

ROTARY CLUB OF EDMONDS

Approved March Minutes of the Board of Directors Meeting
March 2, 2011

Board Present: Libby Freese, Kirk Greiner, Don Henderson, Jim Hodges, Brian Larman, Pam LeMay, Doug Purcell, Matt Smith, and Jim Welsh

Board Absent: Sophie Hamilton, Carol Kinney, Lamin Manneh and Pat Thorpe

Guests: None

The meeting was called to order at 7:40am by President Don who noted that a quorum was present.

Secretary's Report: The February 2, 2011 Board Minutes were approved without correction.

President's Report: After much discussion, it was agreed that a letter to Sharlyn was not necessary at this late date. The consensus of the Board was that she was aware of the inappropriateness of her communications. It was agreed that there should still be a club communication protocol that would be part of the Policy Manual. It will include consequences for inappropriate actions and failure to reflect the spirit of The Four Way Test.

Action Item

Carry-over: Don and Doug will prepare a communication protocol with consequences to the club members. This will be included in the Policy Manual.

Treasurer's Report: Libby distributed the Profit and Loss Budget vs Actual statement through February 28, 2011. Finances are on track. Approximately \$11,000 has come in from Waterfront Festival vendors.

Vice-President's Report: It was also noted that the club approved the revised Bylaws which included Pauline Gubbels amendments at the February 22, 2011 club meeting. Kirk lead a discussion of the Policy Manual and it was agreed to not necessarily include procedures. He has received input from the Membership Committee Chair and the Secretary. Other committees and officers are encouraged to get their information to Kirk as soon as possible.

Action Item

Carry-over: Committee chairs and officers should get information to Kirk for the Policy Manual.

Sergeant-at-Arms Report: No report.

Past President Report: No report due to Carol's absence.

Directors' Reports:

Membership – Brian asked if there were any questions regarding his electronic report (see Attachment #1). He commented that the social dinner was moving along and expressed frustration that the membership goal has not been met this year. There was some frustration regarding follow-through on the part of committee members. M/S/P The Board acknowledged Brian's hard work as Membership Chair and for his influence on the club regarding assisting with the implementation of a "process concept." He will be greatly missed when he and Elisabeth return to a new home in Pittsburgh.

Service Projects – Jim indicated that a \$300 contribution will be made to the Mt Baker Boy Scout Association. The Board requested that the leaders of the troop that our club sponsors be invited to a Board meeting to evaluate our ongoing relationship. Jim reported that he has not received Carol's funding request.

Pam reported that she met with Diana White, Chair of the Hazel Miller Foundation Scholarship Committee. The foundation is interested in working with our club. Our Scholarship Committee has unanimously agreed that Pam follow-up with Diana's suggestion to complete a new funding application for College in the High School at Edmonds Community College Scholarships administered through our club's foundation.

Action Items

Pam will complete a new application to the Hazel Miller Foundation.

Carry-over: Carol should submit the Cambodia Children's House of Peace funding request to the Service Projects Committee Carol will follow-up with a letter (rather than email) re Rabuor Village.

Public Relations – Doug reported that he is meeting with Vern to learn the Publicity Chair role and Vern continues to be very active as the Waterfront Publicity Chair.

RI Foundation – No report due to Pat's absence.

Administration – No report due to Sophie's absence.

Fund Raising – Matt distributed hardcopies of the Waterfront Festival budget. He will send it to Pam who will disperse electronically to the Board. M/S/P Don was authorized to sign Craig Cooke's Waterfront Festival (WFF) contract which had been previously emailed to the Board. Matt also reviewed the electronic report that had been sent to the Board (see Attachment #2). Don recommended that the Sea Scouts be asked to assist with the WFF since the scout troop does not have enough members to handle its tasks at the festival. Libby reported that about 40 people will be attending the March 5th Wine Tasting Auction. Matt thanked Libby for all of her hard work on this project. Kirk said that Pauline has contacted members of the club foundation board for an electronic vote to provide the \$2000 funding for the cruise raffle. Authorization is anticipated and Kirk was commended for his work on this project.

Action Item

Don will sign Craig Cooke's contract.

Old Business: None

New Business: None.

Action Item

Carry-over: Lamin will submit a name for 2011-12 Fund Raising Committee Chair for Board approval.

The meeting adjourned at 9:05am.

Next board meeting will be on Wednesday, April 6th at 7:30am in the Port of Edmonds Commissioners' Room. **All directors should send reports to the Board no later than March 30th.**

Respectfully submitted, Pam LeMay

Attachment #1 March Board Meeting

MEMBERSHIP COMMITTEE STATUS REPORT FOR FEBRUARY 2011

- MEMBERSHIP COMMITTEE ACTIVITIES
 - The membership committee did not meet this month due to schedule conflicts. The updated committee action item list is attached.
 - A few more Rotarian magazines have been distributed with the Edmonds Rotary sticker attached. So far, I am unaware of any response to this (i.e., no guests showing up at a meeting because of seeing a magazine). I think we should continue this for at least awhile yet and find more places (e.g., barbershops, hair salons, coffee shops, and other locations where people have to sit and wait for some service) to broaden the exposure and encourage board members to take this on as a challenge.
 - I talked with Chris Steiner about not meeting the required 50% minimum attendance requirement and recommended that he try doing some make-ups via the on-line avenue. He indicated that he'd look into that. At the last board meeting, the board decided that because of his contributions, they would not press the issue for the time being.
 - Membership numbers for this month are as follows:
 - Total members: 40
 - Active Members 22
 - Active Exempt 17
 - Leave of Absence 1
 - Honorary 4

- The first Home Hospitality dinner has been scheduled by Sophie with sign-up sheets being passed around at the last few meetings. Board members are encouraged to sign up to lead the way.
 - We have been looking into sending out a post card mailing in an effort to recruit new members. Some members of the committee had a discussion with our last regular meeting speaker on the subject of “marketing” and targeting that marketing. We’re considering an initial mailing to a demographic that is aligned with our current membership, i.e., an older age group. We are also considering a second mailing to a younger demographic in an effort to stimulate interest in the younger population. We expect to resolve this very soon and get an initial mailing done.
- ROTARY CARES ACTIVITIES
 - A get well card was sent to Pam LeMay and her husband with good wishes for his quick recovery.
- ORIENTATION ACTIVITIES
 - An orientation for Bruno Ouattara was scheduled but because of a job interview, he did not attend. See more on this under Sponsor Activities below.
- SPONSOR ACTIVITIES
 - Pat Shields, who agreed to be the sponsor for a potential new member, Bruno Ouattara reported that Bruno now has a job that conflicts with our meeting time and apparently will not be able to join. He also indicated that cost might also be a factor. Consequently, I sent an email to Bruno telling him about the “Friends of Rotary” category and asking if he’d like me to put him on that list. His reply was that he would like that very much. I encouraged him to contact Ollie to volunteer for the Waterfront Festival. I have asked Pam to add him to our list of Friends.
- CANDIDATE MEMBER STATUS: RED BADGE → BLUE BADGE PROGRESS
 - There currently are no outstanding Red badge – Blue badge candidates.
- ATTENDANCE FOLLOW-UP
 - The Membership Committee Duties process document contains steps for dealing with members whose attendance is in danger of falling below the required minimums but to date those steps have not been rigorously taken. As noted above, the one step taken was to encourage Chis Steiner to use the web to complete a make-up. Kirk and I have been communicating about whose responsibility it is to implement the section of the By-Laws related to attendance and non-payment of dues. I consider this to be a board decision and until this is resolved, that section of the Committee process document will remain unchanged.

- MEMBER TERMINATIONS

- Brian Larman announced that he will soon be moving back to Pittsburgh and therefore will be resigning effective March 31. Meenakshi Tomar has agreed to replace Brian as committee chair for the rest of this year and for the next year as well.

ACTION ITEMS

Item #	Action Required	Assignee	Due Date	Status
1	Write up comments on By Laws and send to Kirk	Brian	Sept. 24th	Completed
2	Contact selected members and encourage them to join our committee.	Brian	Sept 30 th	Completed
3	Present the split meeting time idea to the board at their next meeting.	Brian	Oct. 4th	Completed This was done and the board did not think it was a good idea so it has been dropped.
4	Seek out information regarding "Good Deeds" done by members and take a moment at each club meeting as appropriate to recognize these effort to include a small "prize"	Pam	First to be Sept. 21 and ongoing.	Closed. See Action Item 16 for a follow-on item. Pam initiated this in the form of "Random Recognition of Remarkable Rotarians Doing Good Things" Award on September 21.
5	Develop "Marketing materials" and obtain mailing addresses for recruiting purposes with some focus on retirees. Meenakshi requested some help from the other members in creating graphics for these materials	Meenakshi	Oct 27 th Nov 22	Meenakshi has done some preliminary looking into this. See meeting minutes for details. She will work on this further. This item is CLOSED and replaced by items 12, 13 & 14.
6	Prepare materials for discussion at the September 29 th Fireside.	Brian	Sept 29th	Completed Fireside results documented and presented to board
7	Flesh out the idea of a membership contest and prepare a set of recommendations on exactly how to run it.	Michael & Paul	Oct 27th (tentative)	Michael has ideas but needs to work with Paul to formulate them
8	Work with Admin committee to flesh out Home Hospitality idea define its relationship with Firesides	Doug Purcell	1/14//11	Doug has done initial coordination with Sophie. Doug will provide a draft outline of the approach by the new due date
9	Develop the idea of a "Membership Forum" as a recruiting tool	Doug Purcell	TBD	This item will be deferred until next year.
10	Obtain a list of top organizations in the area and look into contacting their leaders (CEOs, etc) to encourage Rotary membership	Doug Purcell	1/21/11	Doug will talk with Jim Hodges and draft an approach and then they will implement this if Jim is willing to participate.
11	Request that all members bring in their copies of the Rotarian Magazine so that they can have a club advertizing label applied and then distributed to various locations around Edmonds.	Brian Larman	On-going	This is a continuing action item. As of 12/15, approximately 15 – 20 magazines have been distributed to various offices

				waiting rooms plus Swedish/Stevens hospital. Board members were provided copies to distribute and more will be provided to all members at meeting soon.
12	Develop the content of a post card for mailing	Elizabeth & Meenakshi	1/21/11	
13	Get firm pricing data for post card reproduction	Meenakshi	1/14/11	
14	Coordinate with Community College for the distribution of card mailing when they are ready	Pam	When cards are ready	
15	Determine the whereabouts of the club brochure, obtain the file, update it if necessary, make copies available for distribution	Brian	3/20/2011	Unable to locate the last version but Kirk has offered to develop an updated one if we need it. Brian will follow up with Kirk.
16	Take over the member recognition award, "Random Recognition of Remarkable Rotarians Doing Good Things" and determine who should be honored by this prestigious award when appropriate on a continuing basis.	Elizabeth	Continuing	
17	Coordinate with Sophie to arrange for a few small business owners to present to the club their experiences in starting and maintaining a business in Edmonds.	Michael	TBD	

Attachment #2 March Board Meeting

Fund Raising Report for March Board Meeting

Wine Tasting (Saturday March 5th). Be there or be square!

- Libby to report

Waterfront Festival

- Budget (copy forwarded to all board members)
 - 1) Found about \$700 savings in sinks on the Honey Bucket bill.
 - 2) Kathy checking on savings on busses.
 - 3) Doug checking on electrical charge by Port.
- Craig's Contract
 - 1) To be signed by Nov. 1st in the future.
 - 2) Ready to be signed now.
- Art (Doug is checking on it)
- Speed boats and Hydros are a go.
- Pending confirmation of Classic Yachts
- No Tall ships this year
- 3 considerations for Sunday entertainment are Karaoke (\$300), Easy Listening (arts festival/price varies) or Below Average White Band (\$750)
- Yet to have contact from John Hjort from hatchery.
- Waterfront Meeting Notes emailed and online

F.M. Gift cards / PCC Scrip Cards

- Count from Brent: \$3750 F.M. Cards sold and \$360 PCC Cards sold (Many being recharged)
 - Original order was \$5000 and \$500 respectively. If we get these in club member hands they will get used. Talk it up! Bring your checkbooks to meetings.

Attachment #3 March Board Meeting

2011 Waterfront Festival Budget vs. 2010 Actual

	2011 Budget	2010 Actual
Income		
Amusements	2500	1989
Arts/Crafts	30000	30253
Beer Garden	15000	14997
Food Vendors	14000	14325
Gate	25000	22672
Parking	6000	5801
Sponsors	19500	19500
Fun Run	1800	1887
ATM	150	171
Business Booths	300	300
Misc.		652
Total	114250	112547
Expenses		
Advertising	8000	6471
Consultant	10500	10426
Evertainment	17500	19089
Facilities	35500	36165
Transportation	6000	6065
Misc.	3000	3059
Prior period Expense	2500	2560
Scouts	1000	1002
Returns	250	253

	Total	84250	85090
Net Income		30000	27457