

Westbrook-Gorham Rotary

Board Meeting Minutes: July 13, 2021

Present: President Andy Turcotte, Immediate Past President Kathi Perkins, Secretary Christine Johnson, Vocational Chair Judith Reidman, Interact & Club Protection Dave Rolfe, Sergeant-at-Arms Michael Fandell

Absent: Treasurer Aaron Paiton, Foundation Chair Steve Rand

Quorum present? Yes *Others Present:* None

Proceedings:

- *Meeting called to order* at 10:27 AM by Andy
- *Secretary's Report:* June 8, 2021 meeting minutes were approved and will be posted on our website.
- *President's Message:* We discussed dates and times for board meetings. We agreed to continue with 10:15AM start time and probably on 2nd Tuesdays. Andy will send out a survey to see how people feel about current days/times for both board meeting and our regular meeting. Andy proposes that we re-start a Rotary Night Out periodically throughout the year.
- *Treasurer's Report:* Aaron was not able to attend. Treasurer's report is requested before next meeting in August since we have not seen one for at least two meetings.

FY 22 Club Goals

- *SWOT Analysis* – Andy will raise this at our next Club Assembly. Hoping to identify a few folks willing to work on this and bring results back to the full club at a future date. Possibly use the District Visioning team/process to facilitate? Results will be brought to the board for review and then to the membership for feedback. Once we have the draft, along with incorporating any feedback from the group, we will move the analysis forward. This will include a number of surveys, to include a membership satisfaction survey, etc.
- *Strategic Planning* – looking to develop a 5-year strategic plan which will likely come from the SWOT Analysis.
- *Recruitment & Retention* – Andy' restated his intention to focus on this key area this year. His goal is to retain all of current members and add 10 more. Possibly work with larger businesses or create family memberships. Develop/reintroduce/update orientation for new members and get folks engaged right away. Assign each new member a mentor for 6 months to a year. Discussed policy that when a new member application is received, info will be sent to the board for email vote. If no objection, publish intent to membership the following week's communication with the intent of bringing them on board within 7-14 days. We should look at other ways to grow membership through corporate memberships, encouraging spouses, friends and families to join, in addition to other ideas. Andy also proposed creating a survey to identify opportunities to meet "differently" – dates, times, etc, and possibly add regular periodic evening meetings.
- *Finances & Fund Raising* – Andy will be working with Kathi & Christine to develop a draft budget for the board for early August. It should be a two-part budget, one each for charities and club side. Consider electronic payment options for club-side payments – PayPal, Square and/or Venmo. Currently we have PayPal and Square tied to the charities account so that cannot be used to accept dues or other club-side payments.
- *Culture & Brand Awareness* – Andy proposes we create a recognition called Rotarian of the Quarter: criteria to be determined. This recognition might carry a plaque and/or gift card. He also suggested that we highlight a Rotarian each month with a short story about them, their interests, their families or whatever they want to share to use on social and other media. This will help people get to know each other better, especially the newest members. Also discussed developing and use some form of media plan (AJ, GT, FB, etc) and finding a Public Information point of contact and a backup person. Mike Fandell suggested we do a press release announcing the changeover.

- *Projects -*
 - The school-to-school component of last year's grant in Romania will be taking place in the coming school year.
 - English books provided by Altrusa will be sent to Romania for their English Club – they will be sent to a local Rotarian's private business to be given to the school in the fall – board approved up to \$200 in postage to send the \$500 worth of books.
 - Second round of district grants are possible – Kathi has a proposed another project in Romania. Board voted to approve \$500 club funds towards this project.
 - Let's be open to finding/creating new projects for the club as we are able to support them.

Committee Reports

- *House:* Tabled until next meeting. Neither Judith or Steve was present for this portion of the meeting.
- *Golf:* Golf committee needs to set up another meeting. Website payments (and intents to pay) are now at about \$2700.
- *Sea Bag Fundraiser:* Design in progress. No additional info to report at this time.

Unfinished Business

- *Cookout/Summer Social:* Woody has offered to host, as has Phil Spiller (in August). Christine proposed that it be a cookout as opposed to a lobster bake. She will pursue both options to determine best option. Target is week of August 16.

New Business/Announcements

- *New Member:* Katrina Desjardins has submitted her application. Kathi asked for approval of the board pending the required notification to club members and comment period. It was moved, seconded and approved to accept Katrina as a member pending member comment period. Target is to bring her on as member next Tuesday (July 20).

Meeting adjourned following completion of business at 11:28 AM.

Minutes submitted by Christine Johnson Club Secretary

Next Board meeting August 10, 2021 at 10:15AM via Zoom.