

Stillwater Sunrise Rotary Board Meeting

February 24, 2022

7:00 am Via Zoom

- **Attendees:** Wendy Heck, Rick Heidick, Sara Letourneau, Ed Boeve, Nancy Lyner, Eli Grenier, Kris Bowditch, Dave Waldschmidt, Ted Nesse, Janis Donnelly, Brent Voight, Lonny Stormo, Jeanne Matlock,

President Wendy Heck called the meeting to order. A quorum was established.

- **December Board Meeting Minutes** -

- a. Lonny moved to approve the Minutes from the January 27, 2021 Board Meeting. The motion was seconded by Rick, voted and approved.

- **Finance Report - Roger Ruetten**

- a. **Financial Review** – Roger is on vacation - no report. Wendy commented that The Lowell Inn is still requiring back payment.

- **Old Business**

- a. The by-laws have been approved. Discussion on where to retain the updated copy of the by-laws. Ted responded they can be kept in our Box vault and Wendy would like them accessible on the website.
- b. District 5960 new signature project 2021 Recognition Award - Dave is in the process of completing an evaluation tool for VESL to be used by staff, volunteers, and administration. He hopes to submit the project to the Board on April 20.
- c. Local Grants Funding - We have capacity to fund more local grants. Discussion led to interest in marketing our willingness to “give” to nonprofits projects. The application is simple, but groups don’t seem to know about us. We would like to provide more funding for local entities that meet our guidelines.
- d. Wendy confirmed that our contract with Oak Glen has been renewed for April, May and June with no meeting on July 5.

- **New Business**

- a. Brand/Image/Membership working group - Lonny led a discussion on SSR branding. He began by reviewing our vision and mission. Are we staying true to them? Rick reminded us that the vision is “aspirational” and the mission is how we attempt to achieve our vision. Do we set the standard for service? Are we known for that? How better can we achieve that vision?
 1. Lonny has established a team to assist in branding with the goal of better exposure, more service, better visibility, and therefore, more members. The team consists of Jennifer Cherry, Mark Fisher, Sara Letourneau, Eli Quiett, Rick Robbins, and Lonny (lead.)
 2. The road forward entails
 - a. Defining our brand - Ask: Who is our target audience? What is our current brand? What parts of our brand are good to keep? What brand do we desire to portray in our public image to meet our vision?
 - b. Work on our public image - Ask: What is our BHAG (Big Hairy Audacious Goal?) How do we adjust our ongoing vision with the revised brand? Can we review with the club in May?

- c. Developing a membership drive - Ask: What is our membership BHAG goal? What do we want our community to look like (all professionals?) What are our approaches to gain our BHAG? Could we review in June?
- d. Result: more members and more financial support
- e. What position do we want to take with other local clubs? Or the district? How does their brand affect ours?

b. Follow up on project ideas generated at foundation brainstorming session - Lonny listed ideas beginning by capturing ALL of our great ideas from the brainstorming They are:

1. Local bike trailhead
2. City park enhancement
3. Senior Center service project
4. House-bound senior outreach
5. Preschool reading needs
6. Bridgeview Park benches, etc.
7. Scholarship fund to encourage diversity
8. Nature trail at the Lakes
9. Membership campaign at the Lakes
10. Outreach to Anuak youth
11. Lumberjack park - kayak donations
12. Community activity
13. Start an Interact Club
14. Lockers for bikers
15. Duplexia awareness
16. Composting assistance
17. Bike station/rest stop by Oasis
18. Housing at a Stillwater hotel
19. Create a Brown's Creek walking trail in Craig's name
20. Fix up McKusick fishing pier
21. Expand downhill skiing for people of color
22. Partner more with Respectable
23. Work with City for more historical signage
24. Install bike racks in the city
25. Provide tablets for seniors
26. Bike project for youth
27. Bridge to Books (Dolly Parton's charity)

What is our club's goal for projects? Shall we do one local per year? This will give us identity and engagement with our members for retention.

Committee Chair Reports

a. **Public Image** – No report

b. **Local Grants Committee** – see above

c. **Literacy** – Dave is meeting with Don to discuss committee needs now with Mary unable to participate. He would like to see us elevate VESL and STRIVE in the public eye.

d. **Youth Exchange** – Kris reported the Letourneau family will host one of the three segments. Everyone is to ask for host families. We are not aware of the gender of the student as yet.

- e. Fundraising** – Nancy spoke about Bridge The Valley Bike Rally Sponsorships announcing one new sponsorship from TCO for \$500 (Steel.) It has been determined that if a sponsor comes in at a monetary level and provides in-kind (such as Fluid Fitness, Gateway Cycle, etc.) the sponsor will be elevated to the next highest monetary value sponsorship. Currently, we have one Premier, two Aluminum and one Steel sponsorship. The committee of Steve M, Lenny, Rich and Nancy are working hard, but everyone is asked to consider their own contacts.
- f. **Website** - Ted - BTV has a new website developer whom Ted feels is doing a great job.
- g. Foundation** – Lonny further reported we are at \$16,000 of our \$20,000 goal. Five new members have given which brings our total to 46 giving members.
- h. STRIVE** – Brent is giving official notice of a transfer of leadership in four years. He continues to need others on a leadership team for STRIVE.
- i. End Human Trafficking** – No report.

The meeting ended with Lonny motioning to adjourn, a second was provided by Jeanne, a vote was taken and the meeting was adjourned at 7:56am.

Submitted by Nancy Lyner, (acting secretary)