**Our Mission: Stillwater Sunrise Rotary is a diverse group of leaders committed to making our local and global communities a better place to live.**

**Stillwater Sunrise Rotary Board Minutes**

**April 22nd, 2021 at 6:45 a.m.**

**via Zoom**

* **Attendees:** Ed Boeve, Margie Horning, Roger Ruetten, Wendy Heck, Kris Bowditch, Ted Nesse, Dave Waldschmidt, Jon Stillman, Mark Fisher, Rick Heidick, Sara Letourneau, Mel Sullivan, Bob Gray, Nancy Lyner, Craig Leiser, Brent Voight, and Jeanne Matlock
* **March Board Meeting Minutes\* - Margie Horning** 
  1. Minutes from the March 25, 2021 Board meeting approved
* **Finance Report\* - Roger Ruetten** 
  1. Balance Sheet – Report dated 4-20-21 presented and discussed
  2. Income Statement – report dated 4-20-21 presented and discussed
* **Spending Request** 
  1. **District Grant Request for Technology for hybrid model (Ted)** 
     1. On behalf of Stillwater Sunrise Ted requested 4 items from the District 5960 Tech Grant totaling $329. In addition to the $329, another $100 was added for microphone, cables, etc. Ted is hopeful that District 5960 will pay for all the items on the list.
* **“Quick Items”** 
  1. **Membership Churn (Ins and Outs) (Margie/Sara)**
     1. We may have a new member starting July 1st. Tracy Sides has indicated a desire to transfer from the St. Paul Sunrise Rotary Club to our club. She has recently moved to the valley and is interested in getting involved with a club in her new neighborhood.
     2. Sara reached out to Julie Richardson and asked her to consider joining the Membership Team. Julie has indicated that she will resume coming to in-person meetings in June.
  2. **Visioning Plan Progress Report (Rick)**
     1. All Teams are in the green zone (on target) except the Membership Team which is still being organized under our new membership chair Sara Letourneau.
     2. A club assembly will be planned for a Tuesday in June. The Vision Plan project team leaders will update the SSR members with what progress has been made toward the goals set forth at our Visioning Session last year.
  3. **Climate Action Team Pollinator Garden** 
     1. A group will be putting a cedar border around the garden today starting at 11 AM. Wendy Heck donated the cedar boards for the edging. If there is time, weeding will also be started.
     2. On May1st, a larger group will take on the job of weeding, planting and mulching. Jon Stillman will take photos of the progress being made to refurbish the neglected pollinator garden.
     3. The intent is to use the story and photos to document the environmentally friendly project on social media.
     4. The pollinator garden project has been registered for the District Conference of Clubs presentation on June 5, 2021.
  4. **June 15th Meeting Leadership Plan (thank you Bob)**
* **Discussion for Resuming In-Person Meetings (Wendy / Ed) 7:10**
  1. Ed met with the Lowell Inn folks to plan for our June 1st in-person hybrid meeting. The fee for each meeting will be $50.
  2. Masks and social distancing will be required. Hand sanitizer will be available on each table. We will also have some disposable masks available for those who may not have one handy. We will be maintaining the state guidelines recommended for the June timeframe.
  3. Coffee and water will be on the tables.
  4. We can accommodate about 20-30 members to start. Three or four people can be safely seated at each table.
  5. No PA system to start – so gathering the tables around the dance floor will help with everyone hearing the presentations.
  6. We will poll the entire membership to see who will be attending the in-person meeting versus the Zoom component.
* **Visibility Plan Update (Mark) 7:15  
   a. Minutes/Plan/etc.**
  + 1. The Visibility Team has been meeting for 5 months. Mark gave an overview of the most current plans. We have hired Katrina Rusinko to get the club into the world of social media. She is an independent contractor and her hourly fee is $30. Katrina will be getting the club set up on Face Book, Instagram, Twitter and Hootsuite.
    2. There were many questions regarding who has administrative rights to post, should she come to our meetings, is there a contract on the number of posts she should make each week, what are the Boost posts for – advertising or marketing, etc. It was also recommended that the Team look at a 1 – 3-year long-term effort and work diligently to get members involved.
    3. The plan will have four main phases – cleanup, development, maintenance, sustaining. See attached budget for details.
    4. The vignette leaders will be creating the dialog. Bridge the Valley will be the top story.
    5. There were several measurements listed to track the success of the social media plan.
    6. **The motion made by Mark Fisher was as follows;**

**1.  Continue with the 4-12 to 8-18 game plan and expected budget of $3,945** - (*inclusive of the March Board meeting initial budget of $1000*) as detailed in the Social Media plan for SSR (*excel spreadsheet was attached)*

**2.  Ask Katrina and Mark to provide a plan with details and budget expectations from 8-19 through 12-31-21 within the following framework;**

* Katrina continues to create content posts for events, initiatives, and projects working with and through the leader of each item and/or event.   Examples - BTV, Pollinator, Literacy, Reading-Media, STRIVE, Deer Project, Highway cleanup etc....
* The vignette or team leader will identify team members that will work with Katrina to enable her to create consistent and meaningful content...and for them (team members)  to place follow up posts on the various SM platforms....plus be able and willing to answer questions or comments that come through the respective media sites regarding their event, initiative, project etc.
* **The motion was approved 8 in favor, 2 opposed and one abstention.**

* **Other Updates / Concerns 7:30**
  1. **Strive (Brent V.)**
     1. Seven members reviewed the essays and projects presented by eight STRIVE/AVID students on the 4 – Way Test. Five students were awarded scholarships of $1,500 each.
     2. We will accrue $4,500 for the remaining three years of a scholarship awarded last year. The first year of the $1,500 was paid to the student this year.
     3. Brent will work with a few members to tweak the criteria for the scholarships to be awarded next year.
     4. We should look into recruiting the family members of the students who have been awarded scholarships.
  2. **Youth Exchange (Kris B.)** No report
  3. **Membership (Sara L.)** 
     1. So far Sara has recruited Paula Williams, Bill Howell, and Julie Richardson. Del Peterson will also help out as needed.
  4. **Literacy (Dave, Mary, Don, et.al.)**
     1. The Literacy Team is working on a new name for the media project. The new title of the project is Volunteers for Elementary School Literacy (VESL).
     2. Dave Waldschmidt has been asked to host a Friday Feature session for the District on our literacy/reading/media project in the elementary schools. More to come on the date for the program.
  5. **Climate Action (Don S.)** No report
  6. **End Human Trafficking (Eli G.)**
     1. Jeanne Matlock reported that she retired from the District Human Trafficking Team.

* **Upcoming Events**
  1. **Pollinator Garden Edging Project on April 22nd (noon)**
  2. **Earth Day Hike to Lumberjack Landing on April 22nd (5:00 PM)**
  3. **Roadside Cleanup on April 24th (7:30 am)**
  4. **Climate/Environmental Action Team Meeting on April 27th**
  5. **Pollinator Garden Weeding/Planting Project on May 1st (10:00 am)**
  6. **Visibility Team Meeting on May 4th (8:00 am)**
  7. **Several Bridge the Valley Team meetings (see calendar)**