

To: Edmonds Rotary Club Board
From: Brian Larman
Subject: Committee Meeting Minutes

The Membership Committee met at noon today (6/22/2010) and discussed the following items:

1. Review the 2009 plan and associated accomplishments
2. Identify items (strategy and implementation plans) for our 2010.
3. Discuss recruiting and retention ideas
4. Discuss augmenting the membership committee
5. Finalize our recommendation to the Board regarding Criteria for Meeting Make-Ups

Meenakshi Tomar, Michael Kealy, Phli Abomowitz and Brian Larman were present; Elizabeth Crouch had a conflict and could not make the meeting.

The 2009 Plan is attached for reference and we noted that a few items were not completed. These are:

- Task 1 was completed
- Task 2, Item 1 regarding Membership Classifications was not fully completed and will be included in the 2010 plan (See action item 5 below). Item 2 was completed
- Task 3: The overall goal of increasing club membership, admittedly a “stretch” goal even at 55 – 65 members, was not met. We will include this as a goal for 2010. Items 1 and 3 were completed but no inputs were received (per item 2) to improve upon this Rotary Cares process. Item 4 was not completed and will be included in the 2010 plan.
- Task 4 item 1 was completed but item 2) was not and will be added to the 2010 plan. To expedite this, action item 1 (below) was assigned.
- Task 5 was initiated but not completed. It will be included in the 2010 plan.
- Task 6 was completed

We decided that to effectively discuss both recruiting and retention ideas, we first needed to have a better understanding of the feelings of the membership in general so this item was tabled until after we could obtain some feedback using a membership survey.

Regarding the membership survey, (Task 3 item 4) Brian had developed an initial draft and requested feedback from several members but has received little useful response. The committee has taken an action item (see action item 2 below) to focus on this item because it has direct impact on the strategy and implementation for both retention and recruiting activities. Don Henderson and Brian have the action to develop this survey and Brian will contact Don after the committee can work this action item.

The committee had been asked to recommend a set of criteria for what constitutes a meeting make-up. Brian drafted an initial set and emailed it to committee and board members. He updated the criteria based upon the inputs and will email that resulting set to the Board for their consideration. In discussing

these, the membership committee noted that the current understanding of the “banking rules”, in spite of the new understanding of the attendance policy rules, appears to be somewhat counterproductive and Phil Abramowitz took an action item to prepare a letter to the Board regarding possible ways to deal with that. (See action item 3 below).

Brian reported that he had attended the Lynnwood club meeting last week and made contact with their incoming membership chair, Barbara Earl, who offered to help us in any way she could. We will meet with her soon to follow up on that offer. (See action item 4)

We did not really discuss augmenting the committee other than to note that Pam LeMay has expressed an interest in re-joining the committee as soon as she is able. This will be a very welcomed addition. This overall subject will be discussed at a subsequent meeting.

The meeting was adjourned at 1:05 pm

ACTION ITEMS

Item #	Action Required	Assignee	Due Date	Status
1	Review the Orientation Section of the Membership Committee Duties document and identify ways to improve it and propose an associated checklist. Send results to Brian.	All Committee Members	July 1 2010	
2	Review the draft membership survey and recommend changes to improve it. Attempt to locate similar surveys from this and other clubs to provide ideas for this. Send results to Brian	All Committee Members	July 9 2010	
3	Develop a proposed letter to the Board regarding the meeting make-up "Banking" rules recommending the committee's views regarding proposed changes. Send to committee members for their comment. Goal is to have a final letter to the Board by their August 4 th meeting.	Phil Abromowitz	July 2, 2010	
4	Set up a membership committee meeting with the new Lynnwood membership chair to discuss ideas regarding membership retention and recruitment as soon as possible.	Brian Larman	July 1 2010	
5	Review the membership roster and the associated classifications to determine which classifications would be best to encourage all club members to seek out and enlist as new members. Provide inputs to Brian.	All Committee Members	July 13 2010	