In attendance: Stephanie Reinke, Darrel VanDyke, Cheryl Storm, Tom Klammer, Karen Nelson, Deborah Diehl, Bert Hayslip, John Booth and Emily Richardson

The meeting was called to order at 1:01 PM

Best wishes were sent out by the group to Max Morley, who was currently in the hospital. As a result Darrel will lead the meeting today.

Financial Report – Tom Klammer
  - Here are the highlights
    - We continue to get the endowment of about $50,0000 year
    - Grants will be happening again, and it is anticipated that OLLI@UNT will receive one
    - Expenses are down in part due to less membership, but also without the office expenses, so it demonstrates mostly salaries
    - Advertising is only about $6000, last year in the spring we spent $63,000
    - Membership has been hit hard, even with the cost being dropped

Stephanie gave the Director’s Report
  - National Resource Center sent a survey to all OLLI’s nationwide
    - Determined that on average membership is down 34% - but as high as 90%
    - Our own survey demonstrated that 23$ of members are waiting until we are back to face-to-face classes
  - Remember that OLLI has a rolling membership. Approximately 300 people dropped off in December, which equates to 50% of total membership
  - Stephanie feels confident that we will see renewals
  - Plan to personally call all members that have lapsed next week
    - Zoom meeting scheduled to give instructions about phone call effort
    - On Friday everyone will get their phone lists and script
    - 1 week to make calls
    - Member who gets the most renewals will be recognized
  - She reminded the advisory council to purchase membership for others, since the discount once we have purchased ours drops price to $25.00
  - Re-evaluating out advertising and marketing due to ongoing pandemic
  - Lily is working on getting information on every senior center and contacting them about advertising our classes.
  - UNT is promoting us and what we are doing
  - The alumni association is reaching out via their newsletter. Potential for an email just focused on OLLI to alumni
  - Membership is the priority
  - Grant application to OLLI is due the end of January
  - OLLI office is staffed at 40 hours, taking turns actually being in the office.
  - Semester starts on February 1st
  - Exploring OLLI’s that operate year round
- Getting feedback from other directors
- Still considering whether this change is right for us
- Darrel posed a question about how we talk to our members regarding how we can better promote social engagement
- Discussion occurred about a special incentive for summer
- John Booth presented the change in the charter that allows for more than 1 virtual meeting a year by the advisory council
  - Bert and Deborah both 2nd the recommendation
  - It was passed unanimously
- With no further business for discussion, the meeting was adjourned at 1:47 PM