



WestShore Rotary Sunrise - New Space JDF Senior's Centre

Thursday, April 27, 2017

Attending: Allan Pederson, Russ Lazaruk, Lorne Olson, Heather Ratcliffe Hood, Lew Pilkington, Hugh Robertson, Mike Wedekind, Dave Proudfoot, Maureen Hobbs, Bonnie Keleher, Doris London

Regrets: Jeremy Clare, Jim ten Hove, Bob Beckett, Alex Martin, Sipoli Molini

7:00-7:10am Cleanup and Dishes in Washer (all assist)

7:15 am O Canada, Greetings - Lew, et all

President Lew thanked Dave, Hugh, Mike, Allan and members for breakfast and set up and cleanup this morning.

7:20 am **Strategic Plan - Moving Forward (Hugh Presentation and Discussion)**

4 areas of Strategic Focus and Restructuring actions into 5 avenues of service (Club Service, Vocational, Community, Youth, and International)

- Club Health Checklist items on list; one of which was Strategic Planning

So ... Where we want to go next? And, a decision to make:

Adopt, modify, or develop a new plan as proposed

4 areas of focus:

1. Have fun - Fellowship and celebrate ...
2. Increase membership - develop an actionable recruiting plan (diversify by targeting ...)
3. Improve media and marketing - Rotary Corner in Gazette, Press Releases, Potential community project, recruit a marketing expert as a member of the club, Twitter account, Facebook presence, Instagram and, Develop elevator speech
4. Restructure organization along the 5 avenues of Rotary to ensure all aspect of the club are being properly shared and discussed. Develop an implementation plan with persons assigned as Committee Chairs and projects

Focus Areas for Structure:

A. Club Service - Program/Speakers, Social Activities, Food, Fellowship Activities, Rotary Interactions

B. Community Service - 1000x5, Moms & Mentors, Irwin Park, JDF Parks

C. Vocational - Scholarships, Chamber, University, Classifications, Career Days

D. International - Haiti projects, Foundation

E. New Generations (Youth) - Interact, Hoopfest, Rotaract

Service Committees:

30% on list on Regular Committee business - Fundraising, 2 Speakers recommended from each area of Service

30% of time on developing and implementing New and Strategic Plan initiatives

30% on Membership and recruiting and fundraising

Proposal: One meeting a month (Business Meeting) dedicated to Committees and reporting out

Suggestions:

- More structure for club meetings e.g. 1st meeting of month could be Business, 2nd meeting could be speaker, 3rd and 4th meeting could be flexible with a speaker or other focus. Calendar helpful.
- Core action plan for the entire club e.g. Developing Recruiting Plan and Elevator Speech

Motion: To accept the Strategic Plan as proposed (Lorne) (Maureen 2nd)

Vote: All in Favour - Unanimous

Next Step: Determine the Directors and Chairs for the 5 Areas of Service and planning for the club operations to begin at Directors's meeting. Everyone welcome, Tuesday, May 2nd 6pm Firehall Board Room. Mike to book.

7:50 am SOA and Announcements:

- **Next Director's Meeting:** 6pm Tuesday, May 2 in the Firehall Board Room. Agenda to be developed. Mike to book room.
- May 5th Labels, pricing on the Friday Volunteers to report 12-4pm at Glenwood Meats and May 6th Volunteers Saturday Bonnie, Russ, Lorne

● **Foundation:** Bonnie Keleher **50/50:** Dave Proudfoot 🙏

Adjourned: 8:00am