

Senior College at Belfast Board of Trustees Meeting

February 15 2023 via zoom

Call to order : Nancy Perkins called the meeting to order at 9.30am.

Present : Nancy Perkins, Martha Laitin, Beth Sterner, Jim Owen, Richard Koralek,, Marjorie Arnett, Doug Chamberlin, Monica Morris, Denise Pendleton, Mike Ray, Bob Restino, Fred Bowers.

Absent : Sam Causon, Mayo Bulloch.

Minutes of the January meeting were approved with no corrections.

Treasurer's Report was sent out on February 15th.

Our income from class fees for Fall and Winterim were not enough to cover our operating expenses (majority of which is facilities). Although we are financially solvent we should take a look at fees vs expenses going forward. The Curriculum committee will discuss the current fee structure before the next Finance Committee meeting.

Nancy made the point that increased attendance would solve the problem and there are efforts in marketing & communications underway to help with this.

The Treasurer's Report was unanimously accepted.

Old Business

Wild Apricot Review – Doug sent out a proposal from the systems assessment group:

- Senior College should adopt a new website built on the Wild Apricot platform, this has been built and is ready to be activated.
- We currently have three email lists for mass emails which should be merged and culled to those who reaffirm their desire to hear from SC. The resulting list would be migrated from Mail Chimp to Wild Apricot.
- We should phase out the use of Course Storm for memberships and course registration in favor of using the built -in features of Wild Apricot which would take effect in summer/fall 2023.
- We should adopt a new email provider, preferably free and with more advanced features.

Doug demonstrated the new website features including:

Courses & Events - only members will be able to register for courses (members of other Senior Colleges will also be able to register without paying our membership fee).

There is currently a link on the home page to Course Storm for registration which will be removed when registration is migrated to Wild Apricot.

News - users can subscribe to receive an email letting them know when a news item has been posted.

Working with us - Info about our mission, link to info on board of trustees, volunteer opportunities listed with email contact link.

Course proposals - link to the proposal form which can be directly viewed and manipulated by the Curriculum Committee.

About/contact - includes link to membership registration and weather cancellation policy.

More information and pictures will be added and the website aesthetics can be changed.

A Motion to approve Doug's proposal was unanimously approved.

Gilda's Place Update - Marjorie reported that the group have reserved a space in the United Farmers Market building for June 10th, the space is free but they will need to raise \$4000 to cover a band, the fee for Izzy Gazelle who is a highly rated humorous speaker from Boston and various marketing and publicity materials for the event. They already have a \$500 donation and are requesting a similar donation from Senior College.

The event will be a celebration of cancer awareness which will also provide an excellent marketing opportunity for Belfast Senior College. The hope is that this event will inspire the city, hospital or other organization to adopt a 'Gilda's Place' type program going forward.

Cancer is a major issue for seniors in Belfast, we are directing community focus to the need for cancer support in Waldo county and in doing so increasing the awareness of Senior College itself.

We should publicize this event on our website and think about a follow up class to tie in with Senior College - Nancy and Martha will look into this.

A motion to spend \$500 on the project was unanimously approved.

Curriculum committee : Monica reported that for Spring semester there are 7 morning courses and 6 in the afternoon, all have had rooms assigned. Doug will send the course information to Richard for the press release.

Nominating committee: Jim reported that the Committee has held its first meeting and is scheduled to meet once per month through May. They are looking to find 4 new board members, some names have already been put forward and any other suggestions from the board are welcome.

Operations committee – the postcard info has gone to Thierry for design and the cards will be printed and mailed out during the next week. Doug will switch the website over to Wild Apricot and work on the email cull. Registration for Spring semester courses will be available from Mar 1st. Room assignment issues are being worked on, a new process for this & a contract with the Hutchinson Center is needed.

Communications committee – Richard reported that Ned Lightner and Bob Restino came to the Committee meeting at the end of January where the suggestions from the November board meeting were discussed. Bob is experienced in public relations, marketing and communications and he recognized the need to develop a strategic marketing plan. A sub-committee of Bob, Denise, Karen and Nancy was formed for this task. Another sub committee was formed to research our demographic and it's likely interests.

Denise reported that Bob had produced a 10 step marketing plan proposal for Senior College and briefly reviewed this. Denise will send a copy of the plan to all board members.

New Business

The need for a website statement on our covid policy was discussed.

We also need to remind the instructors of this policy.

Jim will write a draft and send to Monica and Doug.

The meeting was adjourned at 11.15am.