

**ROTARY CLUB of HEALDSBURG SUNRISE
TAYMAN PARK
MEETING SUMMARY**

DATE: Wednesday, 27 April 2016

ATTENDANCE: 34/47 72.3%

PLEDGE OF ALLEGIANCE: Manuel Ramos started the group in the recitation of the Pledge of Allegiance to the Flag of America.

ROTARY MOMENT/INSPIRATION: Diane Bucher offered the following three inspirational thoughts:

*It always seems impossible until it's done.
Nelson Mandela*

*No one ever became poor by giving.
Anne Frank*

*In good times and bad, we know that people give because you meet needs not because you have needs
Kay Sprinkel Grace*

SINGING: The group gave a truly amazing rendition of *Oh, What A Beautiful Morning!* Hopefully everybody carried away the positive feelings that the song brought out.

GUESTS:

1. Mike McKee, father of member Jake McKee, visiting from Houston, Texas

ANNOUNCEMENTS:

1. Club social. on 5 May 2016 at 5:30 PM. The Club will meet at Costeaux's production facility on 3507 West Wind Blvd. off of Airport Boulevard in Santa Rosa for our monthly social.
2. Tim Preston is the new chairperson for Club Services and is looking for help with his committee work. This involves selecting speakers and program material, arranging socials, maintaining facilities for meetings and supplies, as well as sunshine functions. Members interested in participating in this aspect of Club service should contact Tim so that he may get his committee together and start work on the forthcoming Rotary year.
3. Wonder League has changed its venue for this weekend only. The game will be held at the Little League fields behind the Healdsburg Elementary school at the intersection of First and North Streets. Program will begin at 11 AM, rather than 1030. The buddies for the special needs students will be members of the Healdsburg Little League. It should be a wonderful and

heartwarming day. All members are encouraged to attend and participate as time allows.

4. Teachers Appreciation Breakfast will be held next Wednesday at Tayman Park starting at 7 AM. All members will be charged for this meeting and should attend. However, good deportment will be expected and there will be rulers on the table for reprimands for those that get out of line. Four outstanding teachers from our local school system will be honored.
5. Healdsburg Community Band will have a free concert on Sunday, 1 May 2016 at 3 PM at the Healdsburg Community Church. Donations will be accepted at the door. Music is light classical.
6. The SCARC meeting, to be held tomorrow evening, will take place at the Villa Chanticleer starting at 5:30 PM.
7. Carla Howell reports at the Chamber of Commerce is putting on their 30th annual bicycle tour this weekend. She is looking for volunteers to help with the event on Saturday, 30 April at the Foss Creek community center. Interested members should contact Carla about specific times when they may be needed.
8. On Tuesday, 26 April, there was a joint meeting of Kiwanis, AAUW and the two Rotary Clubs in Healdsburg at the Robert Young winery to promote collaboration and community service. The meeting was well attended. Everyone had a good time.
9. Jerry Anderson reminded members of the AAUW Historic Homes Tour this Sunday. AAUW uses the funds from this event to provide scholarships for female students at the high school.

RECOGNITIONS:

1. Jerry Anderson reports that his granddaughter has been selected as one of eight local students to attend the Tech Camp at Stanford University this summer. These scholarships are all provided by AAUW.
2. Lance Cottrell has a friend visiting from Turkey who sells Turkish rugs and carpets. He will have wares on display at an open house at Lance's home on Monday, 2 May, starting at 4 PM. Lance will send an email to members to discern their interest and give appropriate directions to find his place.
3. Manuel Ramos presented Sarah Preston with her Jester Hat. She has completed all of the red badge to blue badge requirements and can now wear her Jester Hat with great pride – EVERYWHERE!

RAFFLE:

Diane Bucher was a double winner today. Not only was she skillful enough to buy the winning ticket, but she also was able to read Pres. Lee's mind and choose number 42 from all of the potential numbers between 30 and 45. The only unknown in the equation was how much money was in the pot.

PROGRAM:

Pres. Lee gave a brief synopsis of the recent Joint Board of Directors meeting. Topics included review of the July 4 celebration as well as an overview of the

coordination of fundraising efforts throughout the year. Budgets were approved for Wonder League, Teacher Appreciation Breakfast, scholarships, and there was the brief discussion about lending support for adoption of a Syrian family into our geographic area as part of a Club or District-wide project.

The remainder of the program was spent discussing **fundraising approaches** for the coming year.

Incoming president Brad Benson reminded members of the importance of fundraising. We are a community service organization and the projects that we do to provide community service require money. If our Club wants to do more in our community, we need to raise more money. At the present time it appears there are two sources of money: from our member's pockets or from the community. We do not at this time have an endowment fund that can be tapped for financial resources. Our fundraising committee has been charged with the task of bringing all fundraising for the Club under one umbrella to avoid those cases in which Wonder League may approach a merchant one week, the Duck Dash another, the Dine Around another, Etc., etc.

Diane and Bonnie have been working on putting together a program, similar to those utilized by other non-profit charitable services. They propose having a program in which donors are solicited for a one time pledge or donation based on all the services that they would wish to support in Rotary. This involves educating the prospective donor about the range of our services and the financial needs of each program and how those financial needs fit into the financial resources of our Club. They propose a program with perks of advertising based on level of financial participation, fun events such as special meals, gatherings, and merchandise (Duck Dash hats with Rotary logo, etc.

Philippe Hobson will be working closely with them to help develop a pool of prospective donors, submitted by Club members, each of whom will be visited by our team that will promote the projects of Rotary in our community. They will hopefully be able to convince the prospective donors of their importance in allowing Rotary to provide the services, in return for name recognition, other advertising, and personal perks. A pledge program in which not all of the amount of money pledged need be paid at one time will be instituted as well.

Despite developing this fundraising team to solicit sponsorships and donations, all members will have to assume responsibility for promoting our events, selling tickets, and payment of fines and other ways of supporting our programs.

Some member comments regarding our fundraising included whether or not to affiliate with the noon Club in this effort to avoid having Rotary approach each

merchant with two different programs. There was also concern about those donors who want to support a specific activity of the Club rather than just contributing to a general pool of funds. Part of the committee's response was that regardless of your donation, you would receive some form of recognition on all material for all programs.

There is also concerned that we might develop a donate button on our website make it easy for people visiting to contribute money. Also some concern was raised that we might promote this on all social media that is utilized by our Club as well as by Club members.

There needs to be some clarity as to what organization is receiving the money, whether it is Rotary Healdsburg Rise or Sunrise Foundation of Healdsburg Rotary. Larger donors would certainly be more likely to contribute to a 501(c)(3) organization than a 501(c)(4) .

A final fund-raising proposal will be presented at the next Board of Directors meeting for approval. Members are encouraged to offer comments to Diane, Bonnie, Philippe, and Brad about concerns or ways to make this more effective.

Details of Duck Dash committees, assignments and activities will be reviewed at our next meeting.

NEXT MEETING:

Teacher Appreciation Breakfast - 7 AM - Tayman Park, Wednesday, 4 May 2016 (mandatory meeting).

Respectfully submitted,

Doug Pile, Club Secretary