

**Noon Rotary
Membership Action Planning**

May 1, 2017

This meeting was focused on retaining current members more than inviting new members. The 14 participants included membership committee members along with other Noon Rotarians able to and interested in attending. The ones in bold are membership committee members.

Steven Andrews
Stan Carignan
Bonnie Denzel
Josh Heggem
Tim Hunt

Dan Johnson
Dave Johnson
Katie Johnson
Lois Josefson-Russell
Lori Larson

Steve Leitte, Committee Chair
Dave Peters
Bob Russell
Mike Wollan

What is our club's image? Perception? How do you see us? How do you think others see us?

More negative

Stale
Old Men's Club
"Fundraiser of the Month" club
Lunch club (just have lunch together)
Exclusive
Stealth
Not attractive to younger crowd
Non-cohesive
Not very fun/exciting (all business)
Similar to other clubs
Pressure to fundraise

More positive

Charitable
Community Leaders
Youth Supporters
Eradicate polio/RYLA
Comradery
Loyalty

Sometimes seen as negative, sometimes positive

The "Singing" club
Meets weekly and has an attendance requirement

What are some of the values you see and benefits you receive by being a member of our club?

Part of fellowship
Give back/Pay it forward
Feel part of community
When I joined, very upbeat
Networking
Relationships
Involved in community

Business networking
International ties
Mentorship
Foundation, local and international
Known around the world
Existing friends are in the club
Time of the day

If you were to answer someone right now: Why join Rotary?

Personal growth opportunity
Get involved in community
Business networking
Find a mentor
Specific projects we do that I enjoy (i.e. Shelter in a Box), locally and internationally
Form friendships

Inform/Connect with leaders and others, expands your world
Learn about community through speakers
Expose you to Rotarians worldwide
Fun!
You need us as much as we need you

What makes you not be involved (stay away from meetings, not participate in special)?

Guilty

Unknown duties required

Repeating duties for years

Times of day can be difficult to be involved for special projects

Finding time for Rotary?

0-100 back to 0 MPH of involvement

Disconnect between board and club members

Committee information (meetings, extra) to club members

Place/Food/Speakers

We have good food and location

Good time of day to meet

Open to other possibilities, but not a game changer

Not unique

More bag luncheons off-site

Less bag luncheons off-site

Picnics in the park (Broadway)

2 meetings at Y and 2 at a Bar?

Communication

Need more time to share

People need to be challenged to communicate

Committee Reports

We do GREAT things! Let's share them.

Electronic communications – volunteer, socials, projects. Etc.

Social Time

Ask for ideas from the club

Have at least one that includes families (Christmas party with presents for children)

Good discussion happened in each of the general topics.

Next steps...

Membership committee meet to assign and work on:

Rotary research (Much has already been done by Rotary International and by our own club reports)

Why did members leave?

When did members leave?

Noon Club assessment?

Discuss our current club diversity health (Blandin's 9 Facets of a Healthy Community)

We know this will be a work in progress, but what are some low hanging fruit we can pick? What can we do now to start the process and not let it stall?

Submitted by Lori Larson, Membership Committee Member