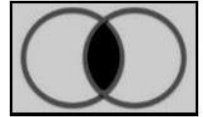




Polaroid Retirees Association

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Minutes of Board of Directors' ZOOM Meeting, March 9, 2021

Attendees: Arthur Aznavorian, David Bayer Nino DiIanni, John Flynn, Elizabeth Foote, Mary Ann Hall, Johnnie Hayward, Touie Jackson, Eva Karger, Erika Kliem, Mary McCann, Jim Micheson, George Murray, Bill Rosen, Robert Ruckstuhl, Eric Thorgerson and guest Ruth Scanlan

Absent: Ed Wade

Call to Order: The meeting was called to order at 10:00 by 1st VP John Flynn

Welcome: Mary McCann introduced invited guest Ruth Scanlan, a prospective board member, now living in North Carolina. Ruth's career as a chemist at Polaroid began in 1965 in the Color Lab working on SX-70 development. She later transitioned to QC in Waltham. In the late '90s, she worked to implement the SAP program at Polaroid.

After the meeting Ruth observed that there are new directions to explore, and possibly expand the active membership and that she would enjoy doing that with us. The board voted by email to approve welcoming her to the board, and assuming Jim Micheson's open seat. (1)

Old Business:

Secretary's Report:

The minutes of the February 9th BOD meeting had been distributed by email. The motion to accept the minutes as received was seconded and approved.

35th Anniversary Status:

With the recent availability of vaccines for our age group, it may be permissible to have a Luncheon meeting in the fall. However, the attendance at the October luncheon is always less than in the spring. While there is the possibility to have a luncheon in October, it was suggested that the Anniversary celebration not be scheduled for the Fall, but be a lunch devoted to just getting together in person once again.

It will be necessary to decide about calling it (or not) the Anniversary celebration by the publication of the July Q3 Newsletter. Elizabeth will include mention of the possibility of the fall luncheon in the Q2 newsletter, but will not include and registration forms.

Jim Micheson, recently resigned from the board, was to be chair of the Fall luncheon, so tasks for the event will need to be reassigned. Bill Rosen has spread sheets from having taken registrations in the past. Bob Ruckstuhl suggested that the task for Bill would be simplified if he used the PRA mail address for registration; Bob would take the reservations and send info on to Bill.

At this time the Credit Union has assured us that they will support our next luncheon.

New Business:

President's Report: Ed Wade was unable to be present at the meeting, so was unable to make a report.

Membership Report:

Bob Ruckstuhl reports that the Dues Moratorium has meant that few dues checks are coming in, although there have been some payments of last year's dues. In addition, there have been seven new members registered in January and February.

In later reporting on the PRA Viability issue, Bob confirmed that we have about 800 paying members, with a mailing list of about 1000, which includes Life Members and surviving spouses of past members.

Treasurer's Report:

Nino reports the following:

Current month of February 2021

Dues received \$735
Interest Income \$9 (Rate changed to 0.0045)
News Letter \$1,304

2021 Forecast(1)

Dues increased to \$2000
Interest reduced to \$120

The revised cash balance will increase by \$1,740 to \$21,535.

Condolences:

Marianne reports that she had identified two new deceased PRA members: Nancy Riley Childs, of West Brattleboro, VT, and Kenneth E. Urquhart, of The Villages Florida.

Planning Cycle:

George, with Bill's tech help, made a ZOOM Whiteboard presentation on planning for the future of the PRA. To get broad feedback on the Direction/Mission of the PRA, he first asked the Board members the open-ended question "What do you, individually, want the PRA to accomplish?" Note that no time frame was specified. From the answers submitted by board members, George extracted the individual's answers to the question, and put them on yellow post-its.

These post-its were then grouped by similarity of the ideas identified by members. George then wrote a "title" in red for each group attempting to capture the central thought of the group of post-its.

The red title labels were then grouped by similarity of the central idea of each group, and another title, at a higher level of abstraction was made for each of these groups.

The top level titles were:

1 Submit to inevitable, which include activities we would need to engage in to shut down the PRA.

2 Shift to New Paradigm, melding the current newsletter with an expanded website and other electronic tools like "Zoom."

3 Incorporate current Successes

George – come back to question of shutting down in 1-3 year window

Logical lifespan 6 to 8 years Elizabeth What **is** the shutdown process?

Website would take money – But we need to know what we want to do. Board members were asked to review the presentation hard copies and give serious thoughts as to where we need to go from here.

(2) George has circulated his presentation to all board members.

Financial Viability of the PRA

David Bayer respectfully submitted the report developed by David Bayer, Nino DiIanni, Bob Ruckstuhl and Eric Thorgerson:

The assumptions for 2022 forward are:

Straight line membership decline from the past 10 years population

Non-paying members equal 30% of total population

Four Newsletters annually

Two luncheons yearly, one subsidized by the DFCU

Annual Board Holiday party

Administration and membership expenses at historical levels

Cost of Newsletters independent of volume

Using the baseline assumptions, operating funds will be depleted in mid 2026. The Sutton Fund will remain at \$7,750.

Options for Consideration Moving Forward:

Increasing dues in 2022 from \$15 to \$20 annually would extend operating funds past 2030. The Sutton Fund would remain at the current balance of \$7,750.

Eliminating the members' paid luncheon / holding PRA's subsidized October luncheon would extend operating funds past 2030. The Sutton Fund would remain at \$7,750.

Recommendations:

No changes to operations for 2021 and 2022

Return to the Board in 2023 after reviewing actual results for 2021 & 2022

Focus on membership retention.

Note: Bob Ruckstuhl commented that his population graph indicates that the membership will fall to zero in 2028.

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

The meeting was adjourned at 11:30AM by John Flynn

Respectfully submitted, Mary McCann, Secretary, with special thanks to George Murray and David Bayer for sharing the notes of their presentations.

**Future BOD Meeting Dates: April 13th, May 11th, June 8th, July 13th
(optional?) August 10th (optional?) September 14**

All on ZOOM 10:00 – 11:30 AM

(Bill Rosen sends invitation at 9:45AM, Day of Meeting)

Member Luncheon: (pending pandemic) October 20, 2021

