end of June.
5. Area Reports
 - a. Lectures—Jill Burnham
 - i. Jill noted that the audience was full for the city of Goodyear update. There have been varying attendances depending on topic. The Lectures team is investigating possible Super Speakers for a fee of \$20K (who are not political).
 - ii. With a SuperSpeaker, there is a possibility of 7 Premier Lectures next year.
 - iii. Jeff reviewed issues with people who could not get into the Goodyear lecture because they showed up at the last minute when the audience seats were full.
 - iv. Lectures that are free have potential for bigger audiences, and options were discussed on how and when to do this, including partnering on some topics with Kare Bears. There was also discussion about starting the season with a free lecture. No decisions were reached.
 - v. Esther Schatz has done an amazing job of getting raffle gifts for our MMLs.
 - vi. It was noticed that we need to restart training for new introducers at the beginning of the season.
 - vii. Jill is still exploring who will become Director of Lectures at the end of June.
 - b. Classes—Carole Korzilius
 - i. Carole discussed additional classes added into the list in March, and noted several speakers are interesting in teaching again next year. Kayrene Braden has resigned as Classes assistant, and Di Week is back to active status again, so Carole will discuss the role with her.
 - ii. Several volunteers have shown interest in facilitating Great Decision groups.
 - iii. The Board discussed fees for speakers, and **voted to raise compensation from \$100 to \$200 for a 2 hour class.**
 - iv. Carole recommended that charitable donations be made to Mutts on a Mission since they provide classes and support activities to the community, and also

recommended donation to the Foreign Policy Association for Great Decisions.
The Board voted to donate \$1000 each to these organizations.

- c. Trips—Sue Roth
 - i. Sue noted that 4 trips are left and 3 are already sold out. She has a formal commitment from PBS for a studio tour next season with 50 slots. Paul suggested she look into NPR studios at Rio Salado CC. Sue's team is investigating trips and planning for next season.
- d. PC Reads—Carole Korzilius
 - i. Carole note that this group still has 12 members, with Diane Harmon as lead. They are still meeting by using the Zoom hybrid mode.
- e. Volunteers—Pam O'Shea
 - i. Pam is still in Europe. Jeff discussed the need to clear up the pictures of inactive volunteers off our website. Update information can be sent to Barb Younker regarding volunteers who are now inactive, or new volunteers who need to be entered on the website.
- f. Marketing—Ruth Shaffer
 - i. Highlights from Marketing Meeting –see attached document; Ruth noted that the Schedules are not usually stocked in the kiosks over the summer, but Sales Office is putting them into the New Homeowners packets. The information is outdated, so the group discussed how to use the remaining Schedules. It was decided to put a sticker on the front page that notes that these Schedules are for example only as to the kinds of educational offerings LLL offers.
 - ii. At the Marketing meeting, it was discussed to host some Open Houses for the community in the LLL Center as a way of staying connected through the summer and next fall. Ruth recommended that Pam take over this outreach initiative, since the purpose is to source new volunteers.
 - iii. Ruth commented that Neal Wring had built a form to help people recommend speakers for lectures. A similar form can be created for Classes instructors and for Trips. Those Directors expressed interest.
- g. IT-Barbara Younker—No report in Barb's absence.
- h. AV—Phil Korzilius
 - i. Phil noted that he has an OK from Facilities to get a sound company to look at our system in Room 107, since he believes the problem is a defective switch in the ceiling. **The Board agreed to fund repairs up to \$1000.**
- i. Lobby Team—Jeff Young
 - i. Jeff noted that New Homeowner orientation meetings will be starting up again soon, and that we offer a free ticket to MMLs with an expiration date in their packets.
 - ii. Jeff also pointed out that approximately 10% of the people who bought tickets to a Premier Lecture were no-shows. He pointed out the need to decide whether to do Season ticket packages again next season.
 - iii. Paul noted that LLL has received complaints from Matt Drui about the theater not being left as clean as it could be, and that the podium was not returned to its location. Paul is appointing Cathy Lindstrom to be the manager for this as part of the Sound services.

6. Old Business

- a. Paul sent an email out for a proposed policy on the use of excess funds, and asked the Board to review it. We will discuss at our April meeting.
- b. Paul has reserved the Chianti Room for our all volunteer meeting in early May. Pam O'Shea will lead the planning group for that session.

7. New Business

- a. Changing dates for registering for events? The Directors discussed the success of opening registration for ticket purchases for Trips and Classes 4-6 weeks in advance of each one, and that people are expressing that they like this. We will look into continuing it.

8. Adjourned at 12:07 pm.

MARKETING MEETING – February 18, 2022 - 10 a.m. – Oasis Pool

Present at the meeting were Paul Polk, Phil Korzilius, Cathy Lindstrom, Barb Downey, Barb Younker, Bob Young, Pat Ingalls, Lorna Bray and Ruth Shaffer.

Ruth began the meeting by thanking everyone for attending this first marketing meeting in a very long time. She explained how the trip, class and lecture teams meet often to firm up their schedules of events. The list of marketing team volunteers and their jobs was reviewed and is listed at the end of this email. Our jobs are very diverse which is evidenced by this list.

MARKETING – WHAT WE'VE DONE

There was no SCHEDULE for the 2020-2021 season due to Covid-19 but we did produce one for 2021-2022. It was smaller than in past years and had only partial color. Three LifeLines using Constant Contact were regularly created and sent to the Community – weekly during the season, the Volunteers - as needed or to PC Reads - monthly. The PC Post has our monthly articles. PebbleNews, which comes out on Monday mornings, has articles during the season. The eGroup and Facebook eGroup have postings as needed. The TVs scattered throughout the community that have slides about what's happening includes our Premier Lectures. The slide presentation is also on the HOA website. The pre-lecture PowerPoint was once again created.

WEBSITE – WHAT WE'VE DONE

We use Joomla to set up our website. It has been updated and Jim Plasker, a Volunteer who manages the backend of the website, believes we need to wait until the new Joomla edition is free of bugs. Once Jim gives the clearance, the website should be updated in every way. Jim created a QR Code system that we used this year for people to gain admission to the Premier Lectures. It has been extremely successful. It has saved both time and money for LLL. Jim also posted the new SCHEDULE on the website and it has had over 1,000 hits so far. That has saved LLL printing costs of the SCHEDULE. Jim also created a new payment system for residents to register and pay for LLL events. It is easier to use and problem free. Neal Wring has continues to create reports and surveys and recently developed an online form that allows residents to recommend a speaker. This may be expanded for use by the classes

and trips teams. Everything that you see on the website is placed there by Barb Younker and she has worked with Jim in making constant improvements.

WHAT'S NEXT

Ruth and Barb announced that they are leaving their positions effective June 30. Both will be available to train their replacements. If anyone is interested in taking our jobs or learning more about our jobs, please let Paul know or contact Ruth and Barb directly.

LLL marketing has made great strides this year in the face of the Covid challenges. However, there is always room for improvement and new people bring new ideas and energy. Some goals would be to create a new LLL information sheet that the Model Center uses. It must be updated. It could also be placed in the Club slots outside the Eagles Nest Fitness Center and Pro Shop. Many of the pages on the website should be updated, especially the homepage and the history page. The goal of marketing is to reach everyone. The HOA stopped the New Homeowner quarterly meetings because of Covid. That was a good opportunity to reach new residents and have them sign up for the LifeLine and get exposure to LLL. They may resume soon.

SUGGESTIONS

The give and take during this segment of the meeting was very productive and a good reason to have more meetings with team members. We need to figure out how to improve what we're doing now. A suggestion was made to have some website writers assigned to each event category. Have the writers begin their work as soon as information is received and keep the write ups much shorter than they have been. There are many benefits and reasons to make them shorter. This would apply to the SCHEDULE and the website. It would make it easier for the PC Post writer to get the articles to the 500 word limit.

The question was raised if new homeowners receive a packet when they move in. Cathy said she would investigate that. If there is something in it about LLL, we should see and review it.

A discussion about getting new volunteers resulted in us exploring the idea of opening the Center one morning or afternoon a month for an open house that we would publicize to PC. Several Volunteers would be there to answer questions and hopefully find people who may be interested in becoming Volunteers. Bob, Cathy and Ruth will meet to explore this possibly happening in April. Pam O'Shea, Director of Volunteers, is away but will be kept in the loop about what is happening. This would be another way to raise awareness of LLL.

Bob offered to re-write the history page on the website. Paul offered to post on the PC Facebook page the Premier Lecture notice for tonight.

I know this is a long report and I hope you've read this far. I am sorry that more of you weren't in attendance but hopefully there will be future meetings. The give and take was extremely helpful.

Ruth Shaffer