

ENCORE Learn Board Meeting

March 3, 2025

Present: Sharon Borgardt (President), Elizabeth Hayes (Immediate Past President), Eric Anderson (Treasurer), Maureen Balaam (Curriculum Committee Chair), Craig Holt (VP/Webmaster), Karen Elder (Trip Committee)

Absent: Jean McGonigle (Secretary), Rollie Lindstrom (Membership Committee)

Meeting was called to order at 1:09 pm by Sharon.

Elizabeth made a motion to approve January 27, 2025, meeting minutes as presented. Eric provided a second and motion carried.

REPORTS

President's Report

Sharon stated we need to complete the transfer of those people authorized to sign checks on our Umpqua Bank account. Three officers on the Encore board are authorized to sign checks. This includes the President (Sharon Borgardt), the Treasurer (Eric Anderson) and the Secretary (Jean McGonigle). Currently Elizabeth Hayes, Immediate Past President, is filling in for Jean while she recuperates from an injury. Once Jean returns and is added to the account as a signer, Elizabeth should be removed.

Action Item: Sharon will submit the appropriate paperwork for herself to Umpqua Bank along with minutes of a board meeting which lists the authorized signers. She will also inform Jean that she needs to go to the bank when she is able to be added as a signer.

Sharon provided a summary of the January 20th Planning Session. Main points included:

Increase outreach to Boomers

- Facebook account needed, but first we need Media liaison position filled
- Reach out to other Senior Centers, nearby Community Centers, senior apartment communities such as Gateway Apartments and Clatsop Retirement Village
- Provide classes that appeal to this age group

Create more value for current ENCORE members

- Offer more classes (Coast Guard, Bar Pilot, and River Pilot series would be popular)
- Stagger class start-dates throughout each term
- Create at least one day trip or activity each month.
- Consider same household discounts. We may have more success with events if more couples are involved.
- More holiday activities such as St. Patrick's Day, Halloween, etc
- Launch an ENCORE Happy Hour
- Sharon is working on a possible event at Brut Wine

Offer Summer classes.

- Ed Joyce has offered to do a summer class
- Offer day trips
- Offer mini classes or activities between the longer duration classes

Resurrect the Conference for Extraordinary Living.

- In the past, this was a joint venture with CCC and held on their campus in September prior to the Fall term. Explore this same format.
- This is a big event and would require participation of all board members and committee members
- **Action Item: Elizabeth will meet with Mary Khemus, formerly the Community Education Coordinator for CCC, to gain insight into the coordination and preparation required to effectively present this conference.**

Consider a *Let's Get Back Together* campaign. (This stems from a previous discussion regarding enticing former members to rejoin now that we are post-COVID.)

- This campaign shows a response to members' interest in increasing the number of social activities
- This campaign can be promoted as added value for members

Add the option to enroll or renew membership on our website in response to member request for this capability.

- Continue to offer the mail/check enrollment form in hard copy
- **Action Item: Craig will determine how to add this feature to the website and work with Eric as needed regarding payment option such as Visa Square Program**

Sharon will conduct a presentation to the members of the Astoria Senior Center during their regular Membership Meeting on Thursday, March 20 at 10:00 am. The purpose of the meeting is to recruit senior center members to join ENCORE. Sharon will explain the purpose of our organization, utilize a PowerPoint presentation to illustrate the benefits of membership, distribute enrollment forms, and a list of upcoming classes. Eric hopes to be able to attend and briefly discuss the online classes. Sharon encouraged other Board members to attend and participate in the presentation.

A discussion ensued regarding locating other organizations where we might schedule similar presentations for the purpose of recruiting new members. Karen Elder suggested an effort be made to schedule time at an upcoming Meals on Wheels program in Warrenton. This is a weekly (Tuesdays) program at the Warrenton Community Center.

Action Item: Karen will contact the appropriate person at the Warrenton Community Center and make this request. A decision as to who will conduct the presentation will be made later.

Action Item: Karen will contact the Grange to determine if an ENCORE presentation can be scheduled.

Sharon provided a revised ENCORE enrollment form which includes the Clatsop Community College phone number and email assigned for ENCORE. **Action Item: Craig will post this form on our website.** New enrollment forms will be printed for distribution to potential members.

Liability release disclaimers/waivers for travel and for instructors were reviewed. We are planning day trips and need to have a travel liability release in place soon. After discussing the amount of detail needed to protect ENCORE in the event of an accident, a decision was made to change the first paragraph of the Travel Waiver and Release of Liability describing injury potential. For the Instructor Waiver, a decision was made to have a general release that is signed each year with membership enrollment and renewals. **Action Item: Sharon will make edits to the releases and send them to the Board members right away.**

Eric has notified Sharon that he will not be able to serve as Treasurer for 2025-2026, but he expects to be able to perform the duties for the remainder of this term. Sharon requested ideas of who might fill the position in the coming year. Eric shared the meeting report template he currently uses. After some discussion, it was decided Eric will add a column to track year-to-date expenditures to the budget page. This new format is very efficient and is easy to complete and present at board meetings. Eric will be available to conduct a hand-off of duties to the new Treasurer.

Discussion ensued regarding the vacant Media Liaison position. All agreed this is a high priority. Formal marketing experience will not be required, but the skills and abilities to promote ENCORE to the public are very important. Experience using and monitoring Facebook is an important aspect of the job as well as the ability to create flyers and press releases. This individual will identify avenues for announcements of events, classes and social events for ENCORE. Information will be provided to the various organizations and outlets in the area via print, radio programs and announcements, and social media.

Action Item: Elizabeth will create a job description which outlines the skills, abilities, and duties required.

Action Item: Sharon will send a targeted email to our membership regarding this position as well as include the information in our upcoming Class Act newsletter. She will also submit an article to the Astoria Chamber of Commerce.

Revision of the bylaws has previously been discussed. It was determined that work must begin soon because the changes will need to be presented to the membership for approval at the Annual Meeting in June 2025. **Action Item for each Board Member: Read the bylaws and submit suggested changes to Sharon no later than March 24th.** It is important that each board member actively participate in this activity by providing input.

Though it was noted that various changes are needed, discussion centered around membership dues. It was suggested that we restore the former practice of allowing partial payments for people who join mid-year. Both potential and current members have provided feedback that the requirement of an annual payment regardless of when the person joins has resulted in missed opportunities to gain new members.

Craig will investigate previous by-laws and past practices and report back to Sharon.

Elizabeth made a motion to utilize the existing scholarship program to entice people to join mid-year with the understanding that in the future, we will amend the bylaws to accept prorated membership fees. Eric seconded the motion. Motion carried.

Also discussed was initiating a reduced price for members who live in the same household. We currently have six couples listed in our ENCORE directory, so we would only experience a slight reduction in membership revenue. In return we would gain more members who could assist with event planning, volunteering, etc.

Karen suggested changing the name of the Trip Committee to Activities Committee, which requires a bylaws change. She asserted this is a more accurate description of the purpose of the committee.

Sharon has received her business cards. **Action Item: Sharon will order generic business cards for board members and committee members to use for ENCORE business.**

Sharon requested that Craig and Tod (online instructors) keep an attendance record of members who attend their Zoom classes. She also requests they ensure all participants are members. **Action Item: Eric will contact Tod Lundy and explain this additional practice recently adopted and request that he complete this task.**

Sharon presented an ENCORE Fiscal Calendar she has created. This includes events and timelines for guidance in conducting our business affairs.

Treasurer's Report

Board expenditures total \$1,439.95 to date. The Curriculum Committee expenditures total \$10.00. The Membership Committee expenditures total \$1,814.56. The checking account balance on January 31, 2025 was \$10,896.18.

Eric noted the annual \$500.00 retainer has been paid to Astoria Senior Center.

Related to risk management - waivers for ENCORE field trips, holiday events, etc. are needed.

Action Item: Eric will follow up and possibly expand the search for potential vendors to provide Non-CCC Liability insurance.

Eric will be absent for the four remaining board meetings but will send the Treasurer's Report for 2-3 of the meetings. He will be away for medical treatment.

We need to start working on the 2025-26 budget. The budget must be presented at the Annual Meeting in June. **Action Item: Eric will review expenses for the past two years and provide a draft budget for the March 31 meeting for review and discussion.**

Membership Committee Report

Rollie was not present, but Sharon reported that she believes we have 78 members.

Action Item: Eric recently received a few payments and will provide the names of the individuals so Sharon can see if they are included in her working copy of our membership list.

Curriculum Committee Report

Maureen reported the end of term is March 31st.

She shared a list of upcoming classes. They include Emergency Preparedness (8 weeks), History of the English Language (4 weeks), Study of Lyrics and Songs (5 weeks) as well as two one-hour presentations by the local Master Gardener organization. These two topics are about Hummingbirds and tips on how to re-grow vegetables.

Maureen and her team are currently working on Fall classes as well. Seth Tischner will be teaching another 8-week class. Maureen will conduct a class on Meditation for Better Health. Ed Joyce may also conduct a class.

Trip Committee Report

Karen is working with her team members to develop trips and other activities for our members. Currently they are exploring a gel paint class and a trip to Tillamook where a tour of a lumber mill will be offered.

Action Item: Karen will contact the owner of Blackberry Bog to see if we can schedule another presentation/tour of their nursery.

CCC Liaison Report

Not present, no report.

Old Business

An event with the ASC remains on hold, we will see how the March 20 presentation goes before planning a separate event.

New Business

None.

The next meeting will be held on March 31 at 1:00 pm at Columbia House Condominium Building in the Community Room. Please contact Sharon with any agenda items.

The meeting adjourned at 3:30 p.m.

Respectfully submitted,

Elizabeth Hayes