

Skaneateles Rotary Club Meeting Schedule *Proposed Changes for January 1, 2020*

As of November 13, 2019

The purpose of this memo is to propose a revised, expanded and advance schedule for Skaneateles Rotary Club meetings that will help attract new and particularly younger club members and increase participation/attendance opportunities for all members. Its objective is fourfold:

- ***To offer more times and different meeting opportunities other than Thursday night dinner meetings at the Sherwood Inn for members.*** Many potential members may have other Thursday night commitments on their schedules, such as choir practice or children's activities that prevent them from meeting attendance requirements through Thursday-only events.
- ***To increase the number/frequency of small and/or local service projects younger people like to be part of, for an hour or two on weekends, while at the same time increasing visibility of the club and its "service above self" mantra.*** While the club already does a good job of supporting the community through its "worthy causes" donations and Christmas Basket fund-raiser and distributions, more short-term, smaller and easily executed service projects can be added to its efforts and if planned in advance and promoted far enough ahead to be placed on a member's calendar to participate. We understand that many of the younger members we are trying to attract are more interested in these types of activities than sit-down dinner meetings.
- ***Reduce the demand to fill the Rotary calendar with speakers in favor of fewer, but more high-powered, significant speakers.*** Filling the Rotary calendar three or four weeks each month with note-worthy, interesting and member-drawing speakers has been an ongoing challenge. By reducing the speaker schedule to only once a month, we should be able to schedule more "top tier" speakers. Granted, there may be times when we want to add a special speaker, or even a short-term series of speakers several weeks in a row to address a special issue, such as around election time. But, in general, this will take much of the pressure off to find so many speakers for the club.
- ***Provide enough changes to how and when the Skaneateles Rotary Club meets that we can then market the club to our community as having been "re-created," "re-engineered," or "redesigned/re-crafted" to better meet the community's needs and the demanding/changing schedules of its citizens.*** A marketing communications plan needs to be developed to reach the many folks in the Skaneateles community who may want and/or be able to join the Skaneateles Rotary Club if these changes are adopted, offered and made known them.

To achieve these objectives, the club's regular, Thursday night meeting schedule will be adjusted to include:

- ***Dinner and Announcements only Meetings*** – on the first, third and any fifth Thursdays of the month, the gathering at the Sherwood Inn will only include opening pledge, song and prayer,

dinner and needed announcements. No scheduled speaker. This will help maintain the “every Thursday night” continuity and social aspects of the club, but reduce the demand for high-level speakers and shorten these meetings by a half hour – 6:30-7:30pm instead of 6:30-8:00pm.

- ***One-a-Month Tuesday Happy Hours*** – this new offering is designed to do several things:
 - First, to provide a time other than Thursdays for Rotarians to get together so potential members with Thursday commitments could join the club and still get an attendance at least once a month by participating in the Tuesday Happy Hour.
 - Second, this gives younger members a less expensive as well as earlier and shorter time commitment option than the \$15 dinner at the Sherwood.
 - Third, provide different, more interesting venues than “just the Sherwood” for getting together. It is proposed that the location for each month’s Happy Hour be changed so we experience and support different “watering holes” throughout the Village.

Depending on location for the happy hour, a \$5.00 charge may be asked for to support the purchase of some munchies. However, in some places – the American Legion, for example, provides free popcorn – no additional cost for munchies is needed. The addition of Happy Hours does not require another commitment for the club’s president. Instead, a Happy Hour host can be designated for each one to take note of who’s there, make any important announcements and ensure there is a contact person for the establishment where the happy hour take place.

- ***Monthly, Short-term Community Service Projects*** – we will need to seek out and select some easily executed, short-term service projects that can then be publicized to the club members and community well in advance so members can get the time and dates on their busy schedules. While not required, ideally, the club’s monthly speaker could be linked in to the service project and speak about its needs and benefits in advance of its undertaking. Such service projects are probably best executed on a weekend morning or afternoon for a few hours, but we are certainly open to those that could be done at any time. The possible “first quarter calendar of club meetings” shown below places these events on the last weekend of the month, but this is merely a placeholder; the service project could be scheduled whenever feasible/applicable.

Provided below is an initial, “straw-dog” calendar for what this proposed new meeting schedule would look like for the first quarter of 2020. It is critical that a quarterly schedule be worked out so it can be published and promoted not only for existing members, but with potential new members.

It is recommended that the club give this schedule a “trial period” for one quarter. While the first quarter of 2020 is not the best time given the large number of regular attendees we lose to warmer climates during the winter months, it will start to give a sense of how workable such a schedule is and what tweaks should be made before we adopt and promote it full-time.

Rotary Calendar for First Quarter – Calendar Year 2020

January

Thursday, January 2 – 6:30pm Dinner and announcements only at the Sherwood Inn

Thursday, January 9 – 6:30pm Club Assembly (preceded by Board meeting)

Thursday, January 16 – 6:30pm Dinner and announcements only at the Sherwood Inn

Tuesday, January 21 – 5:30-6:30pm Happy Hour at the Blue Goose

Thursday, January 23 – 6:30pm Speaker Meeting (with effort to relate to upcoming service project)

Saturday, January 25 – Winterfest (help Sunrise Club as service project)

Thursday, January 30 – 6:30pm Dinner and announcements only at the Sherwood

February

Thursday, February 6 – 6:30pm Dinner and announcements only at the Sherwood Inn

Thursday, February 13 – 6:30pm Club's Valentine's Dinner with guests and announcements at the Sherwood Inn

Tuesday, February 16 – 5:30-6:30pm Happy Hour at the Hilltop/Bowling Alley bar

Thursday, February 20 – 6:30pm Speaker's Meeting (with effort to relate to next service project)

Thursday, February 27 – 6:30pm Dinner and announcements only meeting at the Sherwood Inn

Saturday, February 29 – Service project TBD

March

Thursday, March 5 – 6:30pm Dinner and announcements only meeting at the Sherwood Inn

Thursday, March 12 – 6:30pm Club Assembly at the Sherwood Inn

Tuesday, March 17 – 5:30-6:30pm Happy Hour at the Skaneateles American Legion (may be problematic given this is St. Patrick's Day)

Thursday, March 19 – 6:30pm Speaker Meeting at the Sherwood Inn

Thursday, March 26 – 6:30pm Dinner and announcements only at the Sherwood Inn

Saturday, March 28 – Service Project (TBD)