

Boulder Rotary Club

Board of Directors Meeting Minutes

Meeting Date: Monday, November 23, 2015

Location: Boulder Rotary Club Office

Present: Stan Benson, Bobby Brown, Tom Chesney, George Garmany, Deborah Kelly, Amir Massihzadeh, Bill Meyer, John Regur - non-voting, Diana Royce Smith - non-voting,

Excused: Deidre Farrell, Anne-Marie Reader, Brad Wiesley

Absent: Dorothy Rupert

A quorum being present, President Stan Benson called the meeting to order at 4:36 p.m.

1. The following items were approved unanimously as part of the consent agenda:

New Members:

Psyche Cassandra Dunkhase – BNGRC – proposed by Laura Smith, classified as Musician *{approved by evote}*

Richard Goode-Allen – former BRC member, proposed by Dorothy Rupert, classified as Education *{approved by evote}*

Laurel M. Olfson – BNGRC – proposed by Michelle Carpenter, classified as Non-Profit Associations *{approved by evote}*

Resignations:

Ronnie Wells – personal and business pressures, as of 12/31/15

Al Gebauer – business pressures, as of 12/31/15

Request for a Leave of Absence with Meals Waiver:

Marty Angulo – business pressures – 11/1/15 through 4/1/16

Request for a Leave of Absence to join the BRC.Roots effort:

Kathy Pollicita, effective 10/1/15

2. The Minutes of the 10/26/15 Board Meeting were approved unanimously as amended at Information item 2., by adding that the balance sheet was distributed to Board members after the Board meeting.

Discussion

- 1. Member engagement** was discussed by Board members in relation to attendance at Club meetings. Brad Wiesley, Bobby Brown and Deborah Kelly will review member attendance for the past month, three months and six months with annotations as to reasons for attendance patterns. The group will spend a minimal amount of time and report on their review to the Board in January. Engagement consists of many aspects other than attendance at Club meetings, such as financial support for the Club, Club Foundation and The Rotary Foundation; contact with club members and club officers; volunteer effort; Club committee service; District and zone service; representing Rotary in the community, etc.
- 2. Board members have been contacted about use of Club membership information to solicit business.** Diana Smith will arrange for a short article in the RiB, reminding members that this is not acceptable, according to both Rotary International and Club policy.

Information

1. Secretary's Report

Boulder Rotary Club had 256 members, 171 Active Ordinary and 85 Active Exempt at the end of October. Four members joined the Club. 15 Active Ordinary members are on a leave

of absence with meals waiver. There were 19 BNGRC members, 18 BRC.Roots members, and 10 Honorary members.

The average age of AO members is 58 and the average age of AE members is 75, while the whole Club's average age is 64. AO and AE women are several years younger than AO and AE men. Women comprise 33% of Club members. Attendance for October was just over 50%, counting Club meetings and make-ups.

Eight BRC.Roots members attended at least one Friday meeting in October, generating \$300 in meals revenue. If the 18 BRC.Roots members had been "Friday Club" members in October, the meals revenue would have been $18 \times \$20 \times 5 \text{ Fridays} = \$1,800$, yielding a net meals revenue loss in October of \$1,500. This resulting revenue loss projection is $9 \text{ mos.} \times \$1,500 = \$13,500$ on meals revenue in 2015-16, using only the first month's experience as a point of reference. Tracking monthly BRC.Roots attendance at Friday meetings will allow refinement of the financial impact of the BRC.Roots effort.

Thirty days after the October 2015 Club statements were sent by email, Club members owed the Club about \$53,000. President Stan sent a firm email reminder to 66 members who owed the Club for two or more quarters and whose reasons for not paying were unknown. This included eight of the 18 BRC.Roots members, each of whom pledged that they would pay Club dues within 30 days.

21 of these members have since contacted the Club. The main reason for non-payment was that members did not find their emailed statement, despite numerous reminders including an email immediately before sending statements to watch for statements being sent by email. Not having the Club's email address on a "safe senders" list meant statements went to a junk or spam folder. About \$11,000 has now been collected.

In early December, Secretary Diana Smith will send printed statements to members who have not yet responded, reminding them that future Club statements will arrive by email and requesting that members make advance arrangements to receive and pay the Club billing statement within 30 days. The mailing will be followed by phone calls to non-payers around the middle of December. The Finance Committee plans to review non-paying accounts at its January meeting and make appropriate recommendations to the Board.

2. Treasurer's Report

Financials through end of October continue to show pressure on the bottom line, but do not reflect the results of the Wicked Good event. The success of the event pulls BRC closer to the current year revenue forecast.

Expenses are on track with nothing negative on the horizon. The Club is looking at new member billing software but there is no cost projection at this time. Time-advanced billing, taking credit cards, prompt payment discounts, and late fees could be considered if delayed payments continue. Other variances from budget are due to timing. There is a nice cushion of \$30,000 plus in savings/CD, but cash flow will be tight in the first quarter when RI will bill semi-annual dues. Reconciliation with BRCF for prior years is 99.9% completed.

Due to the work schedules of Carol March and Bill Rubin, BRC filed for an extension to mid-February of the 2014-15 tax return. It will be finalized by mid-December and sent to the Board for review and approval.

3. Fundraising Update

- **Status of revenue for 2015-16 and 2016-17**

BRC now has raised the revenue that was projected for service activity in the 2016-17 Rotary year. It may also cover the currently unknown annual financial impact of the BRC.Roots effort on meals revenue. Revenue has also been raised for service activity in 2016-17.

- **Wicked Good results and debrief**

About 100 people attended. This was down about 10 people from the 2013 event and substantially less than the 125 planned attendance. The vast majority of attendees came in costume, and the evening was a lot of fun.

Event expenses and revenues are still coming in but should not change projections substantially. The projected net proceeds from the Wicked Good Costume Ball and FUNdraiser was about \$19,500 - until two club members donated \$3,500 after the event, increasing net proceeds to about \$22,500. This covers the revenue deficit from fund-raising; the June 2015 BrewBQ was projected to raise about \$15,500 but only raised about \$9,000.

The 2013 Wicked Good event raised about \$12,000 for the Club. This year's event did much better, primarily because the food was not catered and secondarily because there was no auctioneer to pay. In 2013, food costs were about \$66 per person. Heavy hors d'oeuvres require hand work and therefore cost more than a buffet or a served meal. In 2013, the Wicked Good event had a paddleraiser that raised about \$13,000 for the first Visionaria Global Grant.

- **Other fund-raising possibilities**

The Fund-Raising Committee, now augmented by its Super-Creative Subcommittee members, will meet on Friday, December 11, 2015. *Note: The meeting has been re-scheduled to January 8, 2016.* It will develop a fully elaborated plan for annual revenues needed for service activities and project annual fund-raising proceeds from ongoing activities such as the marble raffle, birthday contributions, Club member billings, and smaller events such as Wine to Water and Rotary Comes Home dinners. This will leave a fund-raising goal for which possible fund-raising efforts will be outlined for the coming year. After the Committee evaluates possible fund-raising efforts and events, a coordinated and pre-planned fund-raising agenda and calendar for the coming year will be readied for Board consideration.

Incidental revenue may be raised in December from left-over Wicked Good items. The Board decided not to accept Bill Sebastian's offer to arrange that a portion of the price of BRC members' made-in-Colorado gift box orders go to Boulder Rotary Club, due to a concern that, if he benefits from BRC sales, it could be perceived as a conflict of interest.

- **Status of TRF challenge by Club 31**

President Stan clarified the ground rules of The Rotary Foundation fund-raising challenge from Denver Club 31. All contributions totaling \$100 to the Annual Fund (SHARE) and EndPolio between 7/1/16 and 12/31/16 will count. Club member contributions from the 7/1/16 and 10/1/16 billings that have been paid will be sent to TRF in time to insure they count towards the challenge. Michael Weatherwax will match the \$100 contributions of other Club members. NB: Club 31 had 246 members at the end of October.

4. Nominating Committee report and Club officer election

President-Elect Bill Meyer reports for the Nominating Committee that Martha “Marty” Coffin Evans agreed to be nominated for President in 2017-18 and eight Club members have agreed to stand for election to the Board of Directors for two-year terms beginning July 1, 2016. Announcement of these candidates began Friday, November 13, continued on November 20 and December 4, with the Club officer elections scheduled for December 4. December 13 will be the date for elections if the Club does not meet on December 4.

Board nominees are Sally Brown, Denise Granberg, Grant Hickman, Tony Martinez, Cassidy Murphy, Erin Ratay, Chad Stamm, and Doug Yeiser. *Note: 2016-18 Board members are Sally Brown, Tony Martinez, Cassidy Murphy, and Chad Stamm.*

5. BRC supports District 5450 Rotary Clubs’ mental health website

Various Rotary Clubs in District 5450 are developing a website to augment their efforts to bring public awareness to all aspects of mental health. BRC’s Mental Wellness Committee chair Diana Sherry asked if BRC would agree to be recognized on the website and support this multi-club effort. President Stan Benson has agreed on behalf of BRC.

6. Liaison Reports:

Reports from Amir Massihzadeh for International Service Projects and Bill Meyer for Foundations were attached to the Board agenda.

8. Liaison Report: Club Meetings, Stan Benson

Stan reports that, while he has yet to preside over what he would deem a perfect meeting, he’s having fun and so, apparently, are Club members. Dave Allen is becoming a co-chair of the Meeting Management Committee, augmenting the Committee leadership as Geoff Leopold and Steve Walker need to step back a little. The Meeting Management Committee continues to seek volunteers among Red Badgers.

Red Badgers are not stepping up as frequently as in times past to serve as greeters at Friday meetings, perhaps because now more Red Badge members are in BRC.Roots as well as BNGRC and, therefore, not attending Friday meetings. Everything else is going swimmingly.

9. BRC not to host Rotary Open World delegation

After “testing the waters” with Club members who might assist in hosting a Rotary International Open World delegation sometime in 2016, President-Elect Bill determined that there was not sufficient potential support and enthusiasm for BRC to host such visitors.

10. Rotary International President Dinner January 9, 2016

Board members are encouraged to attend and to suggest to other Club members that they attend, so that BRC is represented by more than one table at the event. *Note: District Operation Manager Bev Mendel will assign all BRC registrants to BRC tables.*

Letters of Thanks were received from Bruce Messinger for supporting his Colorado Superintendent of the Year nomination and from Kim Saville, visiting Rotarian from Tanzania, for a warm welcome.

There being no further business to come before the Board, the meeting was adjourned at 6:02 p.m.

Respectfully submitted,



Diana Royce Smith
Secretary

Next BRC Board Meeting: Monday, January 25, 2016, 4:30 p.m.,
Boulder Rotary Club Office, 5390 Manhattan Circle, Suite 101