Board of Directors Meeting Minutes

**September 21, 2021, 6:35 PM.**

Independence Title Company

6950 TPC Dr., Ste 250, McKinney, TX 75070

The Board meeting was not available via Zoom

***Attendance:*** Bill Bilyeu, Dennis Snavely, Tom Parker, Kim Alvarado, Bobbi Wright, and Chuck Koehler.

***Absent:*** Jeff Caserotti, Steve Mitas, Tom Kocsis, and Scott Grigg.

***Guest:*** Bill Smith.

Reviewed, discussed, and ***Approved*** the Board minutes of August 11, 2021, as presented on a motion by Dennis Snavely and a second by Tom Parker.

***President:*** Bill Bilyeu (No Written Report)

* The Eldorado Country Club has not determined when they will accept non-members as club guests for meeting agendas.
	+ October, maybe.
* Director Scott Grigg has submitted his resignation from the directorship and membership of the Club as of September 20, 2021.
	+ On a motion by Bill Bilyeu and a second by Chuck Koehler, the Board ***accepted*** the resignation with regret.
		- Replacing the directorship vacancy will be refilled *asap.*

***Immediate Past-President:*** Jeff Caserotti (No Report)

***President-Elect:*** TBD.

***Vice-President of Fund Raising:*** Steve Mitas (Written Report)

* The current flag count is 3,030.
* Planning for the Flag Partner Appreciation breakfast is scheduled for November 17 and is arranged by the Flag Program Administrator.

***Secretary:*** Chuck Koehler (No Written Report)

* As directed by the Board last month, initiate a promotional program through the Facebook pages of the McKinney Sunrise Rotary Facebook to complement the RI membership theme that would generate interest in becoming a member of the Club started with these results:
	+ One thousand eight prospects/impressions reached; 140 clicks to view the club information, and two likes.
		- The initial budget was $50, and the test promotion cost was $51.97.
		- Possibly two prospects were uncovered that included their attendance at one of our club meetings during the month.
	+ Conducting a sub-promotion to celebrate the 50 years of perfect attendance by member Nathan White with these results:
		- ‘Well-Wishers’ reached five hundred twenty-seven persons and 98 clicks to view more information regarding the event and make a comment.
			* The sub-promotion costs were $1.95.
* The results were significant for recommending another run of the promotion for the next three months at a budget of $150.00.
	+ The targeting of persons for the promotion would change just slightly during the upcoming three months.
* The flag book sale results are as follows:
	+ Amazon book seekers generated no sales by 84,389 people impressions.
		- The costs during the past period were $17.72, of a budget of $50.00.
	+ Consequently, an author’s article was published to inform better Amazon book seekers of a better understanding of the manual.
	+ In addition, Chuck reduced the pricing of the flag manual to the following:
		- The E-book - $19.50, and the hardcopy book to $29.50.
	+ The flag manual promotion will continue until the current budget of $50 is exhausted.
* The new member application for Leslie Vashler in the McKinney Sunrise Rotary Club ***Approved*** on a motion by Tom Parker and a second by Dennis Snavely.
	+ Chuck will post her application in the bulletin for one week for any comments from the membership. If there are no negative comments, Leslie is officially installed as a member of the Club.

**Secretay continued...>>>**

* The 2021-22 District 5810 Public Image Games have started with the Game Levels 1 & 2 completed. Chuck volunteered to finish out the remaining levels during the year.
	+ The purpose of the Games is to promote the Rotary Club to the homeless of McKinney. But, unfortunately, the downtown club has elected not to participate.
* The attendance of the club membership is at an all-time high during the first quarter. The Club has 24 members, and 13 of the members are at 100% attendance.
* With the director’s resignation responsible for publishing the weekly bulletin, there is a need for a member to step forward to take charge of the publication.
* A review of the Verdin Company, a specialist in clock towers, was presented by Chuck as follows:
	+ Three clock tower models – 4k a two face clock for an estimated cost of $29,000.00, 4MST a four face clock – 36” for an estimated cost of $$35,000.00, and 4M/ST2 a four face clock – 24” for an estimated cost of $30,000.00.
		- Each clock tower would have the Rotary emblem of the face of the clock.
		- We would need to choose the chime or music item for the clock.
		- The estimated price includes the freight cost, but no tax is included.
		- The Club would be responsible for building the base for the clock tower. The bottom would have electricity embedded.
			* The above would be our cost. Perhaps no more than a few hundred dollars if we can get the city to do it for us; once we have decided on the model, they will forward the foundation and electrical specs.
			* The cost of Verdin doing the complete installation is an extra cost of $1,590.
	+ At the *top* of the clock, the identification would read – ‘McKinney Sunrise,” and at the *bottom*, the tag would read – ‘McKinney.’
		- I’m recommending that we place a custom plaque at the base of the clock.
			* The custom plaque is a flat estimated fee of $1,000.00. The purpose would allow us to make a special dedication to somebody, some group, or custom recognization of the Club.

***Secretary continued...>>>***

* + - * The custom wording would be this ‘rule of thumb’ – 20-25 characters per line maximum, 20-25 lines total.
			* However, it is recommended not to fill out the absolute maximum. The final cost will depend on the number of charters placed on the plaque. And how the final layout fills the plaque design.
	+ Typically there is no maintenance needed for the first few years. After that, the clock comes with a three-year warranty. After which, I would suggest acquiring a PMA (Preventative Maintenance Agreement). I believe the pricing right now is $550 a year.
	+ I do suggest ordering before the end of the year. Right now, Verdin’s prices are only good for 90 days at a time. So current pricing is only reasonable until 11/24/2021.
	+ Verdin’s timetable right now on these clocks is extended to 250 days from the day Verdin gets a signed proposal and final approval on all drawings.
		- Their prices are only valid right now for 90 days. Their proposals are dated 8-24-21. So, our deadline is 11-24-21 to keep the proposed pricing.

***Treasurer:*** Denis Snavely (Written Report)

* Club account balances are as follows:
	+ Independent Bank >
		- Operations: $8,037.63
		- Flags: $129,498.06
	+ Unpaid dues of seven members: $1,984.50.

***Avenues of Service:***

* **Club Service:** Bobbi Wright (Written Report)
	+ The next Pub night is 10-13-21.
	+ The ‘dark’ meetings are as follows: 11-24-21 and 12-23-21.
	+ Scheduling the Christmas Party on 12-5-21.
* **Vocational Service:** TBD (No Report)
* **New Generations:** Tom Parker (No Written Report)
	+ Tom will present a check for $4,000 this week to Scott Johnson Elementary School.
* **Community Service:** TBD (No Report)
* **Rotary International Foundation:** Tom Parker (No Report)

***Avenues of Service continued...>>>***

* **International Service:** Kim Alvarado (Written Report)
	+ 2021-22 final budget of $15,000.
	+ Guatemala Literacy Project paid $500 in partnership with Collin County Rotary.
	+ Nightingale Nursing School opened in August of 2021. Their next need is medical equipment.
* **Operations:** Chuck Koehler (No Report)
* **McKinney Sunrise Foundation:** Tim Kocsis (No Report)
* **Public Image & Bulletin:** TBD – View Secretay’s report.
* **Youth Protection Officer:** Bill Bilyeu (No Report)

***New Business:***

* Bill Smith presented a possible service idea for the Community Service area as follows:
	+ The purchase of a K9 dog for Collin County.
		- After discussion, the Board determined that a K9 investment was not appropriate to occur at this time.

***Old Business:***

* Completion of the final budget for 2021-22 is pending.
* The flag subscription procedures discussion with the downtown club is still pending.

We adjourned: at 7:30 PM to the next Board meeting on Tuesday, October 12, 2021, beginning at 6:31 PM.

**I am submitting respectfully,** Charles M Koehler, **Secretary.**