

Minutes of Board of Director's Meeting (delivered via email)

Meeting Date: *May 10, 2011*

Attendees: Bill Aitken, Bob Bacon, Steve Berry, Walter Byron, Beverly Carothers, Jim Grunst, Doris Harriman, Al Hyland, Touie Jackson, Edyie Johnson, Lucille Kelley, Bill Rosen, Richard Rosenblatt, Bob Ruckstuhl and Eric Thorgerson,

Absent: Roger Clapp, Dick Gellis and Florence Jones.

1. CALL TO ORDER: Jim Grunst called the meeting to order at 10:05 a.m.

2. SECRETARY'S REPORT: Walter Byron reported that the Minutes of the April 12, 2011, monthly Board meeting had been taken and were published via email (with copies mailed to Lucille). A motion was made, seconded and unanimously supported to accept the Minutes as published.

3. MEMBERSHIP:

a) *Membership Numbers:* Bob Ruckstuhl reported that we have added 42 new members and lost 8, for a net increase of 34 thus far this year and our membership number stands at 1674 as of this meeting.

b) *Bob's response to Last Meeting's Proposal to email Newsletters:* Recognizing that Bob's participation in providing up to date email lists would be required quarterly, the discussion on this proposal was postponed until this meeting when Bob is present.

Discussion ensued:

- There are a small number of people who request the Newsletter ONLY via email now.
- Some folks have expressed that they DO NOT want the Newsletter in email format.
- Quarterly up to date email lists can be provided without too much additional work on Bob's part for emailing the Newsletter.
- Not everyone has an email address and for those who do, 30 to 40 bounce back as bad addresses every time Bob sends out a communication via email, and they would miss the delivery of their Newsletter if we sent it via email.
- All issues of the Newsletter hve a Dues reminder message along with the Dues form to submit. Removal of this hard copy reminder and paper form would most likely have a negative effect of Dues payment.

It was concluded that there was not a great deal of support for the delivery by email proposal and it probably is more work and brings more risk than the savings that might result. Therefore, for now, let's not pursue this.

c) **Membership Forecast:** Bob presented six graphs:

- Year End Membership Number, Dec. 1998 to Dec. 2010
- Membership Increases and Decreases by Year, 2007 to Projected 2011
- Dues Receipts by Year, 2007 to Projected 2011
- Year End Membership Number, Dec. 1998 to Projected Dec. 2011
- Projected Year End Membership by Year, 2010 to 2019
- Projected Dues Revenue by Year, 2010 to 2019

From the information on these graphs Bob concluded that:

- PRA Membership numbers would most likely hold up pretty well over the next five years, but will tail off subsequently.
- We should revisit the Membership / Dues forecast annually in September.
- Our aging membership will likely affect the luncheon attendance negatively, but not as much on the Newsletter.
- Luncheon costs will increase from \$20 to \$25 in the fall to bring the Luncheons closer to Break Even.
- We should encourage Lifetime membership to have the revenue to offset the expected increases in non - paying members (widows & widowers).
- We should direct effort and money toward recruiting new members.
- Shoot for Break Even annually and adjust revenue and costs accordingly.

4. NEWSLETTER: Bill Rosen reported that the deadline for material for next issue is May 25th. This issue will be released to the printer in early June for a July distribution and will contain a report and pictures from the May luncheon, as well as news of the Fall luncheon.

5. EXPENSES:

a) *Web Site Hosting:*

Steve Berry requested reimbursement for the web site hosting costs he has placed on his credit card. He succeeded in making the charges annual vs. monthly, thus saving two months costs. A motion was made, seconded and unanimously accepted to reimburse Steve in the amount of \$201.32.

b) *Projector Rental:* Walter Byron has made arrangements to rent a projector for the presentation that Tim Mahoney will be giving at the spring Luncheon. The costs are anticipated to be between \$250 and

\$275. A motion was made, seconded and unanimously accepted to reimburse Walt once he submits his receipt.

6. SPRING LUNCHEON:

a) Attendees: Walter Byron reported that we have 358 signed up as of this meeting.

b) Projector Logistics: Our speaker, Tim Mahoney will need to connect his laptop to a projector and to have a screen for the presentation. Lantana's will provide the screen. Walt will pick up the rented projector on Tuesday, take it to Baker Library at Harvard Business School and let Tim Mahoney hook it up to his laptop for a trial of the presentation. Tim will bring the projector to Lantana's and Walt will return it on Wednesday afternoon.

c) Election of Directors: Bill Aitken provided a sample ballot to be used for the election of Directors at the Luncheon which was critiqued by the Board. Unless there are nominations from the floor for Directors other than those on the ballot, Jim Grunst will entertain a motion from the floor for approval by acclamation. Should there be nomination(s) from the floor, there will be spaces on the ballot for writing in the candidates name. In that case, ballots will be collected and votes counted.

d) Raffles, Prizes, Scratch Tickets, etc.:

Prizes were reviewed:

- Grand prize \$100 cash
- Life after Polaroid \$100 by check
- Five \$50 \$50 cash
- Five Luncheon Gift Certificates for 2 worth \$50 each
- Seven envelopes with 10 \$1 Scratch Tickets worth??
- Ten bottles of wine worth minimum of \$10 each

Jim will conduct the raffle drawings for these prizes as time allows within the agenda of the morning.

7. FUTURE LUNCHEONS:

a) Next Luncheon Coordinator: Someone needs to volunteer to pick up the responsibility from Walter Byron be the Luncheon coordinator for the next two luncheons.

Jim Grunst will pursue a "volunteer" and close on this at the June Board meeting, as this person needs to be identified in the July Newsletter

b) Fall Speaker: Eric Thorgerson affirmed that arrangements are in place for Dr. Florian Kaps of *the Impossible Project* to speak.

c) Future Speakers:

(1) Speakers Committee Chair: Al Hyland, who is completing his nine years on the Board at the May Luncheon, has passed the baton for the Chair of the Speakers Committee to Eric Thorgerson

(2) Other Speakers: The desire is to have at least a speaker booked ahead for the coming luncheon and be working on a speaker for the luncheon beyond that.

Edyie has investigated Daniel Surprenant, an attorney who specializes in estate planning and elder law, as a speaker to discuss changes in retirement laws and benefits.

Bill Aitken has investigated the possibility of a speaker from the National Retirees Legislative Network to discuss pending retirement law changes. This can be arranged in the future if the Board desires.

Also, although not a speaker, ***Sid Whiting will be asked to be present at the fall luncheon*** to again offer his services as PRA members deal with the annual choices offered by various insurance companies for Medicare D plans for 2012.

8. COMMITTEE REPORTS:

Condolences Committee: Lucille Kelley reported that there have been four PRA members who have died since our April meeting.

9. OLD BUSINESS:

a) Web Site Log In:

It has been noted that people who log in to the PRA web site may be ex - Polaroid employees who are not PRA members and thus offer us an opportunity for their recruitment. There is a Guest Book where they add their email address and about 70 to 80 addresses have been accumulated. Touie Jackson volunteered to review this list and send a note to all who are not PRA members encouraging them to join the PRA with a link to the PRA web site where the Membership Application can be located. Touie reported that he had sent an email to 31 non - PRA members, culled from the list of 60 people who had recently accessed the web site Guest Book, and is awaiting results.

b) Replacement for Bill Aitken as Chair of the Nominating Committee:

Bill is completing his nine years on the Board at the May Luncheon. Florence Jones, Bev Carruthers and Bob Bacon are members of the Nomination Committee.

Jim Grunst will approach Florence (absent today) about assuming the Chair of this committee. This needs to be resolved before the June Board meeting as the Chair will be required to run the election for officers at the June meeting.

c) Parliamentarian: Richard Rosenblatt in the recent past has assumed this role from the retiring Al Hyland.

10. NEW BUSINESS:

a) Request for Donation: Jim Grunst reported that he had received a request from Betty Parise (aka The Cookie Lady) for a donation to her efforts to send food to the troops. After some discussion, the consensus was that as the Board has stopped making donations to any other charity in an effort to control costs, it would be inappropriate to donate to this cause, however worthy.

11. FUTURE MEETINGS:

2011 Meeting Calendar: The 2011 Board meetings, held on Tuesdays at the Chateau in Norwood, are as follows

June 7, September 13, **Wednesday, October 12**, November 8 and December 6. Luncheon dates will be on Wednesdays: May 18 and October 19.

Our Next Monthly Board Meeting: Our next monthly Board Meeting will be on Tuesday, June 7, 2011. Doors open at 9:30 and the meeting will be called to order at 10:00.

14. ADJOURNMENT: A motion was made, seconded and approved unanimously to adjourn, and the meeting was adjourned at 12:05 a.m.

Respectfully submitted,

Walter Byron,

Secretary