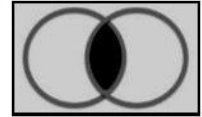


## Polaroid Retirees Association

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### **Minutes of Board of Directors' ZOOM Meeting, February 9, 2021**

**Attendees:** Arthur Aznavorian, David Bayer Nino DiIanni, John Flynn, Elizabeth Foote, Maryann Hall, Johnnie Hayward, Touie Jackson, Eva Karger, Erika Kliem, Mary McCann, George Murray, Bill Rosen, Robert Ruckstuhl, Eric Thorgerson, and Ed Wade

**Absent:** Jim Micheson It was subsequently reported that he has resigned. We will miss him.

**Call to Order:** The meeting was opened on Zoom at 9:50 and called to order at 10:00.

Reports by the Secretary and Treasurer had been circulated by email in advance of the meeting. Ed Wade's motion that the discussion of both reports be waived, in order to give time for a discussion about PRA planning cycle, was seconded and accepted.

**Rolling Calendar:** John Flynn presented the Rolling Calendar. The May Annual Business Meeting will not take place in person. David Bayer will notify Lantana.

**Obituaries:** Maryann reported that there were eight PRA members' obituaries found this month: Richard P. Williamson Jr., Joseph R. Martin, Donald A. Hart, Roger H. Ambuter, Lydia McLaren, Mathew Crimmins, Dr. Allan Shepp, Kenneth R. Egan.

Elizabeth reminded the board that the listing of deceased members, and non-members in the newsletter and on the website is only part of the job. Maryann posts each obit on the web, and also writes condolence notes to the families of each PRA member.

**Nominating Committee:** Eva Karger, Bob Ruckstuhl and Touie Jackson will constitute the nominating committee. *Bob has asked that current officers inform them of the date they began their positions, and what positions they had previously held. (1)*

They will make their recommendations for announcement in May at the Annual Business meeting and the Officers will be voted upon by Blind Ballot at the first BOD meeting after the annual meeting.

**PRA Planning cycle:** George Murray had published a circular diagram highlighting the interconnected activities and objectives that we should keep in mind when planning for the future of the PRA. He stressed that all of these objectives need to be considered together, and that we should not go too deeply into one topic at the expense of considering the other goals. George's objective in reviewing this planning model on 2/9/21 was to avoid diving into any one topic, and to keep the discussion focused on the inter-relationship of all of the topics. We would then select one or two as the key agenda items for future meetings

# PRA Planning Cycle



The circular diagram contained the following topics:

*Development of Officers* – Three term, nine year opportunity, Planned progression of skills. How to implement training for the responsibilities of the job. “Shadowing” the Newsletter Editor? “Office of the President”? IT Backup?

As background information, the PRA constitution limits board membership to nine years. A board member can join the board again after a year recess. Eric is the only member to be leaving this year. Elizabeth is scheduled to leave next year.

In thinking about what position to volunteer for, it would be helpful to know the estimate of much time each job usually takes.  
(Is it possible for the various job-holders to give us a rough estimate of their time?  
This question was not asked at the meeting.)

*Direction/Mission* - What do we, individually, want the PRA to accomplish?

*Recruitment of BOD Members* – What skills? Recruitment Method/Objectives? Currently there are 18 BOD members. There are currently 2 vacancies.

The roles of Treasurer, IT support, Membership Chair, Newsletter Editor, Condolences Editor and Luncheon Chair are positions where previously developed skills are most important. How do we recruit with those needs in mind?

(Given the fact that we are holding our board meetings remotely, Mary asked if we can consider members who are beyond commuting distance, but who can join conversations via Zoom.)

Erika asked if the constitution should be amended to call for fewer BOD members. The current required number was instituted when there were a much larger number of members.

The other alternative would be to allow board members to have longer terms.

*Financial Viability* – Dues, Member donations, and corporate support are all important components of the support for member benefits.

David Bayer, NinoDiIanni, Bob Ruckstuhl, and Eric Thorgerson will meet virtually to prepare a joint presentation at the next BOD meeting outlining their projections of member numbers, and ongoing expenses.

Newsletter publication and mailing are currently the largest expenses this year.

The support of the Credit Union has been helpful in defraying costs of one luncheon each year. The officers of the Credit Union have indicated that they will continue to support a luncheon when it can be resumed.

*Succession Planning* – Newsletter, Membership, IT support, Luncheon Planning, Treasurer, Secretary, President, First VP, Second VP, and Nominating Committee. Nine positions with ongoing duties, plus nominating committee.

These are all positions that, to do the job to keep the board running effectively, take preparation time, and familiarity with the job. The job of luncheon planning was singled out as an intense, multi-faceted, but time-limited activity. Most others require some activity throughout the year.

## **Encouraging Member Engagement**

Some background information: In the December BOD meeting, Erika had made a point that we needed ways to reach out the membership and encourage their engagement. And this was a critical time to do it because of the isolation imposed by Covid19. She suggested crossword puzzles/ anagrams/games if we could find someone to compose them.

At the January BOD meeting, referring to Erika's idea of games, Mary suggested that trivia questions, particularly around Polaroid history, might be a way to engage members either in the Newsletter or on the website. Various publications, old newsletters (Polaroid or PRA), books about Polaroid, or original Polaroid publications could be used as information sources.

She reported that she had written an article for the Newsletter, describing ways for members to interact on the website. *(She has since checked the website and found there were only three new "greetings" since the newsletter came out – but checked further and found there had been only four during the year 2020. There were no new messages on the website's Bulletin Board.)* (2)

Maryann recounted the variety of efforts by the town of Randolph to keep senior residents engaged. These included bingo games, work searches and anagrams. There was little time for further discussion of how we could reach out, as we had run out of time.

Maryann has recently circulated a photo of the Valentine gifts distributed at a town drive-through event for seniors. They are truly a supportive group! (3)

At the February meeting Mary showed one of the books that could be used for Trivia questions: the paperback, "Polaroid Access, Fifty Years" by Richard Saul Wurman. It covers Polaroid people, products and events from 1937 through 1987. – We did not, however come up with a plan going forward.

We did have another conversation about engaging the PRA members: Over the past months, members have been entertained by articles in the Newsletter about building the new Polaroid plant in Ireland, the description of the Memorial Drive Building, and the many articles by Ed Byrnes about Polarizers and industrial sales activities – all are part of Polaroid history. Mary proposed that we write about the buildings we worked in. If we (board members) wrote about our workplaces, it might engage and encourage members to write about their workplaces and the people they worked with. Mary has written one for the next Newsletter, and Eric, Bob and George and Erica are working together on an article on Building IV, Waltham.

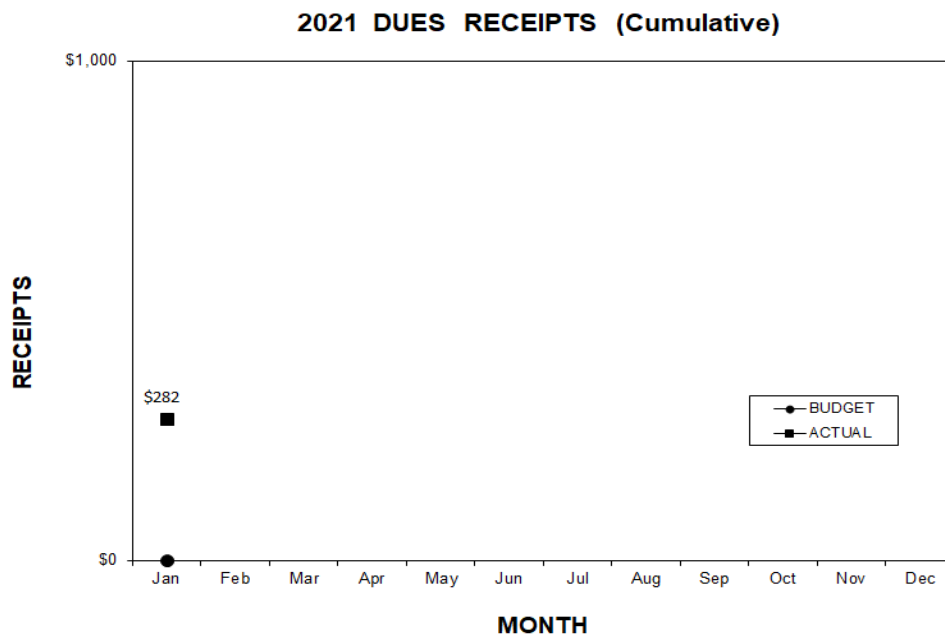
**Treasurer’s Report:**

The net charges for the month of January, 2021 was \$50. The expense of \$291 was for postage and the balance of \$241 was for dues receipts.

**Membership:**

Because of the dues moratorium, \$0 had been budgeted for dues receipts for the year. However, by the end of 2021, over 500 members will have to make a dues payment if they are to keep their accounts current. We will continue to publish the graph because some members are expected to make that payment before year’s end.

The delay between deposits to the Credit Union PRA accounts and the monthly Credit Union Account Statement to the treasurer accounts for the difference in the two reports of dues.



The Zoom meeting was adjourned on 11:30AM

(1), (2) and (3) *Actions taken or relative information received after the BOD meeting are written in italics.*

**Future Meeting Dates: February 9<sup>th</sup>, March 9<sup>th</sup> April 13<sup>th</sup> May 11<sup>th</sup>**

**DIRECTORS: ALL ON Zoom 10:00AM – 11:30AM Bill Rosen sends Invitation**

**MEMBERS LUNCHEONS: *none scheduled***