

MINUTES FOR  
QUEST COUNCIL MEETING

JUNE 28, 2012

The meeting was called to order at 12:30pm by President Marc Deitch. In attendance were Council members Steven Allen, Roy Clary, Doreen DeMartini, June Dwyer, Marian Friedmann, Jim Slabe, Sandra Southwell and Michael Wellner. Council members Carolyn McGuire and Marilyn Rosen and Alessandra Benedicty, Liaison of CWE Dean, and CWE representative Davi Saroop were absent.

The minutes of the May 7 and June 5 meetings were presented and accepted as read.

Jim Slabe notes that we are in good financial shape and all bills presented have been paid.

The membership is currently at 195. Renewals are coming in and will continue throughout the summer. We expect the usual membership loss of 5 to 7% due to illness and change of location. As in the past, new member applications will be encouraged with word of mouth being our best advertising. Beverly Francus is chair of the membership committee and oversees its day to day operation.

The Hearing Loop project was discussed. Delays are due to CUNY requirements. Competitive bidding is necessary and there are now three bids. The first bid, from the original vendor, has increased to \$27,000 as the result of new measurements. The second bid was for \$25,000 and the final winning bid is in the \$21,000 to \$23,000 range. City and CUNY issues caused the added costs moving from the original \$15,000 estimate by the first vendor to \$27,000... A motion was made, seconded and passed to use QUEST funds for the project. It was noted that a \$600 to \$700 per year maintenance contract is recommended. The project is back to CUNY purchasing and we can expect the system to be installed, tested and operational in the fall semester.

June Dwyer, for the curriculum committee, reported that the fall semester is set and the committee will meet once a month. A discussion followed on the quality of subject matter, presentations, strong and weaker courses and a recommendation that there be a formal approach to presentation skills. The skills piece should be an outgrowth of the curriculum committee. A new guide for coordinators and presenters was suggested. Ideas should be brought to the next council meeting.

Information re the ordering and purchasing of Quest Tote Bags should be referred to Doreen DeMartini.

The possibility of a tour of the Cunard Building was introduced.

A proposal to form a "mentoring" team for first year members was made. Steven Allen will head it up.

Sandra Southwell inquired about a Quest refund policy in the event of member withdrawal due to death or illness. There is no policy currently in place to address this.

An improved reimbursement process for members who use their own funds for Quest projects was discussed. It was suggested that a Corporate Credit Card be applied for with a credit limit of \$2,500 if approved by the President and Treasurer of Quest.

Lowell and Elaine Berman are testing coffees that are less expensive than what we were using. There have been no negative reactions so we will switch to the less expensive option.

Michael Wellner questioned the cap on the size of the Quest membership at 200 or so. Can we expand?

Fall meetings will be as follows: September 10, October 1, November 5 and D December 3. All at noon.

The meeting was adjourned at 1:30

Respectfully submitted,

Marian Friedmann

MINUTES FOR  
QUEST COUNCIL MEETING  
SEPTEMBER 10, 2012

The meeting was called to order at 12noon by Vice President Michael Wellner. In attendance were Council members Steven Allen, Roy Clary, Doreen DeMartini, June Dwyer, Marian Friedmann, Jim Slabe, Sandra Southwell, Carolyn McGuire and Marilyn Rosen. President Marc Deitch, Alessandra Benedicty, Liaison of CWE Dean, and CWE representative Davi Saroop were absent.

The minutes of the June 28, 2012 meeting were presented and accepted with corrections.

Jim Slabe reported that we are in excellent financial shape.

Quest now has a Chase Credit Card to facilitate smaller purchases by members thus eliminating the time that it takes for CUNY reimbursements of modest amounts.

The policy for guests visiting Quest was reviewed. Guests must have names at Security Desk 24 hours before the visit. Prospective members must make an appointment with the Membership Committee before visiting Quest. Michael Wellner will meet with 25 Broadway Security people to solidify the exact procedure for building admission by non-members as there are some details that are not clear.

Beverly Francus, the contact person for health and welfare at Quest, will follow up with members who are not in attendance for long periods of time or who have not re enrolled.

A report was made on the status of the hearing loop. Davi Saroop has indicated that the process of formal approval by CCNY is moving along and installation is expected in mid-October.

A generous bequest, earmarked for the Q Review, has been made by a former member, Henrietta Levner.

The membership stood at 195 at the close of the spring 2012 term. Renewals continue to come in and we are now at 176 members. The loss of 20 members or so, 7% to 10% due to illness and change of location is usual for most years. Beverly has communicated that we are looking for about 25 new members.

QUEST business cards will be printed for all members to use as a recruitment tool for prospective members.

A cap at 200 members is still in place based on space availability at this time. The membership committee will continue to emphasize the importance of being coordinators, presenters and other types of participation to prospective members. A brief discussion followed about how best to attract participating members and best use the information we have on file for current members. A task force to capture the talents and interests of members and organize the data for Quest development was formed. The task force members are Doreen DeMartini, Marian Friedmann and Steven Allen.

In addition to the current outreach by members, a CUNY alumni/Quest contact will be explored with the Dean for public relation and recruitment efforts.

Information re the ordering and purchasing of Quest Tote Bags was presented by Doreen DeMartini. The expectation is that the bags will be in the \$5.00 range and bear the QUEST name and logo. More information will be available at the next meeting.

Membership fees and the refund of fees were tabled until the October meeting.

The meeting was adjourned at 1:00 PM

Respectfully submitted,

Marian Friedmann

## QUEST COUNCIL

### MINUTES OF OCTOBER 1, 2012 MEETING

The meeting was called to order at 2:30 pm by President Marc Deitch. In attendance were Council members Steven Allen, Roy Clary, Doreen DeMartini, June Dwyer, Marian Friedmann, Carolyn McGuire, Marilyn Rosen, Jim Slabe, Sandra Southwell and Michael Wellner. Alessandra Benedicty, Liaison of CWE Dean, and CWE representative Davi Saroop were absent.

The minutes of the September 10, 2012 meeting were presented and accepted with corrections.

Jim Slabe reported that we are in excellent financial shape.

Beverly Francus, chairman of the Quest membership committee was present as a guest at the council meeting to make a membership report. She presented a handout listing the activities of the Membership Committee and also reported that membership at the start of the fall term stood at 175 and is expected to be 183 on Tuesday October 2, 2012. She spoke of the importance of coordinating and clarifying the roles of the New Member Working Group and the Membership Committee.

Michael Wellner and Steven Allen spoke on the subject of email problems. The Quest email response has lagged since October 2011 with some 25 emails unanswered. Beverly Francus will follow up and Pam Gemelli of the membership committee will manage handling of the email box. The membership committee will address the naming of a second email person to assist Pam.

The New Member Working Group will have the following Quest members: Carolyn McGuire, Roy Clary, Marilyn Rosen, Doreen DeMartini, Carolyn Thompson and Jane Lubin. A meeting with the membership committee chairman is planned to consider what efforts to go to with new members and at what point in the process should new members be picked up for mentoring.

On October 16 new members and continuing members needing replacement ID cards will be able to get them at CWE. The time and place will be announced to all. 2 badges are needed, the Quest ID and the CCNY official ID. The membership committee will follow up with new members to insure that they get the photo ID'S at this time.

Taking part in the Senior Fair hosted by Liz Kruger @ Temple Emanuel in New York was discussed. It is still believed that word of mouth is the best recruiting method we have, but having a presence there is worthwhile. Roy Clary and Audrey Block will attend to represent Quest.

Doreen DeMartini and Michael Wellner will meet with Beverly Francus to discuss the responsibilities of the membership committee in getting new members and ways to stimulate that effort.

On the matter of membership fees, it was noted that the schedule of fees is listed on the web site and reflect the policies in place for this school year. It was recommended that council members think about what changes should be made and implemented for next year. This will be taken up at a future council meeting.

The curriculum committee has proposed a new course for the spring term to be called "Quest Encores"

We have been advised that MOMA will no longer offer free admission for Quest members. Michael contacted the staff person at MOMA who confirmed this policy change. Michael and Beverly will schedule a meeting with her to attempt to effect a change in this newly-stated policy.

The time of future council meetings was discussed and a motion to hold future meetings at 2:30 was made and passed.

The next meeting will be Monday, November 5, 2012 at 2:30 pm

The meeting was adjourned at 4:00 PM

Respectfully submitted,

Marian Friedmann

## QUEST COUNCIL

### MINUTES OF NOVEMBER 12, 2012 MEETING

The meeting was called to order at 2:30 pm by Vice-President Michael Wellner. In attendance were Council members Steven Allen, Roy Clary, Doreen DeMartini, June Dwyer, Marian Friedmann, Carolyn McGuire, Marilyn Rosen, Jim Slabe, and Sandra Southwell. Alessandra Benedicty, Liaison of CWE Dean, CWE representative Davi Saroop and President Marc Deitch were absent.

The meeting began with a guest presentation by Quest member Robert Reiss. He spoke of expanding our reach by bringing select classes into nursing homes and assisted living facilities thereby sharing our experience, adding to our visibility and making wider use of our presentations. Quest Council members generally favored the idea. A discussion followed concerning requirements such as projectors, computers, insurance and such. The idea will be explored for future consideration. A motion was made and withdrawn to approve select classes in nursing homes.

The minutes of the October 1, 2012 meeting were presented and accepted with corrections.

Jim Slabe reported that we are in excellent financial shape. He reported 183 members at this time. We experienced a loss of 23 members and an addition of 11 new members. The numbers are generally in keeping with prior years with regards to member loss; however our new membership is down. He noted the importance the income from the membership fees and the need to bring the membership up to last year's level and above.

Michael Wellner echoed the need for new members. Currently Beverly Francus heads up the Membership Committee.

Michael Wellner will chair a new program designed to explore ways and means of soliciting new members. The style will be proactive with the goal of 200 or more members.

There was discussion regarding changes to the current membership fees. A motion to keep membership fees as currently worded on the web was made and passed with 8 in favor and 2 opposed.

Steven Allen reported on the Freshman Class Task Force, a new ad hoc committee. A unanimous vote approved the motion to create this new committee. It will be announced at the upcoming Quest Town Hall Meeting

It was agreed that Davi Saroop and Alessandra Benedicty be added to our Quest email list.

Steven Allen expressed the importance of expanding the email and communication committee. Quest member Wayne Cotter is now on board adding his expertise to the committee. One more person is needed.

Sandy Gordon must regretfully resign as coordinator of the Wednesday Speaker Series. A committee will be formed to explore speakers for the spring term. Council will review options and program ideas for Wednesday afternoons at a future date.

Steven Allen presented the proposal from the Scheduling Committee. A motion to accept the changes to the scheduling policy was unanimously approved.

Michael Wellner noted how touched he was by contributions made to Quest in his mother's memory. Jim Slabe then brought up the subject of bequests to Quest as we are a 501c3 organization and the idea of gifts to Quest in honor of, or in memory of are welcome and may be of interest to members. Several members have been very generous in the past.

The next meeting will be Monday, December 3, 2012 at 2:30 pm

The meeting was adjourned at 4:00 PM

Respectfully submitted,

Marian Friedmann

## QUEST COUNCIL

## MINUTES DEC. 3, 2012 MEETING

The meeting was called to order at 2:30 pm by Vice-President Michael Wellner. In attendance were Council members Steven Allen, Roy Clary, June Dwyer, Marian Friedmann, Carolyn McGuire, Marilyn Rosen, Jim Slabe, and Sandra Southwell. Council member Doreen Martini, Alessandra Benedicty, Liaison of CWE Dean, CWE representative Davi Saroop and President Marc Deitch were absent.

Quest members Howard Salik and Joe Nathan were present to discuss and share ideas for membership efforts.

It was moved to accept the corrected proposal from the Scheduling Committee which replaces the prior proposal and that it be attached to the corrected and amended minutes.

A motion was made and passed to accept the November 12, 2012 corrected and amended minutes.

Michael Wellner noted that more than 30 people attend the information gathering sessions regarding membership initiatives.

Joe Nathan asked that Council recognize the Quest problem of the loss of 20 or more members each year and that a strategy be developed to overcome the situation. He urged the council to develop a strategy that infuses funds into the budget as an ongoing expense. The print approach vs the WEB approach needs to be explored and the notion of hiring a "search optimizing" firm to help us was mentioned by Joe as an alternative to doing the job ourselves. Helping prospective members find us is key and he repeated his request to the council for funds to pay to enable us to be at the top of the search pages for Continuing or Life Long Learning and Education for New York Retirees.

Howard Salik spoke of the history of recent membership events. We had the good fortune to have the New York Times come down to see us in 2008 accompanied by a photographer to do a piece on Quest. Our story was featured in the paper. Channel 7 newsman Arthur McFarland did a piece after coming to visit Quest. Inquires accelerated and we got new members. An open house followed with 63 attendees yielding 24 new members. We also had the services of an ad agency at the time.

Discussion followed the membership presentation.

Michael Wellner made a motion for the creation of a Quest budget for the upcoming year. The motion passed, all in favor. The budget will address fall 2013 and spring 2014. Jim Slabe was asked to create a preliminary budget for the February meeting that summarizes our expenses and explains where our money is going. What are the costs for the catalogue, the Q review, printing and such? How much can we allocate to advertising and recruiting new members? How much should be in the "rainy day fund. These and other budget items will be discussed at the February meeting.

Last year's Holiday Party was reviewed and comments reflected a feeling of too much emphasis on sweets and not enough good wine and cheese. Some council members found the quality of the food very poor and urged for more upscale products. A motion was made and passed by all to have Michael Wellner discuss the party menu changes and the party day change from Wednesday, December 12 to Thursday December 13, 2:30 to 4:30 with party coordinator Ruth Kovner. A suggestion was made to create a new menu, time and atmosphere for next year.

Carolyn McGuire announced the arrival of the spring catalogue. 400 copies were printed and many will be used along with other materials for new members. The catalogue now includes a new addition, "What is Quest". A smaller piece can be adapted for recruitment purposes.

Quest member Robert Reiss will visit The Hallmark, a senior citizen independent living residence at Battery Park. Residents might have interest in Quest.

Rob Reiss will take over the responsibility of outside speakers for Wednesday afternoon from Sandy Gordon. He has requested an increase in payments to speakers to \$500.00 from the current \$200.00. Motion was made and passed to keep the status quo, the current payment schedule. The fee has been considered a courtesy.

The hearing loop has been installed and will be tested Wednesday and Thursday December 5 and 6. There should be no more than a short interruption to classes created by the testing.

The next meeting will be held February 5, 2013 at 2:30 in the conference room.

The meeting was adjourned at 3:30 pm

Respectfully submitted,

Marian Friedmann

## **QUEST COUNCIL MEETING**

**FEBRUARY 5, 2013**

The meeting was called to order at 2:30 pm by Vice-President Michael Wellner. In attendance were Council members Steven Allen, Roy Clary, June Dwyer, Marian Friedmann, Carolyn McGuire, Marilyn Rosen, Sandra Southwell and Doreen DeMartini. Alessandra Benedicty, Liaison of CWE Dean, CWE representative Davi Saroop, Treasurer Jim Slabe and President Marc Deitch were absent.

A motion was made and passed to accept the December 3, 2012 corrected minutes.

In the absence of Treasurer Jim Slabe, Michael Wellner reported that we have 4 new members, all bills are paid and our financial picture is good, remaining about the same as the prior month. In response to a question about printing expense, Michael reported that the new recruitment brochures cost about \$800.00 to print 3,000 pieces.

As part of the Quest Community Outreach and as a part of the Quest new member initiative, Bob Reiss made a visit to and did a repeat of one of his presentations at the Hallmark Senior Residence in Battery Park City.

Michael Wellner reported he, Beverly Francus and June Dwyer met with retired CUNY faculty, made a presentation and distributed our new brochure. One person present took an application. Michael Wellner and Beverly Francus will make a presentation tonight, February 5, to the CCNY Alumni Board. Additionally Quest has been invited to submit an article about our organization to the CUNY alumni magazine.

It was noted that the Life Drawing Class models are paid \$35.00 per session per semester. The class currently attracts 6 or 7 Quest members each session. A brief discussion regarding this added expense and who should be paying for the model followed with the suggestion by Steven Allen to table the discussion pending creation of a line item budget and a budget discussion with Treasurer Jim Slabe.

Michael Wellner noted that Wednesday afternoon speakers often bring guests and suggested the distribution of Quest material to them. He noted a recommendation that the end of the year luncheon and play to be held on Friday May 17 causing less disruption of classes. A motion to that point was made by Sandra Southwell and passed unanimously.

A subcommittee to explore the future of the Wednesday speaker program has been formed with Michael Wellner, Steven Allen and Bob Reiss. The program and the speakers for this spring 2013 are in place. Plans for the future will be coordinated with the curriculum committee. During the discussion by members of the future of the Wednesday program. It was mentioned that in Sandy Gordon's experience, speakers do not come for the money, but rather for a host of other reasons.



Michael noted he runs a travel program for R.P.I. and that such an affinity travel program might be interesting for Quest. Carolyn McGuire will investigate options with a member who is in the travel business.

Marilyn Rosen proposed having Council ask Marc Deitch to resign as president with a thank you for his service as he has been absent from meetings. A discussion followed as to the best way to handle the vacancy that would be created. It was decided to ask Secretary, Marian Friedmann to draft a letter asking for the resignation noting the excellent work done, the well being of Quest and the importance of having all positions filled.

Doreen DeMartini noted that she raised the question of quorums and voting at the October council meeting. The issue is the voting by council after the establishment of the quorum. Is the vote the majority of the whole, or the majority of the quorum?

A discussion followed. A motion was made and passed that recommended creating a by-laws committee, presenting this idea to the bylaws committee and then on to the Quest membership.

The meeting was adjourned at 4:00 pm

Respectfully submitted,

Marian Friedmann

## SPECIAL QUEST COUNCIL MEETING      FEBRUARY 19, 2013

The meeting was called to order at 12:05 by Michael Wellner. In attendance were council members Steven Allen, Marian Friedmann, Roy Clary, June Dwyer, Carolyn McGuire, Marilyn Rosen, Doreen DeMartini, and Sandra Southwell. Jim Slabe was absent.

The issue on the agenda was the resignation of President Marc Deitch. His official resignation date is February 10, 2013. Following the by-laws, the vacancy will be filled by the Vice-President and another member of council will replace the Vice-President at the first scheduled council meeting. Michael Wellner, as Vice-President will assume the role of President.

The first order of business was to elect a Vice-President to fill the vacancy. Carolyn McGuire was nominated and elected by unanimous vote.

It was noted that in about 60 days Michael Wellner will no longer be President as he is only filling out the remainder of the president's term. He, Michael Wellner can run for a two year term in the upcoming general election. Additionally, whoever runs and wins for vice president in the upcoming election, will have a one year term to fill that position.

A discussion followed regarding the open member at large seat on council. Sandra Southwell made a motion to leave the seat unfilled as there is insufficient time to hold an election to fill the seat before the next election in May. There was a second to the motion and it passed unanimously.

Michael Wellner announced that today at 2:45 there will be a meeting at the Chase bank branch that has the Quest account to add names and signatures to the account and to delete names and signatures that are no longer applicable. Marian Friedmann, Secretary and Michael Wellner as President will be added as signers. Marc Deitch will be removed.

There will be a convening of a by-laws committee to undertake by-law revisions and additions. The committee will consist of Chairman Bob Hartman, Doreen DeMartini, and Steve Allen.

A discussion followed regarding committee procedures, membership chairmanship and the revamping of the committees. As of now Bob Hartmann plans to retire from the Curriculum Committee. June Dwyer will take over as chairperson. The committee plans

to enlarge from 7 to 9 members. John Hood and Michael will resign as well, leaving 5 openings. It was noted that committees should engage as many Quest members as possible. Additionally the President can appoint temporary and Ad Hoc committees. The bylaws state that there be no less than 3 members on each committee.

The year-end play and lunch are officially scheduled for Friday, May 17, 2013. More information will follow.

A writing sample will be requested of members interested in submitting a story about Quest, its history, people, purpose and so forth for publication in the CCNY Alumni magazine. The article about Quest will appear in the June issue. It will additionally have pictures of our organization.

Steve Allen suggested an email to all Quest members regarding the resignation of Marc Deitch, Michael Wellner becoming President and Carolyn McGuire elected Vice-President by council, noting the existing bylaws as they speak to terms and expirations dates.

The meeting was adjourned at 1:55 PM

Respectfully submitted,

Marian Friedmann

## QUEST COUNCIL MEETING

**MARCH 4, 2013**

The meeting was called to order at 2:30 pm by President Michael Wellner. In attendance were Council members Steven Allen, Roy Clary, June Dwyer, Marian Friedmann, Carolyn McGuire, Marilyn Rosen, Sandra Southwell and Doreen DeMartini. Alessandra Benedicty, Liaison of CWE Dean, CWE representative Davi Saroop and Treasurer Jim Slabe were absent.

It was noted that we will be on break April 1, so the next Council meeting will be April 2, 2013 at 2:30.

Marilyn Rosen expressed concern re changing all committee chairs for the upcoming year.

Bob Hartman and Bob Reiss were guests and addressed the council on the subject of the Wednesday afternoon programs as Sandy Gordon plans to step down. Recommendations for the time slot have been to do away with the program and treat it as another course slot or feature more of the best of Quest which would speak to the issue of competing popular courses. It is a Curriculum Committee issue. Sandy was complemented for the “job and a ½” she has done. Bob supports the idea of honorarium and compensation to speakers suggesting a line item in a budget to address the cost. We currently offer \$200.00 per program.

A motion was made and withdrawn to abolish or suspend the current speakers program. Council voted 6 to 2 in favor. There was more discussion on how to proceed.

A discussion followed re allowing guest speakers in regular scheduled courses. It was noted that Article 2, section D of the bylaws permits such guests occasionally upon request and with the permission of the curriculum committee.

Michael Wellner gave the treasurers report noting that Jim Slabe has resigned due to his wife’s illness. Council voted and passed the recommendation to allow Roy Clary to assume Jim’s responsibilities for the remainder of the term, as the window to nominate and elect a replacement is too short to allow for an election.

Sandra Southwell moved that council endorse Michael Wellner's selection of new committee chairs as presented. Council voted unanimously to endorse the following:

Technical: Sandra Southwell

Membership: Pam Gemelli

Scheduling: Freda Lipp

Curriculum Committee: June Dwyer

Nominating and Election: Ruth Kovner

A brief discussion followed re: the notion of having new chair people drawn from existing committee members and the process of chairs choosing committee members. The idea of officially expanding the number of members on the committees was put forth.

Doreen DeMartini suggested purchasing a tape recorder to record the minutes. No action was taken.

Sandra Southwell made a motion to defer review of the minutes of the February 5<sup>th</sup> regular council meeting and the special meeting of February 19 until the next meeting on April 2, 2013.

Michael Wellner announced a Quest trip to Ireland. It will be coordinated by Quest member Sylvia Berg who is a travel agent. She is working on the details with Council member and vice president Caroline McGuire who will host the trip. The price for the trip is \$2,799 and will run from July 26 to August 4<sup>th</sup>. Flyers will be available.

The meeting was adjourned at 4:00 pm.

Respectfully submitted,

Marian Friedmann, secretary.

# QUEST COUNCIL MEETING

APRIL 2, 2013

The meeting was called to order at 2:30 PM by President Michael Wellner. In attendance were Council members Steven Allen, June Dwyer, Marian Friedmann, Marilyn Rosen, Sandra Southwell and Doreen DeMartini. Roy Clary, Carolyn McGuire, Alessandra Benedicty, Liaison to CWE Dean, and CWE representative Davi Saroop were absent.

Minutes of the February 5, 2013, February 19, 2013 and March 4, 2013 were approved as amended.

Michael Wellner announced April 17, 2013 as the date of the Quest General Meeting. A reminder email will be sent to all. The Dean and Alessandra Benedicty have been invited to speak about the programs at CWE.

Michael reported that the upcoming election is in good order with Ruth Kovner in charge of the nominating committee. Names of the candidates and the schedule of elections will go out to all via email. Candidates can still submit names and announce candidacy in accordance with the bylaws.

Michael noted the Summer Schedule is close to completion and thanked Steven Allen for assisting Roy Clary with his treasurer's responsibilities.

In the absence of Roy, Steven gave the treasurers report noting that in addition to all bills being paid, we had a stronger financial year than previously expected with no projected deficit. The improved financial position resulted from the hearing loop coming in under budget, the bequest by a former Quest member to underwrite the Q Review and increased membership resulting in added dues.

A budget for Quest is in the development stage. Michael has been working on setting up a new unified accounting system for our bank account and our CCNY account that will enable us to closely track all expenditures by category against budget as they occur. It will be an ongoing system of what is spent, owed and what is scheduled for payment and reimbursement. The data collection is looking back at 2 years of information with an expected date of completion to be for the June Council meeting.

A change to the reimbursement procedure is proposed. Quest members will be reimbursed from our "rainy day fund" and then paper work will go to CUNY. This will shorten the time members have to wait.

Quest members will be reminded to discuss with Eneida the optimum time for making copies as she is often swamped with last minute requests. Substantial quantities for copying should still be shipped up to CCNY. Members should be prepared for a 10 day to 2 week window for delivery.

The Ireland trip is a go. Flyers are available and there is still time and room for added travelers. A January 2014 trip is under discussion and suggestions are welcome.

A new Guide for Coordinators is in process. It is being printed and will be distributed at the April 17 Town Meeting. It will have added information, especially on how to use the podium.

Steven Allen recommended limiting the number of emails Quest sends out as the impact of too many results in fewer people reading them. He noted his surprise to find that a substantial numbers of members do not open Quest emails at all. He also suggested asking friends who might be interested in Quest for their emails so that they can be part of selected communications.

We had a recent uptick in membership to 200 members. It is estimated that 10 to 12 former Oscher members have joined most likely the result of a recent email outreach to them.

A discussion followed regarding adding members. Talking to friends and personal contact through organizations members are already part of remains one of the best methods of recruitment. Additional members might require added lunchroom space in the future, but the general feeling was that this is a “good problem “that could be dealt with easily if needed.

Committee chairs will be asked to write up duties, activities and expectations of their committee. It was recommended that each committee chair make a brief report to the Council once per semester.

The hearing loop has had some problems with overlap sound from room to room. The problem is being addressed and will be fixed by the vender at no cost to us. Members with hearing aids equipped with the necessary accessory for the loop report it works well and the sound level is improved.

The council authorized the purchase of 2 bull horns and an additional walkie-talkie to be used in the Great Hall and in other areas as needed during fire drills and other emergencies.

The meeting was adjourned at 4pm

Respectfully submitted,

Marian Friedmann, Quest Council Secretary

## QUEST COUNCIL MEETING    MAY 28, 2013

The meeting was called to order at 12 noon by President Michael Wellner. In attendance were council members Steven Allen, Marian Friedmann, Sandra Southwell, Carolyn McGuire, Wayne Cotter, Caroline Thompson and Beverly Francus. Council members June Dwyer, Marilyn Rosen, and Bob Moore were absent, as were Alessandra Benedicty, Liaison to CWE Dean, and Davi Saroop, CWE representative.

Michael began by welcoming the new council members, and also introduced two guests, members Howard Salik and Joe Nathan, who were there to address their perceived need for maintaining, and possibly increasing, our efforts in recruiting new members. Howard and Joe spent considerable time giving council the history of Quest membership, past membership initiatives, and the results of those efforts. They emphasized that the concept of spending to invest for the future of Quest must be understood. At one time in the not-too-distant past, Quest had only 99 members, and was losing money. A drive for donations was made then, in an attempt to ease the situation. Members at that time voluntarily contributed an estimated \$10,000, which was a major help. In contrast, today we currently have 203 paid members; that, with reduced "Q Review" expenses, the result of a generous bequest, we are in a vastly improved financial position.

A spirited discussion ensued, focused on the concept of an Open House, whether we need to hold one, if so -- when to hold it, and how to advertise and promote it. The last open house yielded 15 new members, and was held prior to a substantial number of former Osher members joining Quest. Howard and Joe reported that \$45,000 was earmarked for spending in this past major effort, with only \$30,000 to \$32,000 actually used for zip code mailings, paid ads in local papers and other initiatives such as flyers, bookmarks, canvas bags, information placed in libraries, laundry rooms and the Open House. Except for the Open House, these efforts failed create interest or yield any new members.

Given the past experience with membership outreach and today's more varied and sophisticated methods of advertising and public relations, Howard and Joe made a strong appeal in favor of the hiring a professional to manage a future drive and the approval of as much as \$45,000 towards that effort. Both agreed that it is not possible to approach professionals without a budget commitment for such a project. They said that the first thing that the agency or individual will want to know is what the budget is.



Council members expressed a variety of opinions in support and in opposition to the idea of employing an advertising agency and spending as much as \$45,000. A request for \$45,000 targeted for advertising and recruitment was proposed by Joe, Howard and the promotion committee. Council will explore the request. Steven Allen strongly urged the council to continue current activities that have proved successful as shown by the more than 200 current members.

Michael and others agreed that an **Advertising and Promotion Committee** be set up comprised of three Quest members, including Howard, Joe, and a member to be named later. All aspects of advertising and public relations should be investigated including media buying, use of social networks such as LinkedIn, Twitter, Facebook and such, clearly the way of the future for many. The committee will report to the president each week on progress. Elena Romero at CUNY has been helpful with networking information and is willing to assist us in this effort.

Joe Nathan reiterated his belief that Quest must have an advertising budget as a line item. Steve and Joe also responded to the continuing need that we have to get new members and presenters at Quest, by saying that it is difficult to determine who will be a good presenter solely from the membership interview.

Reflecting on the past when membership at Quest was (artificially) limited, the notion of establishing a membership waiting list would not receive support from Steve Allen, because he feels it may only serve to discourage interest, and turn away good potential members. He supports the desire to achieve 225 members during 2013/2014 and believes that continuing our present marketing (relying mainly on existing members bringing in their "friends and relatives") is the best way to continue our recruitment efforts. Joe Nathan said that it did not work in the past, and re-emphasized the need for Quest's web site being "easy to find." Quest member, Chet Kane has expertise in this area and will help in that effort. Council member Beverly Francus made a motion to establish an advertising and promotion committee of three people, giving advertising agencies our planned budget allowance information, and having a goal of helping Quest reach a membership of 225 next year. Steven Allen suggested the omission of the advertising agency from the motion. The motion passed unanimously with the change.

Michael Wellner reported that the article about Quest scheduled to appear in the CUNY alumni newsletter was not printed, but instead is on line on their web page.

Next, Caroline Thompson gave the treasurer's report describing a new Excel spreadsheet that Steven Allen has created for us. It will assist us in keeping track of all our expenses. She reported that we are in excellent financial shape, and that all current bills have been paid. Our "rainy day" and operating funds are being built up as the result of added membership dues and the \$50,000 gift from a former member

Steven Allen reported that we are working on changes to the Quest website, that will give us far greater control over the site, separate from the constraints of the CUNY site. Sandra Southwell made a motion to approve the recommended changes. Motion received unanimous approval by council.

An increase in salary for Eneida Cruz was proposed by Michael, noting that her salary has not changed since 2009. Sandra Southwell did some research and -- given the cost of living increases since that time --- she recommended an increase in Eneida's salary to \$17.50 per hour. The motion was approved unanimously.

Michael Wellner reported that repairs were made to address ~~room to room~~ problems with the hearing loop. That should conclude the installation process, although we will continue to monitor its use and functionality.

Next, Michael raised the issue of the \$100 fee for the summer session, and its credit to the full year \$500 fee for anyone who becomes a new summer member and then elects to continue for the full year following. A motion was made by Michael to credit that \$100 new member summer fee to the yearly \$500.00 fee for those who continue on to annual membership in the fall. It passed by a vote of 7-0, with one abstention.

Steven Allen was thanked for his creation of a spread sheet that will detail expenses for the past 2 years and facilitate the creation of a budget for Quest.

Michael announced a change in our reimbursement policy, that will reimburse all members' expenses directly from our account, which will then be reimbursed by CCNY. This will assure that individual members will no longer have to wait for CCNY to be reimbursed. It will also allow us to maintain far better control on all pending reimbursement requests submitted to CCNY. The previous method was cumbersome with long time delays.

It was agreed by all that the names of Quest committees and members be emailed to the membership.

The next meeting will be on July 9 in the conference room at 12:30. There is no meeting in August.

The meeting was adjourned at 1:35pm

Respectfully submitted,  
*Marian Friedmann*