



## District Council Agenda September 12, 2020

Join Zoom Meeting



<https://us02web.zoom.us/j/84379891029?pwd=K3VoR1pWWUkwOHovbEJWU8wSjhaUT09>

Meeting ID: 843 7989 1029

Passcode: 455975

8:50 AM	Check-in	
09:00 - 09:25	Call to Order & Welcome Invocation Introductions	Frank Adamson, Governor Bob Artis IPG All
09:25 - 09:30	<b>Consent Agenda – approve reports by motion</b> <ul style="list-style-type: none"><li>a. Secretary's Report<ul style="list-style-type: none"><li>• District Council Meeting Minutes of June 13, 2020</li></ul></li><li>b. Treasurer's Report<ul style="list-style-type: none"><li>• Financials</li></ul></li><li>c. Governor Report</li><li>d. Governor Elect Report</li><li>e. Governor Nominee Report</li><li>f. Foundation Report</li><li>g. Youth Services Report</li><li>h. Membership Report</li><li>i. Service Projects Report</li><li>j. Training Report</li><li>k. AG Report</li><li>l. Governor's Sub-committees<ul style="list-style-type: none"><li>• Healthy Communities Report</li></ul></li></ul>	
09:30 – 10:15	Manual of Policies (MOP) See attached proposed MOP	Karen Oakes, PDG
10:15 – 11:00	Strategic Plan See attached report	Anne Bermingham, DGE Melisa Schrock, PDG
11:00 – 11:15	Membership Innovations	Angela Carter, Chair
11:15 – 11:30	Public Image See attached report	Al Lutchin, Chair
11:30 AM	Adjournment	Frank Adamson, Governor



## **District Council Minutes Saturday, June 13, 2020**

**Location:** Zoom Online Meeting

**No. of Attendees:** 38

**Call to Order:** 09:00 a.m. by Governor Bob Artis, welcoming all members and guests.

**Invocation:** Bob Artis, DG, gave the invocation calling on God, the Mighty One that shakes the mountains and causes the rivers to quiver in His wake. He asked Him to bring peace and harmony during this time of unrest. And, to show us, as Rotarians, the way to embrace humanity and be forgiving.

He continued, “We thank you for enabling us to gather here in this moment for this meeting. May we have meaningful discussions that will help us to build each other up for a better tomorrow? Help us to share ideas and thoughts that will be beneficial to all concern. Help us to deal with different challenges that we may face as a team. May we approach each other with respect and kindness? Lord, in this moment create in us an environment of cooperation.

Come now and bless this meeting, our last one for this Rotary year. May You also shower your rich blessings on DGE Frank and his team, be a light on their pathway, in the heat of the day provide a refreshing cool breeze and at night may the moon provide enough light to guide them on their journeys.

This is my prayer...Amen and be blessed.”

**Rotary Moment:** Pene Hutton, District Executive Secretary, gave the invocation, noting that she had been asked by DG Bob to repeat her moment that she had given a couple of years ago at a District Council meeting at the request of then DG Reg Madison. She noted how in the spring of 1995, she moved to Jamestown NY from Washington DC to marry Chris (hometown boy). Upon arriving here Chris was invited to join Rotary Club of Jamestown. So, she asked a new acquaintance to invite her to a meeting of the AM club. She explained that it was to meet people and to get to know her new community. Pene said, “Little did I know I would get so much more.”

She went on to tell how she became club president in 1999-2000 and how a club member who had visited Thailand on Group Study Exchange introduced her to Pongsak Kruaval, his counterpart in Thailand. Pongsak needed a club to match him for a grant in the amount of \$1500 in order to build two weaving centers in two small villages in Thailand with a population of about 500 each. The goal of the grant was to establish the weaving centers, with 15 looms in each to preserve the tradition of weaving

CHOK CLOTH (in high demand from tourists), which would provide employment to the woman and income for the families of the villagers. She noted, "It pretty much fell into my lap, and I jumped on it. Sign something, pay something, bang you have an international grant project worth \$6000."

Pene said, "What I didn't expect came a year later. With the project completed and the report turned in, I thought we were done. But, not so. I get a call from Bob Artis. Bob wants to come to one of our meetings. He is bringing a guest. She is a Rotary Youth Exchange student from Thailand. Her name is Bow Kruaval, niece of Pongsak. She has a special presentation for us. Bow shows up to our meeting in traditional Thai dress, performs a lovely Thai dance and presents us with a photo book of the project with our club name on it as a thank you for participating on a project that was life changing for the women of these two small villages."

She continued, "My Rotary moment came as a result of the first Object of Rotary, the development of acquaintance as an opportunity for service. Not exactly the getting I that I was joining Rotary for; it was so much more. And, many of you have participated in the so much more that I have received in Rotary through this the first Object of Rotary."

**Introductions:** Each person present, introduced themselves by giving their name, club name and role in the club or district.

#### **Consent Agenda:**

**MOTION TO APPROVE THE CONSENT AGENDA BY KAREN OAKES, PDG, SECONDED BY REG MADISON, PDG.**

**MOTION APPROVED.**

**Healthy Communities Initiative (see needs report and power point presentation attached):** PDG Kevin Crosby presented this new initiative by power point, as follows: District 7090 will implement a multi-year initiative to encourage all Rotary clubs in the district to become actively involved in efforts to promote the overall health and vitality of their communities, based on documented needs, and in collaboration with other community partners.

Prior to a call for a motion, PDG Kevin answered questions from the council. He responded with, "This is not the District telling clubs. This is supplying resources and opportunities to clubs. Also, while this is not an initiative to get members, but certainly it has benefits to the clubs in areas of public image, community service and membership growth and retention et al.

**MOTION BY REG MADISON, PDG, TO APPROVE THE HEALTHY COMMUNITY INITIATIVE. SECONDED BY LISA BISHOP, DGND.**

**MOTION APPROVED.**

**Strategic Plan (see reports attached):** Anne Bermingham, DGN, and Melisa Shrock, IPDG. Melisa introduced the update to the District plan and sent an acknowledgement of thanks to the committee who worked on it.

Anne started out by noting that not all committees have a specific role in the Strategic Plan. And, asked District Council members to think of it more as big initiatives. While the District has many committees that do a ton of work, we are approaching our SP as what do we want to do differently, do more of, and do better. The new updated plan specifically notes action plan goals for the committees of Public Image, Membership, Training, Youth and Foundation that will be reported on at District Council's September meeting. At this time, DGN Anne assigned breakouts to the attendees with facilitators at each one, as follows:

Al Lutchin: Public Image  
Pat Castiglia: Foundation  
Sue Czyrny: Training  
Dave Berry: Youth  
Angela Carter: Membership  
Anne Bermingham: General Discussion

The facilitators were tasked with coming back from the breakouts with 1 main idea.

**Al on Public Image** reported that his team centered around generating stronger awareness, and making Rotary look more modern, etc.

**Susan on Training** reported that her team's discussion centered around Rotaractor involvement, having them get a voice on District committees and in Rotary clubs. Also on training delivery, making it more interesting, bite-sized learning.

**Angela on Membership** reported that her team's discussion was on connections – connecting with a team, connecting with other clubs, connecting to innovations, connecting to resources for retaining and recruiting members and more.

**Pat on Foundation** reported that the general theme in her group was on education – strategies to identify a Foundation club champion, working more with the AGs, reminding clubs about the excellent online courses at RI, encouraging club involvement on District committees and relooking at the grant qualification process.

**Dave on Youth** reported that they also had a connection theme, creating clusters for more connectability. He noted the issue around Rotaract and Interact as they are transitional and temporary involvements. We need to enhance the way they meet, connect and share. Perhaps a website corner for youth clubs.

**Anne on General Discussion** reported some strategies for keeping the SP alive, including: newsletters updates, common document for reporting, a spot on District Council agenda.

DGE Frank thanked Melisa, Anne and team for getting this SP up to date and in the fore front of DC.

**Thank You:** DG Bob stated that he is not tired and not ready to turnover the role to Frank! He went on to make some announcements and thank the many Rotarians who helped him this year.

#### Announcements:

- Rotary Club of Buffalo chartered a new Interact club.
- Karen Oakes, PDG, has been selected to continue for another three years as our Council on Legislation (COL) representative.

Thank You: DG Bob indicated that they are many very hard workers in Rotary, silent workers who tirelessly work. He also noted his own priorities of God, then family, then work, then Rotary. He noted as follows:

- Karen Oakes and Kevin Crosby, his go to people – all year.
- Gordon Crann and John Teibert who worked tirelessly to review scholar and grant applications, interview scholars, and more
- Angela Carter, Al Lutchin, Susan Czynny who kept clubs engaged, active and doing things.
- Michele Starwalt who quietly did so much with public image.
- Pene Hutton, the District Executive Secretary.
- He noted he is deeply indebted to All AGS, All Directors, All Chairs.
- Bob Morrow as the coordinator for the AGS.
- John Bartlett who stepped up to be Treasurer, when we had gone a year without one.
- The Rotary Club of Lancaster Depew for completing the Rotarian in Action Day activity that we had to cancel.

He cautioned Anne Bermingham and Lisa Bishop as the incoming supporting cast – if you recognize talent, start recruiting now!

**District Governor Elect:** Frank Adamson, DGE, thanked Bob for his leadership and commended the Open Mic Web Talks series that came to the year-end last week with RI President Mark Mahoney speaking to us and staying on with us for the entire 60 minutes of the program.

#### Goals:

- Communication: 10 minutes every president every month (2 a day).
- Strategic Plan: DGE Frank noted the addition of the Foundation to the SP. He also noted RI wants all to have Strategic Plans - that RI has a SP, the District has an SP and clubs should also.
- Wellness Initiative: New and dear to his heart – he noted mental health and buddy benches, an initiative in Great Britain, a 7 District waterside cleanup of Lake Ontario on Earth Day and blood donor emphasis.
- He noted that he had wanted to do a Million Dollar Dinner as PDG Jack had done, but with COVID-19, he thinks the timing could be bad.

#### Leadership Team:

Anne Bermingham, DGE  
Lisa Bishop, DGN  
Bob Artis, IPDG

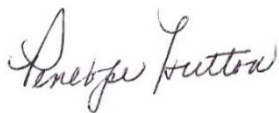
Melisa Schrock, Vice Governor  
Pene Hutton, Executive Secretary  
John Bartlett, Treasurer  
Sue Czyrny, Trainer  
Angela Carter, Membership  
Al Lutchin, Public Image  
Pat Castiglia, Foundation  
Lisa Bishop, Service Projects  
Robb Nagy, Youth Services  
Conference Co-chairs: Melisa Schrock and Lisa Bishop  
Karen Oakes, Council on Legislation  
Bob Morrow, AG Coordinator – and a shout out to all AGs

District Conference News: DGE Frank noted that the original conference planned for October has been postponed until 2021 with the hopes that we can meet in person. However, he has something in the works for a bike ride – Pedal for Polio on that date in October. More to come.

**DG Bob adjourned the meeting at 10:50 a.m.**

**Next Meeting of the District Council:** Saturday, September 12, 2020, on Zoom.

**Respectfully submitted,**



**Penelope Hutton**  
**Executive Secretary**

**Reports Attached:**

**Consent Agenda:**

Treasurer's Report  
DG Report  
DGE Report  
DGN Report  
Foundation Report  
Youth Services Report  
Membership Report  
Service Projects Report  
Assistant Governor Coordinator Report  
Healthy Communities Initiative Background  
Strategic Planning Reports

**Not in Agenda packet:**

Training Report  
Healthy Communities Power Point Presentation

# Rotary District 7090

## BALANCE SHEET SUMMARY

As of September 6, 2020

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	352,533.32
Accounts Receivable	36,697.73
Other Current Assets	63,100.13
<b>Total Current Assets</b>	<b>\$452,331.18</b>
<b>TOTAL ASSETS</b>	<b>\$452,331.18</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	2,665.40
Other Current Liabilities	67,004.42
<b>Total Current Liabilities</b>	<b>\$69,669.82</b>
<b>Total Liabilities</b>	<b>\$69,669.82</b>
Equity	382,661.36
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$452,331.18</b>

# Rotary District 7090

## BUDGET VS. ACTUALS: 2020 - 2021 DISTRICT BUDGET - FY21 P&L

July 2020 - June 2021

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
40000 Operating Revenue				
40010 General Assessment - Dues	74,937.22	76,397.00	-1,459.78	98.09 %
40020 General Assessment - Conference Support	5,884.88	6,000.00	-115.12	98.08 %
40030 General Assessment - Insurance	22,057.61	22,500.00	-442.39	98.03 %
<b>Total 40000 Operating Revenue</b>	<b>102,879.71</b>	<b>104,897.00</b>	<b>-2,017.29</b>	<b>98.08 %</b>
40040 District Governor RI Stipend	16,006.00		16,006.00	
<b>Total Income</b>	<b>\$118,885.71</b>	<b>\$104,897.00</b>	<b>\$13,988.71</b>	<b>113.34 %</b>
<b>GROSS PROFIT</b>	<b>\$118,885.71</b>	<b>\$104,897.00</b>	<b>\$13,988.71</b>	<b>113.34 %</b>
Expenses				
60000 Operating Expenses				
60010 Banking Fees	24.30	500.00	-475.70	4.86 %
60020 Credit Card Fees	92.50	2,500.00	-2,407.50	3.70 %
60030 IT/Software Expense	545.40	550.00	-4.60	99.16 %
60031 Club Runner Software		2,400.00	-2,400.00	
60032 Website Administration		22.00	-22.00	
60033 Zoom Software	149.90	1,950.00	-1,800.10	7.69 %
60034 QB Software		825.00	-825.00	
<b>Total 60000 Operating Expenses</b>	<b>812.10</b>	<b>8,747.00</b>	<b>-7,934.90</b>	<b>9.28 %</b>
60040 Insurance				
60041 US Insurance		2,250.00	-2,250.00	
60042 CA Insurance		20,250.00	-20,250.00	
<b>Total 60040 Insurance</b>		<b>22,500.00</b>	<b>-22,500.00</b>	
60050 Finance & Audit		7,000.00	-7,000.00	
60060 District Council		1,250.00	-1,250.00	
61000 Administrative Expenses				
61010 Admin Services	4,000.00	24,060.00	-20,060.00	16.63 %
61020 Office Supplies		500.00	-500.00	
61022 Postage		150.00	-150.00	
61030 District Newsletter	400.00	2,400.00	-2,000.00	16.67 %
61040 Phone Charge	200.00	1,200.00	-1,000.00	16.67 %
61050 Treasurer Expenses		200.00	-200.00	
<b>Total 61000 Administrative Expenses</b>	<b>4,600.00</b>	<b>28,510.00</b>	<b>-23,910.00</b>	<b>16.13 %</b>
62000 Directors and Committees				
62100 Director of Training		800.00	-800.00	
62101 DLT Training		1,000.00	-1,000.00	
62102 AG Training		1,000.00	-1,000.00	
62106 Visioning Training		200.00	-200.00	
<b>Total 62100 Director of Training</b>		<b>3,000.00</b>	<b>-3,000.00</b>	
62200 Director of Foundation				
62201 VTT		175.00	-175.00	



# Rotary District 7090

## BUDGET VS. ACTUALS: 2020 - 2021 DISTRICT BUDGET - FY21 P&L

July 2020 - June 2021

	ACTUAL	TOTAL		% OF BUDGET
		BUDGET	OVER BUDGET	
62202 District Simplified Grants		175.00	-175.00	
62203 Paul Harris Society		175.00	-175.00	
62204 Grants		150.00	-150.00	
62205 Rotary Scholars		175.00	-175.00	
62208 TRF Funds (Annual/End Polio/Endowment)		150.00	-150.00	
<b>Total 62200 Director of Foundation</b>		<b>1,000.00</b>	<b>-1,000.00</b>	
62300 Director of Service Projects				
62301 International Community Service		125.00	-125.00	
62302 Community Service		125.00	-125.00	
62303 Vocational Service		125.00	-125.00	
62304 SP (Materials/Printing/Resources)		125.00	-125.00	
<b>Total 62300 Director of Service Projects</b>		<b>500.00</b>	<b>-500.00</b>	
62400 Director of Youth Services				
62403 Rotaract		2,500.00	-2,500.00	
62404 Interact		1,000.00	-1,000.00	
62408 Youth Program Promotion		1,500.00	-1,500.00	
<b>Total 62400 Director of Youth Services</b>		<b>5,000.00</b>	<b>-5,000.00</b>	
62500 Director of Public Image				
62501 RI Materials		250.00	-250.00	
62502 Badges		250.00	-250.00	
62503 Advertising		250.00	-250.00	
<b>Total 62500 Director of Public Image</b>		<b>750.00</b>	<b>-750.00</b>	
62600 Director of Membership				
62602 Regional Training		1,500.00	-1,500.00	
62603 Membership Materials		150.00	-150.00	
62604 Club Start Ups		250.00	-250.00	
<b>Total 62600 Director of Membership</b>		<b>1,900.00</b>	<b>-1,900.00</b>	
62700 District Governor				
62701 Training		2,040.00	-2,040.00	
62702 RI Convention		4,000.00	-4,000.00	
62703 Governor Awards		500.00	-500.00	
<b>Total 62700 District Governor</b>		<b>6,540.00</b>	<b>-6,540.00</b>	
62800 District Governor Elect				
62801 Training		50.00	-50.00	
62802 RI Convention	-869.77	8,000.00	-8,869.77	-10.87 %
62803 Theme Items		3,000.00	-3,000.00	
<b>Total 62800 District Governor Elect</b>	<b>-869.77</b>	<b>11,050.00</b>	<b>-11,919.77</b>	<b>-7.87 %</b>
62900 District Governor Nominee				
62901 Training		50.00	-50.00	
<b>Total 62900 District Governor Nominee</b>		<b>50.00</b>	<b>-50.00</b>	
<b>Total 62000 Directors and Committees</b>	<b>-869.77</b>	<b>29,790.00</b>	<b>-30,659.77</b>	<b>-2.92 %</b>

# Rotary District 7090

## BUDGET VS. ACTUALS: 2020 - 2021 DISTRICT BUDGET - FY21 P&L

July 2020 - June 2021

	ACTUAL	TOTAL		% OF BUDGET
		BUDGET	OVER BUDGET	
63000 District Conference Expenses				
63010 General Expenses (current year)		6,000.00	-6,000.00	
<b>Total 63000 District Conference Expenses</b>		<b>6,000.00</b>	<b>-6,000.00</b>	
64000 Miscellaneous Expenses				
64020 DGND Interviews		100.00	-100.00	
64060 Learning to Lead Participants		1,000.00	-1,000.00	
<b>Total 64000 Miscellaneous Expenses</b>		<b>1,100.00</b>	<b>-1,100.00</b>	
<b>Total Expenses</b>	<b>\$4,542.33</b>	<b>\$104,897.00</b>	<b>\$ -100,354.67</b>	<b>4.33 %</b>
NET OPERATING INCOME	<b>\$114,343.38</b>	<b>\$0.00</b>	<b>\$114,343.38</b>	<b>0.00%</b>
Other Expenses				
Exchange Gain or Loss	-20.46		-20.46	
<b>Total Other Expenses</b>	<b>\$ -20.46</b>	<b>\$0.00</b>	<b>\$ -20.46</b>	<b>0.00%</b>
NET OTHER INCOME	<b>\$20.46</b>	<b>\$0.00</b>	<b>\$20.46</b>	<b>0.00%</b>
NET INCOME	<b>\$114,363.84</b>	<b>\$0.00</b>	<b>\$114,363.84</b>	<b>0.00%</b>

Governor's Report to District Council  
September 12, 2020

So far, this has been a challenging year as your Governor, given COVID-19 and a closed border. However, in that I wanted to do Club Visits virtually, COVID has been a silver lining. I am impressed with the ingenuity and flexibility of our Clubs to pivot and meet the challenge in membership recruitment, service projects and fundraising. I have completed half of my visits and would like to thank the Clubs and their Presidents for their hospitality and welcome. As Governor I have had the opportunity of inducting a dozen new members, which has been a highlight for me. We are in the midst of reorganizing our District and developing a platform that is going to help us to be the best that we can be. DGE Anne Bermingham and PDG Melisa Schrock have taken the lead in revitalising our Strategic Plan along with Club Presidents, AG's and District Chairs. We are focussing on membership recruitment and retention (both Rotary and Rotaract), support for the District Foundation, improving our Public Image by better utilizing social media and promoting District wide service projects and fundraisers such as the Great Lakes waterside cleanup and Pedal for Polio.

Thanks to PDG Karen Oakes and her team who have been working diligently on our District Incorporation, including a streamlining of our Manual of Policies and Procedures and District Council composition.

I have challenged all Clubs to recruit 4 net new members and to personally contribute to The Rotary Foundation.

COVID has also given us the opportunity to meet virtually at greatly reduced costs to members and clubs for Rotary Leadership Institute, Foundation Grants training, PETS, District Council meetings and more. Clubs have been credited for PETS 2 costs in their dues assessment.

PDG Kevin Crosby and his team are prepared to visit clubs to present on our newest District initiative on supporting and being involved with Healthy Communities initiatives.

Thanks to our Executive Secretary Pene Hutton for being there and making my task as Governor much more productive and enjoyable.

Much more is in the works and I look forward to an exciting and productive year.

Frank Adamson,  
Governor, 7090,  
Proud Member,  
Rotary Club of Fonthill, Ontario

In terms of my DGE report - I would keep it brief - here are the highlights.

- Super excited to be working with so many great and dedicated Rotarians such as our directors and the Assistant Governors
- Delighted to report that DG Frank, DGN Lisa and I have meetings at least twice a month to keep each other coordinated
- I am leading the selection committee to find a new Assistant Governor Coordinator who will enter their role July 1 2021 - we have sent an invitation to apply to all AGs who have been in role for 2-3 years as well as past Assistant Governors. Have asked to receive all applications by late September. Our goal is to have someone selected in October and able to shadow Bob Morrow for rest of year.
- Much of my work over the summer has been centred on the strategic plan. I am co-chairing this committee with PDG Melisa. We have a very active committee and we are driving forward with some exciting projects that will help our clubs be the best they can be. Be sure to read our strategic plan report
- Have registered for our zone training and the summit in September. Also set aside the dates and time to go to the international assembly in early February in Florida

Anne Bermingham

District Governor Elect, Rotary District 7090

Immediate Past President, Rotary Club of Hamilton AM 2019-2020

We are "People of Action" who live by the motto "Service Above Self"

Contact me at [anne@2waconsulting.com](mailto:anne@2waconsulting.com) or 905-719-1225



**Rotary Opens Opportunities**



**Anne Bermingham**

2WA Consulting

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**From:** [Lisa Bishop](#)  
**To:** [Penelope Hutton](#); [Penelope Hutton](#)  
**Subject:** DGN Report to District Council  
**Date:** Saturday, September 05, 2020 7:27:45 PM

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**District Governor Nominee Report  
District Council  
Saturday September 12, 2020**

**DGN Training**

Fully immersed in DGN Zone 28/32 training since mid July. My partner, Lionel and I have taken online modules through the Learning Centre in Rotary Club Central, as well as the Zoom Meet & Greet and individual Governor Nominee and partner sessions held weekly since last week. Getting to know my DG Class 22-23 through our own Facebook Page and LinkedIn Forum. Lionel and I are registered for the Zone 28/32 Governor Training and Online Summit, September 23-25/20. Lionel really enjoys it!

I have reached out to seek counsel, talk & receive advice and mentoring from 3 PDG's in our district, regarding my leadership characteristics and public image as recommended in my DGN Zone Training. This exercise was enlightening and affirming. I have created learning goals and seeking regular input going forward.

I have also embarked on support for public speaking with Professional Speaking group sessions lead by Michael Angelo Caruso. I follow social media or several neighbouring districts and have connections with their DG chain. My network is expanding!

**DGN ROLE**

Mentoring and support from the DG Chain in as much as personal calls and set schedule for DG Chain Meetings focusing on "many aspects" of the District. Major work in August on collaboration on Strategic Plan innovations, District Conference and Water Shoreline Clean-Up event planning, and problem solving/ dispute resolution. I am very thankful to be part of a strong team. FYI: Anne and I golfed 18 holes in mid-August, and our partners joined up with us for dinner on the patio.

I am trying to meet more District Members, attend some Official DG Zoom Visits with DG Frank, sit in on various club zoom mtgs, and neighbouring District Zoom events to broaden my reach.

**THRILLED** to have Jennifer Jones Nominated as RI President to serve 22-23! Honestly, I cried when I read the news online that was freshly posted by RIP Holger Knaack. I had the privilege of spending a day with her at our Zone Conference Sept/19 as she hosted the Aspiring Leaders Pre-Zone Day, of which I was one of the 3 chosen by our district.

I welcome your feedback and advice....this is an amazing journey!

“Rotary Opens Opportunities in 2020-21!”

Respectfully Submitted,  
Lisa

Lisa Bishop  
DGN  
District Governor 2022-23  
Director, Service Projects  
D7090  
Proud Member of The Rotary Club of Delhi  
C 226-931-1787



## **Report to the 7090 District Council**

**September 12, 2020**

### **From the District Foundation Chair, Patricia Castiglia, and Sub-Committee Chairs**

The Foundation committee has been very busy since our term began on July 1<sup>st</sup>. We have the following sub-chairs:

Lezlie Murch, Grant Spending Chair (District Grants); Karen Oakes, Grant Chair (Global Grants); Sandi Chard, Annual Fund and Polio Plus Chair; A.J. Block, Endowment Fund Chair; James Ellison, Paul Harris Society Chair; Dan Smith, Vocational Training Team Chair; Mike Randall, Peace Scholarship and District Scholarship Chair; Shefali Clerk, Stewardship Chair

The summer has been very busy as members have been completing grant proposal reviews submitted for 2020-21. The budget spending plan report was sent to RI and we are awaiting notification of its acceptance so that we can notify club of official approval. Emails were sent to those clubs, whose projects were approved by the district grant review committee, of their conditional approval. We hope to have the final approval of the last three pending clubs by the time of this meeting.

We have been concentrating on working as a committee and striving to have good communication efforts either by zoom, email, or telephone. We had our first committee meeting on 7/9. We had our first zoom presentation on 8/22/20. It was an Overview of the District Foundation Responsibilities and an Introduction of all sub-committee chairs. The session was designed for club presidents and club foundation chairs and we had 66 Rotarians attend. Evaluation results are pending.

Our next effort is to conduct information sessions for club qualification. Those are planned zoom meetings on 10/3, 10/14, and 11/14. Invites were sent to all clubs and district administrators. The sessions are also posted on the district website under "Upcoming Events" and are also on the district calendar. We have encouraged clubs to send as many members as wish to attend any of the sessions but have emphasized that two members of each club must attend all three sessions to obtain club qualification.

The chair has participated in the district strategic planning meetings and has submitted an action plan with 8 items and a strategic plan for achieving the metrics proposed. A major goal for this year is to increase club engagement with the foundation committee. To that end, we have already begun to send "sound bites" to the clubs to use in their newsletters, etc. and we plan to invite foundation chairs to attend 1-2 of our meetings if they wish to do so. As previously mentioned, we have also encouraged clubs to send as many members as they wish to the club qualification meetings but cautioned that clubs need to ensure that two members attend all three meetings in order for the clubs to be qualified.

Reports from the Sub-Committee Chairs follow.

## **DGSP Subcommittee Report at August 29, 2020**

I took over the role of Chair of this subcommittee as of July 1, 2020.

Update: Grant cycle 2020-2021 at June 30, 2020: 22 district grant applications, which had been submitted by March 15, 2020. Only a few of those grants had been reviewed by the lead reviewers, leaving approximately 17 grants to be reviewed, edited and/or amended, and voted on by September 1, 2020. As of today, August 29, 2020 there are still 4 grants to be finalized.

Update: Club MOUs: As of yet not all the MOUs are in hand, deadline for submission was January 15, 2020, and upon review a number of them are missing information and requiring correcting info as it pertains to signing authorities. Efforts are being made by former Chair to obtain missing documentation.

Grant cycle 2021-2022:

- Initial meeting to discuss subcommittee goals, which is to use the club runner grants module to manage, submit, and review grants applications. “Paper” application will be available during transition year.
- Chair has reviewed module, downloaded club runner grants module guide and had discussion with other committee members regarding the grants module.
- Reviews and updates of the Club MOU, Addendum, Confidentiality agreement for committee members, Application Form, and grants management seminar process, have been completed. However, on-going analysis will continue with the application form and grants module online. Goal: to ensure application form is ready for grants management seminar November 14, 2020.
- Chair, Lezlie, has communicated with Subcommittee members to determine they wish to continue on the committee. Everyone will continue on the committee, which is made up of 11 members. 6 of the 11 members have submitted their signed confidentiality agreement.
- District 7090 Website: updated grants section of website with 2021-2022 information.
- Goals:
  1. To meet with reviewers once final application and grants on-line module is approved,
  2. To encourage all reviewers to attend the grants management seminars,
  3. To meet with reviewers prior to March 15, 2021 (deadline to submit grants)
  4. To establish timelines and deadlines for communication, reviews, submissions and reporting,
  5. To assist and guide clubs throughout the application process to ensure submissions are complete and adhere to the Rotary Foundation Terms and Conditions Grants Guidelines.



I look forward to ensuring that clubs have an opportunity to apply for district grants thru attending the grants management seminars and to have the subcommittee act as mentors and a resource throughout the application process.

Respectfully submitted by:

Lezlie Murch

**District 7090 Global Grants – Chair PG Karen L. Oakes**

**September 12, 2020**

Primary Goal: Facilitate global grant submissions with club contacts to maintain our district's long legacy of approved club global grant submissions with proven results in successful outcomes to improve the lives of others around the world.

Action: serve as key resource for global grant questions and concerns.

Current status:

Approved Global Grants: 22 global grants in various stages of completion with ongoing reporting tracked for timely submissions. All current with their reporting as expected. One application is pending closure upon receipt of "unused funds" to complete the final process.

Submitted Global Grants: 4 Global Grant applications in play pending satisfactory address to any concerns of the grant officers.

Draft/Pending Global Grants: 6 grant applications in various stages of development with dialogue/discussions ongoing with the primary contacts as these grants require DDF monies, thus necessitating our District authorization.

Closed Global Grants: 34 grant applications have been closed since July 1, 2013 with final reporting accepted in good order and in a timely fashion. Dedicated Club Visits

Since last council meeting, with the pending June 30th elimination of the World Fund match of .50c to \$1.00 for cash contribution, including club contributions, there was tremendous efforts extended by our grant applicants to process their application in a "rush" fashion. All eligible grants were submitted by the midnight deadline, and are now authorized or pending authorization subject to the grant officer acceptance of the documentation provided. There continues to be numerous online and telephone meetings regarding possible global grant submissions. I remain ready and willing to be of assistance.

Respectfully submitted,

Karen L. Oakes

## **District Council Report of VTT**

### **Vocational Training Team**

#### **Dan Smith, Chair**

Our latest VTT project with Thailand was unfortunately cancelled due to the COVID-19 pandemic. Our District has decided we will not have a VTT this Rotary Year, but take heart (and pray for a Vaccine) that we will move forward with a VTT for 21-22 Year. Our Budget is \$8,000 for 21-22 and the process all starts with a VTT Proposal submission. It takes some time to organize a proposal but we now have additional time to do so, but don't delay. Thank You for all your interest and participation in VTT.

Here's what's required for the proposal:

1 A VTT project idea, and a champion(s) to spark process of getting another District to participate. Inbound or Outbound Team

2 Submitting the VTT Proposal which contains:

- A The description of the type of training proposed.
- B The Rotarian proposer of the VTT project,
- C VTT Description with the scope of the project and desired outcomes,
- D Team Member makeup and experience requirements,
- E Host International Partner Details, sponsor and DG approval.
- F Proposed Budget details of expenses, Length of Project and Timing
- G District 7090 Rotary Club(s) sponsorship.

### **Paul Harris Society Chair's Report to the District Council**

**September 12, 2020**

**By James D. Ellison, Sub-committee Chair**

In Rotary District 7090, we are extremely fortunate to have 57 Rotarians who have committed to being members of the Paul Harris Society. They have intentionally pledged to give US \$1,000 every year to help Rotary Open Opportunities! Additionally, we have 25 other Rotarians who are eligible to join the Paul Harris Society because they gave more than US \$1,000 during the past Rotary year. We offer our sincere appreciation for their ongoing generosity and for enabling Rotary to make such a huge impact on

individuals, families, and entire communities. For more information about the Paul Harris Society, please contact Jim Ellison, District 7090 Paul Harris Society Coordinator at 717-503-5749 or [jdellison@gmail.com](mailto:jdellison@gmail.com).

### **Annual Fund – Chair – Sandi Chard**

I was excited to see that the RI President Citation this year included simply entering their club goals and achieving in them. With Annual Fund and Polio Plus being two of the easy goals to achieve I was hoping for a large response. While we have had more presidents to at this time of the year enter goals than last year we are still at less than 40%. I have contacted the clubs Presidents individually giving them their past information of goals and achievements for both Annual Fund and the Polio Plus encouraging them to consider posting goals. I thank the clubs that have entered their goals.

To date 24 clubs goals entered

Total goals entered \$85151.29

Annual Fund received to date \$14196

Last year we had 8 clubs that did not donate to the Annual Fund. The goal is to have less.

DG Frank goal is for Every Rotarian to donate \$25 to the annual Fund which we are working with the clubs to achieve. We are also trying to increase the number of direct givers to the Annual Fund. Success in clubs has been achieved by members giving monthly or quarterly.

I am available to talk via zoom to any club.

Respectfully submitted

Sandi Chard

### **End Polio Now Campaign-Chair-Sandi Chard**

In August, the Foundation Committee voted in favor of allocating \$25,000 US of our District Designated Funds (DDF) to the End Polio Now campaign.

Last year we had 16 clubs do not donate to Polio plus this was up 1 from previous years

DG Frank is working on the Pedal for Polio on World Polio Day October 24. The goal is to have every club get involved in this either with a rider and or contributions.

I am available to talk to any club on zoom at the present about Polio Plus especially the Plus in Polio meaning. I have found that when Rotarians find out how important the Plus is donations are easily obtained.

Respectfully submitted

Sandi Chard

### **Report to the District Council**

**By Mike Randall, Chair, Peace and District Scholarships Committee**

**September 12, 2020**

No report on District Scholarships at this time

Nine candidates were interviewed for Peace Scholarships. Six people participated in the interviews conducted via zoom. All candidates were recommended for consideration. Awaiting decisions of Peace Scholarships by RI at this time.

### **Endowment Committee Report**

**A.J. Block, Chair**

No report at this time.

### **Stewardship Committee Report**

**Shefali Clerk, Chair**

No report at this time

**From:** [Rob Nagy](#)  
**To:** [Pene Hutton](#)  
**Subject:** Youth Services Report  
**Date:** Saturday, September 05, 2020 7:37:17 PM  
**Attachments:** [image001.png](#)

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## **Youth Programs**

**EarlyAct:** EarlyAct has not met as Chair Richard Earne has learned that the program has been removed from the list of insured programs that the district insurance plan covers. As the Director of youth services as well as the Chair – the Chair of the program, we would like to know what the district leadership team believes we should do moving forward. As the director of youth services I do not feel comfortable running a youth program that is not insured – however, I do believe in the program and feel that if an individual sponsoring Rotary Club has their own insurance and wants to insure an EarlyAct Club then we would allow it. Thoughts? I personally feel like we cannot stand behind a program like this if insurance is not involved – however it is a shame if we have to terminate the program.

**Interact:** No report submitted

**Rotaract:** Rotaract Committee Report / District Council Sept 2020:

The most exciting news to share is that besides Rotaract now being elevated in status is the Rotary world, there is now an ability for Rotaract Clubs to apply for grants on their own. This is now possible without the previous restrictions and requirements for the sponsoring Rotary Club to lead the way and make the request for them.

Other good news is that new Officer Training has been made available to give support on best practices etc thanks to our new District Rotaract Representative, Rebecca Balyk. Rebecca is a member of the Brock University Rotaract Club and has been very active already in her new District DRR role. Thank you Rebecca! :) Her efforts are giving this year's Clubs a fantastic head start for engagement and support from our District. She can be reached at [rbalyk11@gmail.com](mailto:rbalyk11@gmail.com)

DG Frank has been VERY clear about our District leadership's interest in maximizing the communication and collaboration between Rotaract and Rotary. Special focus has been inspired for strong encouragement of Rotaract Presidents or other Officers to regularly attend their Area Meetings. Similarly, sponsoring Rotary Clubs are also strongly encouraged to increase their interaction and visibility at the Rotaract level.

Thank you also Melisa Schrock, Matthew Falcone and Dan Hamlin for both your recent and long term efforts with the Rotaract Committee! There's always room for more to join the cause!

Respectfully submitted, Larry Coon, Rotaract Chair, [Lorenzocoon@yahoo.com](mailto:Lorenzocoon@yahoo.com)  
716-870-9721.

Thanks and have a great weekend!  
Larry

**Slapshot:** The committee has not met yet as the first meeting of the committee typically meets in September. The Chair Sarah Bradshaw met with me over zoom and we discussed the overview of the program and what needs to happen. I am confident in Sarah and her team as she embraces the program and is bringing a bit of a different vision to it. I'm excited for the program in April 2021.

**RYLA:** The committee has not met yet but the Chair Sherry Kerr will be organizing a meeting shortly.

**Youth Exchange:** The committee has not met after the summer hiatus. Currently we are in search of a new Chair for the short term program as Connie's commitments have become overwhelming. We will inform you of a new Chair once we find one – any suggestions are welcomed.

Pene – Hopefully this is the way you would like to have reports submitted but if you'd like it reported in a different way please advise. Have a great weekend!!

-

Yours in Rotary,



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**Robert Nagy | Youth Services Director for District 7090 | Club Program Committee Chair**

C: 519.761.8409

T: [@NAGYINSPRO](https://www.instagram.com/nagyinspro)

I: [nagstrum24](https://www.instagram.com/nagstrum24)

LI: [linkedin/nagyinspro](https://www.linkedin.com/company/nagyinspro)



W: [www.brantfordrotary.com](http://www.brantfordrotary.com)

T: [@RotaryBrantford](https://www.instagram.com/RotaryBrantford)

FB: [@RotaryBrantford](https://www.facebook.com/RotaryBrantford)

I: [@RotaryBrantford](https://www.instagram.com/RotaryBrantford)

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Youth Exchange Committee Report  
September 2020  
Jill Norton, District 7090 Chairperson

Goals for 2020/21:

**1. Fully implement the YEAH system (again)**

- 1.(1) Roll out program information to YEOs in *October*.
- 1.(2) Continue inputting information from clubs into the system *October-June*.
- 1.(3) Utilize the system for collecting information for outbound apps and inbound students

**2. Institute YE club training for new and old YEOs , host families and Counselors**

- 2.(1) Refresher training requirements via GoTo Meeting
- 2.(2) Begin using the NAYEN youth protection training for officers .
- 2.(3) Continue updating handbooks and training materials

**3. Increase program involvement**

- 3.(1) Target clubs who have shown interest or who should be involved
- 3.(2) Start to organize the Rotex students more formally**
- 3.(3) Work on marketing material and website info**

**Updates on Outbound & Inbounds 2021-22**

We will conduct recruiting efforts online this year. YEOs were emailed forms, the website is updated and we have a core of ROTEX students engaged to assist. While we are not conducting exchanges this year, we are using this time to focus on the YEAH database and engaging our ROTEX students. We will also focus on getting YEOs and Counselors more engaged with the youth protection training process.

**Important dates:**

**October 5-11** Reconnect week

**January TBD** District Interviews

**February TBD** Algonquin Trip

**April TBD** Outbound Orientation

**Management Review Update:**

We will be having a meeting for this year's redesignation process next week. The cost is roughly \$4000. We will likely discuss what to expect for the management review that should have taken place with this year's students.

## DISTRICT MEMBERSHIP REPORT

REPORT DATE	QUARTER	PREPARED BY
August 31	July – August 2020	Angela Carter

### REPORT SUMMARY

### MEMBERSHIP GOALS OVERVIEW

GOALS	DATE	CURRENT STATUS	YET TO ATTAIN	NOTES
2250 Rotarians by June 30, 2021	June 30 2020	1992 Members	258 New Members	New revised strategies to be approved at DC meeting Sept 12
35% of Rotarians are female	June 29 2020	35%	Goal has been reached	Could not access up to date data from Rotary.org
Average age is 57 years old	Aug 2020	4.27% under 40	Unknown	A high percentage of members do not disclose their year of birth making it difficult to track.
25% increase in traffic to Membership Resources	Aug 2020	Unknown	Unknown	Re-evaluating with website redesign

### BUDGET OVERVIEW

CATEGORY	SPENT	% OF TOTAL	ON TRACK?	NOTES
Membership	0	0%	Yes	

### MEMBERSHIP PLAN SUMMARY

MEMBERSHIP PRIORITY	STATUS	NEXT STEPS
Meeting of smaller clubs to determine their plans and commitments to growth and vitality	Meeting set for August 31 <sup>st</sup>	Prepare summary and assist smaller clubs with their plans
Membership Strategic Plan Priorities changed	Completed with Strategic Planning Committee	Pending approval at DC Meeting Sept 12th
Implement a revised 7090 website that is easier and more relevant for membership	Working closely with AI (PI Chair) to align website/social media plan to membership plan	Weekly meetings to continue work on joint strategies.
Promote new and different types of memberships	Created Membership Innovation, Vitality and Growth Strategy	Plan includes satellite clubs, passport clubs and flexible membership options
Rotary Web Talks as District event involving all chairs	Membership session to be held in the fall	Set up RWT schedule for the year.



**From:** [Lisa Bishop](#)  
**To:** [Penelope Hutton](#); [Penelope Hutton](#); [office@d7090.org](mailto:office@d7090.org)  
**Subject:** Re-sending Revised!!!! D7090 Service Projects Report  
**Date:** Saturday, September 05, 2020 5:24:38 PM

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 **From:** Lisa Bishop <delhipeople@icloud.com>

**Date:** September 4, 2020 at 11:37:08 EDT  
**To:** Penelope Hutton <office@d7090.org>, Penelope Hutton  
<huttonpenelope@gmail.com>  
**Subject:** Revised!!!! D7090 Service Projects Report

**D7090 Service Projects Report**

Respectfully Submitted: Lisa Bishop, Director



**1. R. I DISTRICT 7090 GIFT OF LIFE INC.**

**Board of Directors AGM/Meeting Summary**

**June 26th, 2020**

**BY Zoom at 10.00am**

**Attendance:** Valerie Phillips, Cathy Henry, Tom Gerbasi, John Mather,

**Guest :** Lisa Bishop, Director Service Projects, District Governor  
**Nominee Elect**

**10:00 Call to Order**

**1. Agenda:** Motion to accept, Cathy, John seconded. Carried

**2. Minutes of June 22nd, 2019, accepted as received.**

**3. Treasurer's Reports:**

**Canadian – Valerie: General Account \$9,340.54 . US Account \$50.04**

**US - As of June 2019 \$5,162.95. CD 9,557.62**

**Motion to accept financial information made by John, seconded**

by Tom. Carried.

**4. Fund Raising & Donations.**

a. Our efforts to sell chocolate hearts were somewhat difficult, but we did manage on the Canadian side to sell about 300 hearts before total lockdown.

b. On June 9th the \$10,000 US funds left our bank and was then included in the Global Grant for surgeries in Kosovo. Niagara on the Lake will be glad that their donation is doing its work.

John informed us the Ice Wine & Martini Party is cancelled for this September.

c. At this time we have been giving a cheque of \$100 to the Douglas Memorial Hospital in Fort Erie for parking assistance for families visiting the hospice where needed. As we would normally have to pay for any room that we rent for a meeting, this amounts to \$25.00 per meeting. Cathy made the motion to donate \$100 CAD for the first of next year, John seconded. Valerie to organize.

**5. AGM: Slate of Officers.**

a. Officers will remain as current.

b. Directors will stay at 11 members and the list will be presented with this summary.

c. Thank you to Pat Castiglia for suggesting Samantha Colonbek from Lakeshore Savings Bank, Orchard Park, NY as a new director. Motion to nominate Samantha as a director of Gift of Life, made by Tom, seconded by John. Valerie to send application and nomination to Samantha.

6. September and November are designated as Zoom meetings. Next year's meetings to be announced at a later date.

Adjournment at 10:40am.

**FUTURE MEETING DATES 2020-2021**

**Time: 10am to 11am.**

**SEPTEMBER 19th, 2020– Zoom Meeting**

**NOVEMBER 14TH, 2020 – Zoom Meeting**

**APRIL, 2021            To Be Announced.**

**JUNE , 2021            To Be Announced**

**Respectfully Submitted: Valerie Phillips, Chair**

**2. INTERNATIONAL SERVICE COMMITTEE 2020-2021**

It's hard to believe that the summer is over and we are starting a new year of Service Above Self, assisting in meeting the needs of people around the world.

In this unprecedented year of Covid -19- this year's motto of "Rotary Opens Opportunities, helps open new vistas of communication globally by strengthening leadership skills, helping put ideas into action, and improving the lives of those in need.

**FUTURE DATEA: ISC meeting dates for 2020- 2021:**

Wednesday September 9 ZOOM at 6:30 p.m.

Wednesday October 28 ZOOM at 6:30 p.m.

Wednesday January 6 ZOOM at 6:30 p.m.

Other dates: TBA

**ISC Projects 2020**

Candelaria - High School Project Education/Literacy	Basic
Crossroad Springs/Kenya Education/Literacy	Basic
El Carrizal Water Wells	Water/Sanitation
Entebbe School Project/Uganda Education/Literacy	Basic
Gift of Life/International Maternal/Child Health	
Integrated Child Development Project Education/Literacy	Basic
Jericho Road Health Center/Sierra Leone Health	Maternal/Child
Kasese Com. Health & Ed Foundation/Uganda Education/Literacy	Basic
Khazimula Children's Project/Africa Education/Literacy	Basic
Mamba Ma Kitsananga/Republic of The Congo Water/Sanitation	
Niger – Water is Life	Water/Sanitation
Pakistan Peanut Butter Project Health	Maternal/Child
Solar Project/Uganda Education/Literacy	Basic
Trees That Feed/Jamaica Education/Literacy & Maternal/Child Health	Basic
Liberian Literacy Learning Project Education/Literacy	Basic

Respectfully Submitted: Cathy Henry, Chair

**3. D7090 HONOURING INDIGENOUS PEOPLES**

## **COMMITTEE**



Pleased to announce we now have a 7090 HIP website page on the district website.

[rotary7090.org/rotarywork/service projects/RotaryHonouring Indigenous Peoples](https://www.rotary7090.org/rotarywork/service%20projects/RotaryHonouring%20Indigenous%20Peoples)- here is the direct link:

<https://www.rotary7090.org/sitepage/rotary-honoring-indigenous-peoples>

**Resources and televised events were circulated to committee members throughout the Summer**

Fall Zoom Meeting TBA

Respectfully Submitted: Jim and Marjorie Dawson, Co-Chairs

### **4. D7090 LITERACY COMMITTEE**

**District 7090 Literacy Committee Report - September 12, 2020**

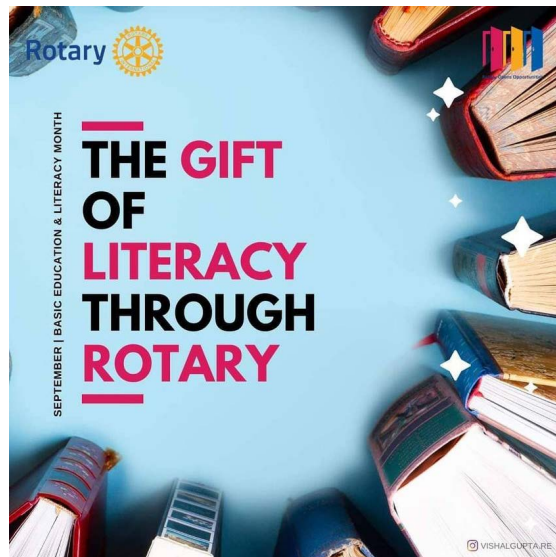
*Respectfully submitted by Margaret Andrewes, Chair*

905-563-4639; [andrewes@sympatico.ca](mailto:andrewes@sympatico.ca)

**September is Basic Education and Literacy Month**

It's important to note that September is the month when Rotary shines the light on LITERACY as one of its fundamental areas of focus. With this in mind, our committee is making a concerted effort to 'pick up the reins' after a brief pause in our work this summer.

Because the majority of literacy projects are linked directly to schools in our respective communities, the uncertainty of protocols around school openings has resulted in a 'wait & see' approach as clubs



consider how best to adapt their projects within the COVID-19 context. A fulsome review of the status of all projects included in the committee's "*Inventory of D7090 Literacy Projects*" is now underway. Our aim is to be able to post an accurate representation of all projects on the District website in early fall.

#### **5. D 7090 COMMUNITY SERVICE COMMITTEE**

No Report at this time

Chair: Mike Randall

#### **6. D7090 VOCATIONAL SERVICE COMMITTEE**

No Report at this time

Chair: Mike Grimaldi

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"Rotary Opens Opportunities in 2020-21!"

Lisa

Lisa Bishop

DGN

Director, Service Projects

D7090

Proud Member of The Rotary Club of Delhi

C 226-931-1787



## **Rotary District 7090 Training Report 09/04/2020**

### RLI

We are pursuing offering RLI via ZOOM. Preparations are in the initial stages. While the general consensus is that RLI can be done on-line, face to face is preferred (networking opportunities mainly). So if things get back to normal RLI would continue to be an in person training event. The key to a successful RLI online will be having a "tech guru" to assist with ZOOM (break out rooms, use of white boards etc.....)

In all likelihood we will "test run" with PART 1 before moving forward with Parts 2 and 3.

No dates have been set at this time. The chair wishes to have further conversations with the facilitators who form an integral part of RLI.

I hope to have more concrete details by the next District Council meeting.

Respectfully submitted

Glen Christensen  
RLI Chair - District 7090

### VISIONING / STRATEGIC PLANNING – CANADA

Inquiries right now from Eastern Hills, Waterdown and Niagara on the Lake  
Visioning Team (CA) Meeting – upcoming Sept 2020 - Susan and Matt invited to join

Anne

### VISIONING / STRATEGIC PLANNING – UNITED STATES

No updates - Matt

#### RCC – Rotary Club Central

No updates - Marlee

### PETS I & II

No updates - Scott

MDPETS Alliance – Scott and Susan participating in virtual meetings - Susan

### CLT/DTA – Club Leadership Training / District Training Assembly

No updates - Scott

## **Assistant Governors**

### **District Council Report, August/September 2020**

This is probably the strangest start to a Rotary Year in our history! From a “changeover” to a “hand-over” (which never occurred) to perhaps a “hangover” to begin the year! However, it is with enthusiasm and hope for the future that our clubs begin the year in which “Rotary Opens Opportunities” – and it certainly is the start of a new era at the International level where we celebrate the first female RI president (for 2022 – 23) ... and a Canadian as well!

I have been in the “AG” mode for the past eight years – as Assistant Governor, Assistant Governor Trainer and Assistant Governor Coordinator – and have been blessed to serve in a District with wonderful leadership and with such a legacy of success and support for the clubs within the district. And, the support has been all-encompassing; from the District Governors with whom I have served to a whole assembly of new friends who have served as Assistant Governors. The only sad part for me was not being able to attend the changeover from Melisa to Bob about a year ago because I was in hospital with pancreatitis; I would have loved to have been there when we honoured the past Assistant Governors who have served this district so well.

I started this year by having a face-to-face (via ZOOM) with each of the Assistant Governors and reviewing the role with each individual. We are thrilled to have two new Assistant Governors who will serve this District well – Lisa Avery in Area 13 and Ryan Bridge in Area 3. Both bring strong leadership skills and Rotary knowledge to the role. As a group the current group of Assistant Governors brings strength in experience, consistency and dedication to the role. As a District, we should be thankful for their service.

Personally, I am looking forward to this year with great interest and enthusiasm. Rotary International keeps The Four-Way Test as its “focus” ... and varies the theme every year. At the District level, each District Governor strives to put his/her imprint on this most important year in the Governor’s Rotary career. At the same time, the move towards “standardizing” or providing a consistent focus using the District’s Strategic Plan will be beneficial in a number of ways, not only for the District, but also for the clubs within the District. The modelling of the District on the Strategic Plan will also provide excellent leadership for clubs to follow a similar path.

Some of the highlights which relate to more than one area include:

- An emphasis on area co-operation in projects; this has been an on-going trend, and I am most pleased to see it continuing – co-operation in fundraising, international oriented projects and community projects. Two areas – 3 and 5 – are using (or are planning) area ZOOM meetings with high profile speakers). Area 6 had a joint project to provide assistance in a couple of areas during the key time of the pandemic. Area 16 is working on an area-wide blood drive and is looking at a Holiday focus for toys or food donations;
- There continues to be an emphasis on “member connectivity” – those clubs that have concentrated on this aspect, whether by ZOOM, email or telephone calls – appear to be “weathering the storm” better than others. This has been a conscious effort by some clubs, and it has paid off in terms of membership involvement and retention;
- Co-operation with other local community organizations and community governments to enhance the quality of life in communities. An example is the Amherst Club which

- is working with the local Lions Club on sanitation projects. Olean coordinated a Service Club Challenge in the community with great success. Dunkirk-Fredonia has been inviting the local Chambers, Young Professionals and other “boards” to attend to hear the excellent speakers. Similar situation in Grimsby;
- Some clubs are using their reserves (whew!) to offset losses in fundraising activities. This speaks well to clubs establishing and keep a “reserve” fund (e.g. Hamilton AM);
  - Providing opportunities for the promotion of Rotary through a variety of ways, each related to the culture of the club(s) involved;
  - A variety of responses to getting back together “in person”, depending upon local by-laws and the availability of space in the community to meet while using social distancing. Clubs in Area 14 using a variety of approaches – some in person, some on-line and some a combination of both.
  - A return to some fundraisers which involve person-to-person interaction (e.g. the Golf Tournament being developed by the Rotary Club of Simcoe and the car rally of The Rotary Club of Norfolk Sunrise – both of which are operating under strict COVID rules). Shredding has become a common fundraiser for many clubs. Bottle collection on the Canadian side has also been a popular people-oriented, fellowship and fundraising activity. Instead of on-site ribfests, some clubs are having drive-through events;
  - A concern about insurance for members who are not registered with Rotary International – spouses, corporate associate members. This is a problem unique (we think) to the Canadian side and would like to see it resolved in some way. This has been passed along to the District Leadership Team;
  - The need for a “speakers list” – experts in the area on Rotary-specific topics. As part of the Strategic Plan, this is being undertaken;
  - Improvement in Clubrunner and the District website to make it a ‘go to’ location for information.
  - A renewal of Annual goals by clubs is needed. This is concurrent with the notion of using the Strategic Plan more effectively;
  - The Community Wellness thrust by Past District Governor Kevin Crosby is an excellent opportunity to bring clubs together ... and perhaps to venture into the whole area of drug/alcohol abuse

At the same time, there are a number of “emerging issues” related to the COVID-19 pandemic. They pale by comparison with the hardships that many have endured from a business/financial perspective, a family-stressed situation, or a work-related setting. At some time, and with assistance from the District Leadership, we will need to address these issues.

- Several clubs have lost members during this difficult time. The members may have left for financial reasons ... or have just not seen Rotary as a way to meet their particular volunteer needs in the long term;
- The e-clubs have been assigned to a specific Assistant Governor. I am confident that the two individuals are the best to assist the two e-clubs but sometime in the next year, we should re-assess this association to make sure that it fits their needs;
- Rotaract Clubs vary in terms of their activity and I am looking forward to the coordination and advancement of this really important area under the leadership of Rebecca Balyk. The general feeling from Assistant Governors is that the ones that are “school” based are having a difficult time as a result of the pandemic;
- Slowly, but with direction, we need to get clubs to buy in to the philosophy of Strategic Planning and implementation after development;



- With the economic implications on businesses affected by the pandemic, there seems to be a reluctance on behalf of clubs (wisely, I might add) to reach out to business affected for donations; this is an on-going issue and perhaps there is a need for some “think-tank” work to be done on fundraising in the “new normal”. This is coincident with clubs facing issues related to whole area of fundraising (e.g. Ancaster AM biggest event cancelled at probably a \$50 000+ event, Brantford clubs, Dundas Valley Sunrise – just to name a few!)
- Some clubs are experiencing issues related to leadership within the club, especially succession. This was once a problem only with smaller clubs, but it is becoming more of an issue with larger clubs.

Each of the Assistant Governors has submitted a report about their activities and the activities in the clubs in their specific area. I have these on file and would be most pleased to share the contents (where appropriate\*) with any members of District Council.

\* Occasionally, Assistant Governors provide items to be shared confidentially with the District Leadership Team; these would be redacted from reports distributed.

And finally.....

Two requests for consideration have emerged from the “Niagara Area” Assistant Governors – Areas 5, 6, 7 and 8 – as noted below. I ask that these two requests be dealt with by the District Leadership Team and District Council as appropriate.

**That a new District 7090 Assistant Governor position be created to support (the two) Rotaract clubs in Niagara (much like AGs support Rotary Clubs). While this role may be filled in other ways in the Hamilton section or NY section of D7090, Niagara needs a unique approach. The four Niagara area Assistant Governors have discussed this need and are supportive.**

**That using existing social media tools that District 7090 consider the development of a Rotary business directory. This would encompass a SWOT of other service clubs (who have locked up other possible members, but we can look at their fees vs ours) and together with a business listing we can identify targets for recruitment. The directory would be used internally, so we can know who our relationships are especially in terms of fundraising, messaging, and measuring impact.**

Robert Morrow  
Coordinator, Assistant Governors.



800 Lakeview Avenue  
Jamestown, NY 14701  
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District 7090 Healthy Communities Committee  
Report to District Council  
September 4, 2020

Following approval of a District-wide “Healthy Communities” initiative by District Council at their meeting on June 13, 2020, a Healthy Communities committee was formed. Members include:

Name	Club
Kevin Crosby (Chair)	Buffalo Sunrise
Frank Adamson	Fonthill
David Alexander	Welland
Dr. Ameenah Ali	RESI (e-club)
Lisa Bishop	Delhi
Lucy Connery	(Wellness Institute – Buffalo)
Dale Hall	Niagara Falls Sunrise (ON)
Rick Honcharsky	Simcoe
Jim Jones	Tonawandas (satellite)
Erika Kastel	Lockport
Paul Lehman	Lockport

The committee met on August 5 and August 11 to review our mission and goals and discuss next steps. These include:

1. Working with District Public Image Chair, Al Lutchin, to develop a logo and tagline for our Healthy Communities initiative. Dave pointed out that we need to plan for active use of social media as well, suggesting that we may want to establish a hashtag and resource page on the district’s website. Kevin will work with our district’s Executive Secretary, Pene Hutton, to set up a page on our district’s website.
2. We discussed a range of ideas for outcome measures for the district to use in evaluating the success of this initiative. These included: the number of programs and activities related to the initiative, participation of clubs in local policy-making and advocacy for related issues, a measure of added capacity for communities to respond to local needs, environmental changes attributed to efforts supported by clubs, the volume of communication related to this initiative, the number and frequency of events to share best practices, telling stories of impact, and showcasing projects, the number of club champions, the development of resources to support the initiative, etc.
3. We also discussed guidelines that could be provided to clubs for the evaluation of their projects. These might include: following a rational process for identifying projects, the number of club members who participate in relevant projects, a measure of raising the profile of Rotary in one’s community, the extent to which other community organizations are involved with Rotary, etc.
4. Dave Alexander and Kevin volunteered to write a first draft of recommended metrics for our district and for clubs. This draft will then be circulated to the entire committee for their feedback. We would like to have a set of measures finalized by our September meeting.

5. Dave suggested the development of an “Asset Map” that would identify assets throughout our district that clubs could take advantage of.
6. Frank suggested an article about the initiative in the September district newsletter.
7. Kevin presented an overview of this initiative to the Rotary Club of Dundas Valley on August 11, to the Rotary Club of Lockport on August 18, and to the AGs at their monthly meeting on August 24. We asked the AGs to encourage their clubs to schedule a presentation about this initiative at their meetings.

Respectfully submitted,

Kevin Crosby, Chair

Strategic Plan Updates 2020 – 2023

Presented to District Council 9/12/20

Submitted by: Melisa Schrock and Anne Bermingham, Strategic Plan Co-Chairs

As you know, every three years our team sits down to review the strategic plan. Earlier this spring, we began updating the 2018 – 2020 Plan. An idea came up to poll the incoming President Elects, to get some perspective from them as to what they felt were important areas of focus and to offer an opportunity to give us a “wish list” of items they’d like to see incorporated into the updated plan. We had an 86% response rate to the poll we sent out and the results were very informative!! As a result of the information we received, we set out to create a whole new strategy around our plan for the next three years- and would could not be more excited! As a result of the feed back from our members, we are shifting the Strategic Plan to a member centric approach, rather than the current club centric model. This “outside the box” approach has been both challenging and exciting all at the same time. It has encouraged our team to approach each of our strategies from the perspective of the member, instead of the Club!

At the August District Team Leadership meeting, we rolled out our changes to the team. We received overwhelming support for this new approach and we were just thrilled! To make sure we were staying true to the message we were given by the PE’s who took the survey, we followed up with them to share the new strategies and direction we were now taking with our plan. Again, the feedback was incredible! Everyone was excited about the energy and our approach of one size does NOT fit all. They expressed feeling like their needs were finally being heard and addressed!

As we continue this year with the plan, our goal is to make this a “front and center” issue at every District Council. We plan to spend time at each of our meetings asking for your input to challenges we might be having or simply sharing the successes we hope to be experiencing! While our goal is always to help clubs be the best that they can be, we hope that by shifting our focus to the member experience, it will ultimately help us achieve the same thing!

# Rotary 7090 Strategic Plan – 2020 to 2023



# Rotary

**Vision:** Together, we see a world where people unite and take action to create lasting change – across the globe, in our communities and in ourselves.

District  
7090  
Mission

Inspiring and supporting all the clubs in Rotary District 7090 to be the best that they can be

Strategies

1. Coach club leaders to bring membership innovation, vitality and growth to their clubs

2. Inspire our membership to improve their impact through training and dialogue with District leadership and fellow Rotarians

3. Coach / mentor clubs to transform their public image to enhance awareness of Rotary within their communities

4. Educate clubs on the impact of The Rotary Foundation to inspire stronger support

5. Connect clubs with youth programs to develop future Rotarian membership and to bring youth and vitality to all clubs

3-year  
Measures

1. Number of Rotarians in District will be 2500 by June 30, 2023 with 40% female and average age 55 years
2. Increase by 25% the number of Rotarians accessing training provided through district (e.g., both the traditional types of training and food truck and other new offerings)
3. 50% increase in amount of traffic going to district website to access resources
4. Have 50% of clubs highly involved in youth programs
5. Have a 4/5 rating on how relevant district is (up from 3.6/5 in 2018)

## Rotary 7090 Strategic Plan – 2020 to 2023



### Strategy #1: Coach club leaders to bring membership innovation, vitality and growth to their clubs

- |                                |   |
|--------------------------------|---|
| <p>August to November 2020</p> | <ol style="list-style-type: none"> <li>1. <b>Re-position the District Director of Membership to be known as “Membership Innovation coach” and start speaking of the Assistant Governors as A-Team Coaches / Mentors – August</b></li> <li>2. <b>Add a New Generations Membership Coach to the District Membership Committee – August</b></li> <li>3. <b>Recruit Membership Innovation Coaches for every club by September 15 – helping each coach to develop a plan that sees their club increase by four members by end of June 2021</b></li> <li>4. <b>Train all Assistant Governors (aka A-Team Coaches) and all Club Membership Innovation Coaches by October 30</b></li> <li>5. <b>As part of review of strategic plan at each council meeting, there will be a special standing agenda item called “membership innovation” as well as “new generation membership” as this is the strategy that all directors / members of council need to be taking action in a unified way to drive change.</b></li> <li>6. <b>Starting in September, have a monthly membership talks newsletter and a regular district newsletter feature profiling what clubs are doing to introduce vitality, innovation and growth to their clubs . Look for new ways to communicate – WhatsApp, Google Teams, Messenger, SLACK to membership leads and clubs – Fall 2020.</b></li> <li>7. <b>Develop concrete plans to create 5 New Generation Membership Clubs and 4 Satellite clubs in communities where there are no clubs. Work to help the 15 clubs with under 15 members merge, modify or magnify. By June 2021.</b></li> </ol> |
|--------------------------------|---|

## Rotary 7090 Strategic Plan – 2020 to 2023



### Strategy #2: Inspire our membership to improve their impact through training and dialogue with District leadership and fellow Rotarians

August to November  
2020

1. To start to better engage clubs by **helping everyone to understand the value that the “district” brings – this involves testing 5 key messages** on District Leadership team and with a focus group or two of members by end of August.
2. **Identify “champions”** who can work with AGs and District leads to **help highlight to their club the resources, training and support that their club can be tapping into** to make their clubs more vibrant, innovative and help it to grow by end of September.
3. **Conduct 2-3 District Fireside chats with new members** to teach them about the resources available at the District and other opportunities available within the larger Rotary world by end of October.
4. In response to club survey, **create a new menu of training events where the main offering is online interactive webinars** as this is what 73% of clubs are seeking. Early September.
5. In addition, **develop some “club presentations” that can be delivered to clubs at their meetings** or delivered to a cluster of club members in the same geographic area as per club survey requests. End of September.
6. Increase the number of Rotaractors being invited to District training offering as well as provide at least two offerings that are customized to unique needs of Rotaract.
7. Start providing some bite-sized learnings like a “rotary lesson of the month” where a current leaders (e.g., Club President) shares something they are doing that is making a difference in their club or community – make it a short video that can be easily accessed by all

## Rotary 7090 Strategic Plan – 2020 to 2023



### Strategy #3: Coach / mentor clubs to transform their public image to enhance awareness of Rotary within their communities

August to November  
2020

1. Find one person in each club that is willing to learn more about social media and public image. Have at least 75% of the clubs providing a lead who will help review and potentially transform their clubs' websites and social media content – early September 2020
2. **Identify some of the best tools and templates available in My Rotary** for public image leads to use with links made available from our District website to these sources – end of September.
3. **Showcase in multiple ways 5+ clubs in our District that are transforming their public image** through their website and social media feeds – end of October
4. **Encourage all clubs to be involved and promote in “community health” initiatives in their local communities** (e.g., ideas might include Buddy Benches, Multidistrict Waterside Clean-up Day, Little Lending Libraries, Wellness Initiative and a District Blood Donor Day). End of June 2021.
5. Work to incorporate the finalized five key messages about district relevance into all that we share with clubs and put out as district material. Work to use words like “motivate”, “inspire”, “connect”, “opportunity”, “impact”, “reach”, “engage”, “adapt”, “transform”, “solve problems” and “take action”.
6. Model the best that we can be by having district website, district Facebook and other tools up-to-date and filled with good messages that enhance our image and build greater awareness of all that Rotary does in 7090 – [end of October 2020](#)



## Rotary 7090 Strategic Plan – 2020 to 2023



### Strategy #4: Educate clubs on the impact of The Rotary Foundation to inspire stronger support

April 2020 to June 2021

1. Develop some new foundation presentations that can be delivered by district leaders to clubs during regular meetings – that helps educate clubs on the impact of The Rotary Foundation and what is in it for your club and club members to engage in supporting its work.
2. Offer clubs “sound bites” on Foundation news that can be included in Club newsletters, meetings etc.
3. 45% of the district membership will achieve EREY status in 2020-21; 55% in 2021-22, and 65% in 2022-23.
4. Increase sustaining membership to achieve: 30% in 2020-21; 35% in 2021-22; 40% in 2022-23
5. Increase the Endowment fund by 10%
6. Increase the number of clubs donating to Polio Plus by 15%
7. Increase the number of Direct Deposit givers by 5%
8. District chair will increase the number of interactions with each sub-committee chair via email, phone, and by zoom committee meetings held 3-4 times per Rotary year.
9. The majority of all clubs will apply for grants online.
10. There will be an increase of 5% in members of the Paul Harris Society in District 7090.

1.

## Rotary 7090 Strategic Plan – 2020 to 2023

**Strategy #5: Inspire every Club to make Youth programs a major focus of their Club visioning by encouraging participation in programs which will develop future Rotarian membership and to bring youth and vitality to all clubs**

August to June 2021	<ol style="list-style-type: none"> <li>1. Educate Clubs with training presentations focused on the development of Youth programs. Encourage clubs to support existing or start new youth programs within their clubs, through the sharing of stories, testimonials etc. aimed at creating enthusiasm in particular with clubs less involved with youth. For example, use these opportunities to share how Rotaractors transition to Rotarians, how Youth Exchange students lives are changed, etc.</li> <li>2. Work actively with the membership committee to develop strategies on how best to launch new Rotaract clubs /new generations clubs. Find at least 5 clubs willing to engage with these strategies.</li> <li>3. In succession planning for the future, identify younger Rotarians (age 25-40) who could take on a higher level leadership role at the District level to help ensure we remain connected to the needs of younger Rotarians.</li> <li>4. Promote more short-term youth exchanges as a way to introduce club members and families to the benefits of getting involved in (long term) youth exchange and Rotary.</li> <li>5. Encourage a more “hands on” approach by Clubs who sponsor Rotaract Clubs. Stronger connections and deeper mentoring is needed in order for our Rotaract Clubs to be more successful. Create Club Ambassadors within each Club (Rotaract/Rotary) who agree to attend the others meetings on a regular basis in an effort to develop stronger relationships and open up the lines of communication.</li> </ol>
One Year Goals	75% of all Clubs participating in Youth programs Identify 5 Clubs willing to start a new Rotaract/New Generations Club Identify Youth Ambassadors in 50% of Clubs

## Rotary 7090 Strategic Plan – 2020 to 2023



### District Dashboard Metrics for Year One – 2020 to 2021

- Rotary District Website traffic increased to pages: PE, Foundation, Membership. We want to increase traffic to the resources we are posting so we need to track the traffic to see if we are encouraging more people to use our site for relevant information
- Rotary membership – met goal of 4 new members per club by June 2021. Also monitor how the 15 clubs under the size of 15 are doing against the merge, modify or magnify strategy.
- Increase # of vibrant clubs from 8 to 14. Reduce the number of struggling clubs from 12 to 6.
- Increase the number of individuals accessing training – given new approach to making much of the training available online or at the club / area level – as measured by number of Rotarians engaged this year versus last in sessions from web talks to PETS to RLI courses
- Standard TRF info – YTD #'s in the categories that Pat has proposed to increase

## Rotary 7090 Strategic Plan – 2020 to 2023



- In Spring District 7090 club survey, see improvements in the following questions:

- Increase from 52% to 70% the number of individuals taking part in district activities beyond PETS (training, pedal for polio, district lake clean up, online grant seminar etc)
- Increase from 27% to 40% reporting that they have used District website four or more times in past year.
- At present, 49% of the president elects reported that they receive “a lot of information from the district but only some of it is highly relevant”. We want to reduce this to 25% when we resurvey in Spring 2021.
- A 20% increase in our effectiveness ratings as it relates to our five strategies...
  - ⇒ **To 53% from 33% rated very / extremely effective** when it came to “motivate and guide clubs to increase their understanding and support for **The Rotary Foundation**”
  - ⇒ **To 48% from 28% rated very / extremely effective** when it comes to “**train club members** to provide strong leadership at the club level”
  - ⇒ **To 46% from 26% elected very / extremely effective** when it comes to “inspire clubs to get **more involved with youth** (e.g., exchange students, EarlyAct, etc)”
  - ⇒ **To 42% from 22% rated very / extremely effective** in “assisting clubs to **enhance public image** and awareness of all Rotary does in local and global communities
  - ⇒ **To 35% from 15% rated very / extremely effective** in “educate and guide cubs on innovative **ways to recruit and retain members**”
- Improved the relevance of the district rating from a mean of 3.3 in 2020 to a mean of 3.8 in 2021.

## Rotary 7090 Strategic Plan – 2020 to 2023



Rotary

The following are the commitments that have been made to ensure the Strategic Plan is successfully implemented.

1. The goals that the District Governors, for the next three years, will focus largely on this strategic plan. This plan reflects what we, as a district, want our leadership to do to help clubs be inspired and supported to be the best they can be.
2. The District Governor, District Governor Elect and District Governor Nominee plus the 5 Council Directors will meet regularly to review the strategic plan. They will go strategy by strategy to determine what has been done to date and what is to be done in the next few months to drive the plan forward.
3. The Strategic Plan will be on every district council agenda – to discuss what has been done to date and to gather input on how to further advance the plan. This includes an update relative to the one-year measures by strategy that are captured in this plan.



September 2020

## **Proposal for Investment in Rotary District 7090 Websites**

**Submitted to:** District Governor Frank Adamson

**Prepared by:** Alexander Lutchin, Chair, Public Image

***In the words of Diana Edwards, Regional Membership Officer, RI/HQ, “websites and social media are hugely important for clubs and the District should be active and show Rotary in Action.”***

### **Executive Summary**

Investing in the brand and image of Rotary, creating consistency in our messaging and appearance, and evolving our social media platforms to appeal to the next generation of Rotarians is critical right now. District 7090 is significantly lagging behind in the effectiveness of their websites, the use of social media such as Twitter, Instagram and Facebook and the recruitment of Public Image Chairs and committees within their clubs. Membership has continuously declined over the past 14 years and the next generation of Rotarians are struggling to join and remain in clubs, partly due to the lack of social media savvy and digital prowess.

To begin the work now laid out in the District Strategic Plan, the Public Image team is prepared to:

1. Invest time and energy in changing the current state of our District club websites;
2. Actively encourage and support the recruitment of Public Image Chairs and Committees for each club;
3. Provide the training, coaching and support that is needed to not only rectify the current situation but to position us for success and sustainability into the future.

The Public Image Committee has done its due diligence. We have evidence of the poor state of our clubs' websites. We have testimonials on how valuable a relevant, active and vibrant social media presence is to the recruitment and retention of members. We can see from other District sites, how consistency supports the Rotary Brand.

We need the Districts financial support to turn this situation around. Our future depends on it. The PI team has a plan and we are ready to take action to make District 7090 stand out in the new virtual world we live in.

## **Public Image Committee Actions**

Public Image has a new District Chair and a new, revitalized team. This team was rapidly formed at the onset of this new Rotary year and has accomplished a great deal over the summer. The District Facebook page is now active and posts are happening on Twitter and Instagram. We have actively participated on the Strategic Planning Committee and held several meetings to explore the needs and future of PI within the District.

### ***Public Image Training:***

Our District participated in a webinar on August 24 hosted by the Zone 34 Public Image group to gain knowledge on how to create professional looking Rotary documents with a graphic design platform called Canva. We hope this information will assist Clubs in producing professional looking Rotary branded communication pieces.

September 30 & October 8<sup>th</sup> - Our District PI Team will train club members, who are responsible for social media, on how to post and manage the process for optimal results.

### ***In the community:***

October 24<sup>th</sup> - Dr. Ron Mergl Memorial Pedal for Polio Plus

The PI Team is supporting this fundraiser by promoting the event on social media, working with local news media for coverage and hosting a Facebook Live portion of the event. A YouTube video has also been produced and is now on the District Website to promote the ride.

## **Our Research and Findings**

### ***Review of Websites in the District:***

A comprehensive review of all 66 Club websites was undertaken to better understand the quality, appearance, navigation, branding consistency, social media capacity, content and other key criteria. Dave Schulz from the Fonthill Club and a member of the PI committee spent a considerable amount of time conducting this review, the results of which will be captured in a report for the District Council meeting. Unfortunately, the overall results were not favourable and we are significantly behind in meeting best practises on a number of fronts. This under performance by the majority of sites is hurting the Clubs' ability to recruit and retain members, improve and showcase the meaningful work of Rotary and to adequately engage with the communities they serve.



## What we learned:

### High Level Data

Website Provider				ACTIVE (posts within 3 months)										
Clubs	ClubRunner	Other	None	stories current	donations	events current	s.m. links	s.m. feed	FB	Instagram	Twitter	LinkedIn	Notes	
66	52	4	12	30	13	36	30	4	33	5	5	1	Yes	
				34	53	30	36	62	6	2	3	3	No	
				2	0	0	0	0	27	59	58	62	None	
				RI Branding	branding current	sponsors	bulletin signup	ecome a memb	contact link or form			Notes		
				34	29	5	10	19	59			Yes		
				8	35	61	56	45	7			No		
				0	0	0	0	0	0			None		
				24	* wheel only = not current							wheel branding only		

### Summary Description of Data

- There are 66 Clubs
- There are 52 Clubs using Clubrunner as their website platform
- There are 4 Clubs using another website platform
- There are 12 Clubs with no website and only the District 7090 'Calling Card' listing
- Of the clubs posting stories, only 30 were current with 34 out of date and 2 with no stories
- Of the clubs posting events, 36 were current, 30 were out of date
- **Promotional Links and Pages:**
  - o There were 13 clubs with links for donations,
  - o 5 posting information on sponsors,
  - o 10 with links to subscribe to bulletins,
  - o 19 with links or information on becoming a member, and most had a contact link or form though many only provided contact forms via their board listing
- **Branding:** Rotary International branding was displayed on only 34 sites and the 2020-2021 theme has been updated on only 29 of those. There were 24 sites displaying the Rotary Wheel branding only.
- **Social Media:** There were 30 sites with links to their social media accounts.
  - o Of these 4 provided a social media live feed on the main page.
  - o There were 33 sites with links to a Facebook page that was current, 5 to Instagram, 5 to Twitter, 1 to LinkedIn.

If there was no link on the home page it is assumed there is no active social media account and these are listed as 'None'. However, there are clubs that have active social media pages that do not list them on their website.

### General Observations

A significant majority of clubs are using Clubrunner as their website platform.

The majority of clubs are also using Clubrunner as their Management Information System database backend. I noted only one using DACdb in conjunction with a non-Clubrunner website platform.

**The organization of the sites and the type and quality of information provided varies greatly. Anecdotally I would give the spectrum of Rotary District 7090 websites an average rating of 3 out of 10 for overall quality.**



Many of the sites contained current information and it is obvious that someone in the club is committing significant time and energy into keeping the data up to date. Often this isn't reflected in the look, feel or ease of navigation on the site. Some club sites are showing serious formatting 'scrambling' which makes subpages unreadable, possibly caused by multiple well-intentioned members trying to edit their website design without proper experience or coaching. This reflects a lack of design consistency in terms of our District Brand across the club websites but also a lack of awareness of the Clubrunner technical support available.

## **Social media/website impact on membership**

### ***Testimonial from Sue Foster, Past President, Lincoln Club:***

The importance of a website that is functioning well along with social media is best described by actions taken by the Rotary Club of Lincoln under the leadership of Sue Foster:

"I joined the club in 2015 and got involved with doing a club bulletin. I trained myself in the use of Club Runner by trial and error and started producing the bulletin. I pushed to have the website updated and to revamp the Facebook page.

I knew that that Rotary Club of Lincoln was really accomplishing things for the community but in true Rotarian style were not letting the public know how vibrant they really were.

In 2016 I was elected as President elect and took over the administration of the website and Facebook. I worked on Public Image committees and membership as I felt they were closely connected and that an updated website and public image would lead to new members.

**In a period of one year we were able to increase our membership by 10 Rotarians, younger Rotarians, people who had started following and wanted to check out an in-person meeting.**

**We had one new member walk in off the street and asked if he could attend and a visiting Rotarian from Japan joined us at a meeting after he checked out our website.**

A concentrated effort to improve the website and keep it current was undertaken and so now gave a true picture of what our club was about. The website was changed to a mobile friendly version because most use mobile devices to access information. Facebook is updated with articles of interest to our community, District and RI branding materials at least twice weekly. Members are encouraged to like and share growing our following substantially. LINKS are provided to events in the community and other organizations tagged. (Chamber of Commerce, Town of Lincoln, Lions Club etc.) Instagram and Twitter are used for the younger group and the more business orientated with the liberal use of hashtags #RotaryClubofLincolnOntario #rotarydistrict7090 #peopleofaction all so conversations are linked to the bigger conversations.

People started sending in requests for more information around membership and were referred to our website and Facebook, Instagram pages for relevant up to date information.

**I feel, especially in this day and age, that a high profile social media presence and a good website are key. Our Instagram and Facebook pages are followed by Rotary Clubs from around the world and we follow many around the world as well."**

## **Recommendation – Investing in the Future**

The PI Team has a plan to refresh and rebrand all club websites that need support. The strategy is to retain a professional web designer who will work with each club to bring its site up to standard including the social media functions. In addition, each club will be offered training so it can sustain its website. Given the current membership crisis the District is facing and the serious issues with many club websites and the nonexistence of others, we are in an image crisis as well and need to take action right away. We are appealing to the District to invest in its Clubs today and fund this initiative that can be completed in the spring of 2021 with this help.

What we are asking from the District is to support and invest \$20,000 in this initiative (plus applicable tax). This would equate to an average cost per club of only \$300. The full market rate to revamp a website is double to triple or more, which is quite likely a factor in why club websites have not been updated. We have a website designer who is interested in doing this for us at this cost, which is serendipitous and something we should action while the talent is available. The timing is now and the PI committee is ready to make this happen with District support.