

Minutes of District Council Meeting April 12, 2014

Attendance: 21

Chair: Kevin Crouse, District Governor 2013 -2014

Welcome: DG Kevin called the meeting to order at 8:50 a.m. welcoming everyone.

Invocation: Ian McEwan, AG

AG Ian shared that we are fortunate to be in this area, amongst *best of friends*, while there is devastating weather and other news around the world. He invoked God that we can do the best for those who need help.

Introductions: DG Kevin asked council members to introduce themselves and describe their most recent Engaging Rotary Moment since the last meeting.

Secretary's Report: Pene Hutton, Executive Secretary

MOTION TO ACCEPT MINUTES OF THE DISTRICT COUNCIL MEETING DATED FEBRUARY 1, 2014, BY JOHN HEISE, PDG, SECONDED BY BOB BRUCE, PDG. MOTION CARRIED.

Treasurer's Report (see attached): Don DeMeo, Treasurer absent.

Current assets of \$\$371,086; retained earnings of \$254,377; net income year to date is \$77,089.

MOTION TO ACCEPT TREASURER'S REPORT BY KAREN OAKES; SECONDED BY KEVIN CROSBY, DGN. MOTION CARRIED.

District Governor's Report (see attached report): Kevin Crouse

Governor referenced his report and the fundamental change in thought process from "recruit" to "attract". He also noted PR has taken off with a lot of "likes" to club Facebook pages. He then turned the podium over to IPDG Rick Sterne.

IPDG Rick Sterne shared a power point provided by Anne Bermingham updating Council members with *Highlights from District Strategic Planning* process last Saturday. Rick will send the power point to Pene to distribute.

District Governor Elect's Report (see attached report): Jack Amico

DGE Jack referenced his report and noted how wonderful his training has been thus far. He also noted that he only wants to highlight only a couple of things. First - is that every District Governor's has been encouraged to have a Vice Governor in case of emergency. The Vice Governor has to be a PDG. Dick Earne, PDG, has agreed to serve in this capacity during his term. Also, he shared his opportunity to participate in the joint Niagara Falls Ontario clubs annual Paul Harris dinner.

DGE Jack announced that the date for the DG Changeover has been changed to June 29, 2014, and it will be held at the Buffalo Yacht Club.

Finally, he updated the Council on the Buffalo Bash (2014-15 District Conference). As he previously mentioned, it will be different this year – designed to attract younger Rotarians. His team has tied down Joshua Covey as key note (son of Steve Covey who wrote “The Seven Habits of Highly Successful People”). Also secured speaker Joe Roberts, a former drug addict, his Foundation is called Push. He will also do a You Tube video called the Buffalo Bash which will go on our website to promote the conference.

District Governor Nominee's Report (see attached report): Kevin Crosby

DGN Kevin stated that this is a very exciting time of year...when we look at how we can do things better – PETs, PETs2 and Team Training, Strategic Planning. It has been a pleasure to participate in these activities.

District Governor Designate's Report: Bill Clevette

DGD Bill indicated that there was not much to report as he is new to this process. Has been getting familiar with clubs via their websites and Facebook pages....and it is very enlightening.

Directors' Reports:

Service Projects (no report): Willy Heidbeuchel , Director, absent

Youth Services (see report attached): Greg Norton, Director

Two new EarlyAct clubs coming into the District. SlapShot is coming April 25-27th. Something they are doing new at District Training Assembly - they will incorporate the SlapShot and RYLA programs using their enthusiasm into it. Matt Pomeroy – key facilitator – will be presenting at DTA, about what he and the programs do to speak to youth about service.

June 12th SUNY Fredonia dinner with RYLarians...Rotarians invited.

Training (see report attached): John Heise, PDG, Director

Through with PETs and PETs2 – they went great. John thanked all the District participants – Jack, Karen, etc. Actually did a survey pre-PETs to see what the PEs thought they needed. John Hewko, RI General Secretary, will be a key note at PETs2 next year. Please pre-register for District Training Assembly right away.

Break: 20 minutes

Assistant Governor Forum: Kevin Crosby, DGN

District Team Training Update

DGN Kevin reviewed the DTT seminar results for Council members.

A concept that came out of the DTT was the function of the District with some common themes. The District:

- Should be a resource and a connector – to training and training resources. Insular clubs are not healthy clubs.
- Should be sensitive to the will of the clubs.
- A theme that came out is how to we work together as a District team....we don't always work across silos.....so discussion about how to use media to bridge those activities – promote awareness about who's doing what.
- What are the characteristics of an effective club...a healthy club is one that contributes beyond its own borders, mentoring new members and having a succession plan.

We split into 3 tables to discuss action steps.

Director's Reports (continued):

The Rotary Foundation (see report attached): Karen Oakes, PDG, Director

Smaller team available than usual. Karen invited team up to make oral reports to add to their written reports already submitted.

Matching & Global Grants. Chair Roy Sheldrick noted that 2013 – 2014 matching grants are almost wrapped up. Karen also updated us that were 18 district grant club applications, 9 checks delivered, 2 withdrawn, 4 outstanding and 3?

Annual Fund: Chair Art Wing, Chair updated Council that there are about \$130,000 to go to make goal of \$350,000.

Presentation on behalf of the Dengue Free Movement ment: Bob Bruce announced that 2.5 billion people contract dengue fever, annually. 1 in every 5 people die from it. Club in Philippines has had some success in trying to eradicate this disease in a small area of Sebu City, an island in the Philippines. Over 700 Rotarians involved along with 7 international Rotarians of which Bob was one in eliminating the source of Dengue Fever. By March of 2014, only 390 cases and 2 deaths.....in Sebu City. Presented DG Kevin with a recognition from the Dengue Free Movement for the District's involvement in the larvae removal.

Public Relations (see report attached): Brian Carmichael, PDG, for Paul McAfee, Director

No questions, but a comment by Bill Clevette. A good day when he gets 120 hits on his club's Facebook page. With the help of the PR grant, he got over 20,000 hits in one day.

Membership (see report attached): Brian Carmichael, PDG, Director 2014-15

No questions.

MOPP Motion: Karen Oakes, PDG, Chair of MOPP Committee

MOTION BY BRIAN CARMICHAEL, SECONDED BY JOHN HEISE TO SEND IT OUT VIA EMAIL TODAY BY EXECUTIVE SECRETARY PENE HUTTON TO PE TEAM FOR CONSIDERATION AT DISTRICT TRAINING ASSEMBLY.

Other Business: Going to District Convention and want to know who else is going? Contact Julie Ponkow at jponkow@gmail or call her 716-570-1025.

Adjournment: Meeting adjourned at 11:54 am.

Respectfully submitted,

A handwritten signature in cursive script that reads "Penelope Hutton".

Penelope Hutton
Executive Secretary
Rotary International District 7090

Reports attached:
Financial Statements dated March 31, 2014
DG Report
DGE Report
DGN Report
Youth Services Report
Training Report
Foundation Report
PR Report
Membership Report

Rotary International District 7090
Balance Sheet
As At March 31, 2014

Assets

Current Assets

Petty Cash 1,500
Cash , First Niagara 248,207
Cash , Bank of Montrael 108,823

Total Cash 358,530

Prepaid Expenses 12,056
Prepaid District Conference Expenses 500

Total Current Assets 371,086

Total Assets 371,086

Liabilities and Equity

Current Liabilities

Accrued Liabilities 39,620

Total Current Liabilities 39,620

Retained Earnings 254,377

Net Income 77,089

Total Equity 331,466

Total Liabilites and Equity 371,086

Rotary international District 7090
Statement of Income
Nine Months Ended March 31, 2014

Income		
General Assessments	86,830	
Insurance Assessment	<u>29,868</u>	
Total Club Assessments		116,698
District Conference		
Registrations	34,470	
Sponsorships	3,500	
Other	<u>5,833</u>	43,803
Pets		13,200
Foundation Dinner		9,930
District Grants		62,687
Grants Management Income		4,505
Slapshot		35,700
Other Income		<u>169</u>
Total Income		<u>286,692</u>
Expenses		
Administration		
Office Support	11,483	
Phone Charges	700	
Office Supplies	395	
Bank Service Charges	1,181	
Clubrunner	774	
District Council	802	
Newsletter	<u>1,200</u>	
		16,535
Directors and Committees		
District Grants	62,687	
Grants Managemnet	6,306	
Public Relations	6,533	
Promotion of Rotary Theme	3,572	
World Community Service	37	
Rotary Foundation	226	
Communications	<u>2,205</u>	
		81,567
District Insurance	32,012	
Finance and Audit	<u>5,000</u>	37,012
District Conference		46,160
Training		
Visioning/Release Your Inner Rotary	184	
Other Committees	117	
Rotary Leadership Institue	100	
RYLA	420	
District Training	10,036	
District Nominee Training	1,770	
District Governor Elect Training	1,819	
District Governor Training	2,670	
Awards & Recognition	<u>2,568</u>	
		19,683
Rotary Foundation Dinner		8,645
Total Expenses		<u>209,603</u>
Net Income		<u><u>77,089</u></u>

Rotary International District 7090
Unpaid District Assessment

The following Clubs have not paid District Assessment as of April 10, 2014

Caledonia
Fort Erie

Eastern Hills
Cheektowaga
Middleport



April District Governor's Report

Attract and Retain

"Our needs as Rotarians will never change. Everyone joins a Rotary Club wanting a problem solved and everyone wants the experience to be positive, ultimately resulting in relationship building opportunities."
The End of Membership as we Know it.- Sarah L.Sladek

This is the fundamental difference between the 'attract' and 'recruit' thought processes. In other words, people join Rotary for personal reasons, not for institutional reasons. We must then look at members as clients and endeavour to meet their needs and wants. We also need to consider whether our members are the types of members that a prospective member would want to build a relationship with and if the prospective member is someone your club's members would like to build a relationship with.

PR Director Paul McAfee has worked hard with his team – Jack Amico, Kevin Crosby, John Heise, and Karen Oakes and others- to develop an outstanding Facebook program for our district. The result is the involvement of ten clubs – Amherst, Batavia, Brantford, Buffalo Sunrise, E-Club, Fonthill, Hamilton AM, Jamestown AM, Lockport, West Seneca and District 7090 with new updated Facebook pages. All district clubs are can add a post to the District 7090 Facebook page. From March 24 – 30, our District Facebook page experienced the following increases : **Total Page Likes** jumped 5.3% from 1817 to 1914; **New Likes** increased from 56 to 99, a 76.8% increase; **Weekly Total Reach** went from 47,817 to 58,641, a 22.6% increase and **People engaged** jumped from 373 to 652, a 74.8% improvement. These are outstanding results for a campaign started with a limited time frame. Congratulations to all Rotarians involved!!

On Saturday, April 5 our major district leaders deliberated changes in the **7090 Strategic Plan** on the 13th floor of the Brock Tower at Brock University. This work continued our well-known tradition of defining a Strategic Plan that is the envy of many districts. Pictured above are PDGs Ralph Montesanto and Art Wing, DGN Kevin Crosby, Rotaract reps, RLI 's Patty Johnson, District Assembly leader Marlee Diehl, Executive Secretary Penny Hutton and PDG John Heise. These leaders and some 20 others struggled with

membership, communication, education and youth issues under the able direction of PDG Rick Sterne and Anne Bermingham.

The result will be a new Strategic Action Plan for our district. Many thanks to all those involved for maintaining our leadership position in the creation of an outstanding Strategic Action Plan.

District Governor Elect Report for 4/12/2014

I have been involved in the following projects and committees as related to my duties as District Governor Elect and training for my year as District Governor.

- Worked on the planning committee for and participated in the four regional PETS 1 training sessions for our District 7090 Presidents-Elect.
- Worked on the planning committee for and participated in the multi-district PETS 2 in conjunction with our PETS team and the teams from Districts 7070 and 7080.
- Had the honor to be invited to participate in the joint Niagara Falls Ontario Clubs' annual Paul Harris dinner.
- Worked on the planning committees for the District Team Training and District Training Assembly committees and participated in the DTT session.
- Attending Inter-district Foundation Committee meetings
- Participated in the update of the Manual of Policies and Procedures
- Participated in the ad-hoc Public Information Committee meetings which re-started this year's PI Social Media grant activity. A special thanks to Paul McAfee for stepping up on a remote basis to get this program back in play.
- Have signed off with RI for our (hopefully) third year on the PI Social Media grant.
- Have participated in multi-district Foundation Update Conference Calls.
- Continue to attend World Community Service meetings.
- Have participated in meetings with new District Director of Membership Brian Carmichael to work on the membership plan for next year.
- Have participated in ongoing meetings related to the upcoming Rotary Buffalo Bash (replacing the district "conference" this year) for October 25-26, 2014
- We have officially secured two of the three major speakers for the Bash and are aggressively working on the third.
- We have set up two of the breakout session speakers for the Bash as well.
- Have set the venue for the District Changeover and Awards luncheon on June 29th. We will be meeting at the Buffalo Yacht Club (right off of the Peace Bridge).
- Continue to serve as a member of the District 7090 Youth Exchange Corporation.
- Participated in the 2014 District Strategic Planning meeting.
- Working with the new Rotary.org website to get additional training in the position of DG and the reporting structure of that venue.



District Governor Nominee Report

April 6, 2014

On February 22, 2014, I co-facilitated the District Team Training Seminar at Niagara County Community College with PDG Rick Sterne. A summary of the discussion will be provided at District Council on April 12.

On March 1, 2014, I facilitated two workshops for the Rotary Leadership Institute session in Waterloo, ON.

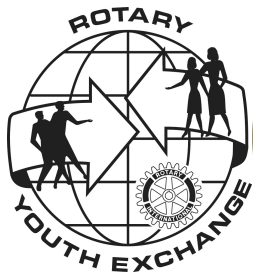
I continue to work closely with our team of Assistant Governors. We conducted a GoToMeeting monthly AG meeting on March 17. This included a presentation by the leaders of the District's Club Visioning team, to encourage AGs to encourage their clubs to take advantage of this valuable program,

On March 21-22, I participated in our multi-district PETS2 program in Toronto, co-facilitating the "Personal Development Plan" session with PDG John Heise. Also, I had the opportunity to meet with the DGNs of D7080 and D7070 to begin discussing plans for PETS2 2015. The same venue (BMO IFL) has been reserved for PETS 2 on March 20-21, 2015.

On April 5, 2014, I participated with other District leaders in the District's Strategic Planning session at Brock University. One outcome of that discussion was the decision for DGE Jack, DGND Bill and I to meet after the 4/12 District Council meeting to begin planning a Visioning session for our District.

Respectfully submitted,

Kevin Crosby, DGN



District 7090 – Youth Services

FEATURED PROGRAM

SLAPSHOT - (Chair – Margaret Andrewes – Rotary Club of Lincoln)

ROTARY DISTRICT 7090's 9th Annual SLAPSHOT
Student Leadership Award Program for Students High On Training
Friday, April 25 - Sunday, April 27, 2014
Canterbury Hills Conference Centre, Ancaster, Ontario, CANADA

Registration for SLAPSHOT 2014 opened on January 13, 2014 with all information for clubs and students available online on the [SLAPSHOT page](#) on District 7090s website.

By February 11, 2014, a record 41 clubs (26 Canadian; 15 US) had paid registrations submitted to the Registrar for a total of 101 student participants.

Currently, 8 clubs with at least 1 registration each are on the SLAPSHOT 2014 waiting list. Overnight accommodation at Canterbury Hills is limited to 100 students plus approximately 25 volunteers, which is the optimal number for the current SLAPSHOT program model.

With just two weeks until opening day at Canterbury Hills, the SLAPSHOT 2014 Committee is hard at work finalizing all details including the recruitment of some 30 volunteer leaders who serve as cabin leaders, program assistants and presenters. We are ever thankful for the leadership of Jen Middleton and Matt Pomeroy who are in charge of the actual weekend program. Returning as our guest inspirational speaker at the Saturday evening dinner is Annaleise Carr who successfully swam across Lake Ontario in 2012. Annaleise, now 16 years old, lives in Simcoe, ON, and is preparing to swim across Lake Erie this July.

It is most gratifying to have the generous support of District Council members, specifically DG Kevin and Youth Services Director Greg along with Treasurer Don & Finance Committee Chair Karen, who are most helpful in dealing with the administrative minutiae involved in the management of SLAPSHOT.

Thanks to a very creative member of our committee, Danielle Hunter, Brock Niagara Rotaract Club, SLAPSHOT now has its own official logo... Danielle designed the logo in keeping with District 7090's Best of Friends logo and in compliance with RI standards. We hope you like it!





RYLA – (Chair – Sue O’Dwyer – Rotary Club of Norfolk Sunrise)

All plans are in place for another successful RYLA this year --- **June 8-14 at SUNY Fredonia**. All we need are candidates.

We accept a maximum of 50 candidates and 10 are confirmed at this time.

April and May are the crucial months for clubs to recruit candidates so any support District can give us in promoting RYLA and encouraging clubs to support this amazing programs is greatly appreciated.

The popular RYLA dinner is happening once again **on Thurs June 12** and registration information will be going out mid May.

Youth Exchange - (Chair – Aad Vermeyden – Rotary Club of Brantford)

Youth Exchange program is doing well. No major issues with current in- or outbounds.

We have a great group of Outbounds for the 2014-15 year. In March, the students and their parents completed a one-day orientation with the YE committee and it was well received.

We are thankful to the District Assembly team allowing us to integrate YEO training into the district assembly. We’ve not done YEO training in a few years and we’re experiencing that it is beginning to affect the program (outbound forms not handled as efficiently at club level, many questions, etc).

We’ve basically made it ‘mandatory’ for each club involved in YE to send at least one, but ideally two delegates to the two DA sessions.

We have moved the Jamestown weekend, so that it does not clash with DA. It does now overlap with SLAPSHOT, which, unfortunately, will make it harder to promote YE there.

We are pleased to offer several new countries this year (**Italy** and **Czech Republic**) and we have also restarted our Short Term exchange (STEP) program with 2 students taking part in that this year.

Currently busy planning our outbound debrief in August, inbound orientation in September and are hoping to make contact with District Conference organizers to find out how we are integrating with that this year. We made changes last year, but have not yet heard from committee as to their wishes for this years’ conference.

Early Act – No report at this time

Rotaract – No report at this time

TRAINING DIRECTOR REPORT

April 12, 2014

It has been busy since our last Council meeting, with planning and implementation of PETS 1 and 2 and the planning of the upcoming District Training Assembly. I have been involved in 25 meetings since we last met as a Council. I now know why Kevin Crosby gave up his job as Training Director for the quieter life as a District Governor!

PETS 1 and 2 went well. My thanks to DGE Jack Amico, PETS 1 Chair Mara Huber, Foundation Director Karen Oakes, and Membership Chair Brian Carmichael for contributing to the success of these programs for our incoming Presidents. As in the past we held area PETS 1 sessions in Hamilton, St. Catharines, West Seneca, and Fredonia. The Hamilton session even included some PEs from nearby Districts. Our multi-district PETS 2 in Toronto again was a success. As in the past we still had a few clubs whose President Elect either was not identified by the time of these events or who chose not to make it. This is still a problem and it is often the same clubs who have not attended for more than one year. As one participant shared with me at the end of PETS 2, "This has been a great experience. I feel sorry for those (PEs) who did not attend. I now know what I have to do..." to prepare for my year.

The District Training Assembly schedule is up on the District website and registration is open. We are encouraging Rotarians to pre-register and pay for this May 3 event. If enough do so, it will avoid some of the lines and delays we have experienced in the past. My thanks to Marlee Diehl and Anne Bermingham for the planning they have put into this. Anne has also assembled some Rotarians throughout the District to promote the event in their areas. On the actual morning of the event, we are looking for a few volunteers who can assist with the registration process. We hope to divide those who arrive that morning into different groups. One group composed of those who have pre-registered and paid, will be directed to an area to pick up their name tags; another table will be for those who are arriving in a group from a specific club, with a club check; the third group will be those registering and paying that morning. As noted above, hopefully this will be a smaller group than in the past.

We had two successful Rotary Leadership Institutes, one in Jamestown and another at Niagara County Community College. The Jamestown group was only for the first courses. The NCCC was for all three levels. I was impressed with the number of President Elects who were in attendance at these sessions.

ROTARY LEADERSHIP INSTITUTE

Two Rotary Leadership Institute sessions were held recently. On March 8, in Jamestown NY, eight Rotarians completed Part 1 of the 3-Part course. On March 29, all three parts were presented at Niagara County Community College in Sanborn, NY with 27 in attendance. Eight participants completed Part 3 and received their RLI pin.

In total more than 220 Rotarians from District 7090 have attended one or more sessions, and 47 have “graduated” and received pins.

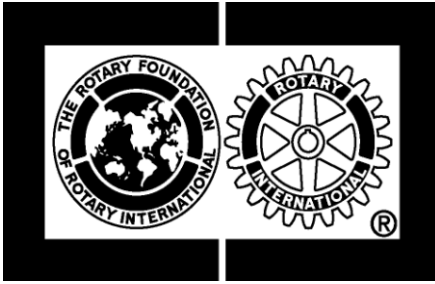
The feedback from the two sessions this spring was overwhelmingly positive. In addition to the observations that the classes were informative, thought provoking, and even inspiring, most of the participants remarked that one of the most valuable aspects of the sessions was the opportunity to interact and share ideas with Rotarians from other clubs.

There will be at least three RLI assemblies planned for the 2014-2015 Rotary year, with sessions likely to be held in Jamestown, Hamilton, and St. Catharines and/or Sanborn, NY.

There will be an RLI Facilitator Training session on May 31 in Kitchener, Ontario. At present, we have an RLI faculty list of 17, and there are several RLI graduates projected to be excellent facilitators. There is no cost to the district or to the individuals participating in the training: the Shining Waters Division of RLI (of which we are a member) covers the cost, using funds generated from yearly dues (\$200 per district) and \$10/participant fees that are remitted to the Division.



Patti (Patricia G.) Johnson, PhD
Rotary District 7090 Chair
Rotary Leadership Institute
Shining Waters Division
pgjphd@gmail.com
716-830-6173



District 7090 Rotary Foundation Committee District Council Report

April 12th, 2014

The Rotary Foundation “Doing Good in the World”.

Karen L. Oakes, Director, District 7090 Rotary Foundation

The following reports are provided as an update of the ongoing efforts of our various sub-committees within The Rotary Foundation.

Alumni Committee

Chair - Pat Castiglia

The current plan is to establish a pilot trial for the plan to have clubs develop more control and responsibility for contacting and including alums from GSE, RYLA, and Vocational Training. I shall be meeting with members of Area 13 on May 2nd to try to get the cooperation of the club presidents to pilot the program. If the methodology is successful, the ensuing plan would be to have all clubs in our district adapt the format. The ultimate goal would be to develop an active alumni group for district.

Annual Fund Committee

Chair –PDG Art Wing

I would like to express sincere appreciation to all the Clubs and Rotarians who have made significant donations to the Annual Fund this year. We are however nowhere near our success of last year.

As of April 5, 2014 District 7090 clubs have contributed **\$229,777** to the Annual Fund at **\$96 per member**. This is the fund that returns 50% of the contributions to the District in 3 years’ time to allow Clubs to be funded for District Grants and Global Grants.

Last Rotary year Our Clubs and members donated over **\$350,000** and **\$143 per member**. The chart below gives the current status of club per capita contributions.

Annual Fund Per Capita Club Achievement-April 6 2014 **34 Clubs at or Over \$100 per member**

AkronNewstead	\$100	Delhi	\$572	Lincoln	
Albion				\$104	Simcoe \$121
\$107		Dundas	\$141	Lockport	
				\$105	St. Catharines \$148
Amherst	\$110	Dundas Valley	\$259	Middleport	St. Catharines S
Amherst South				\$166	\$108
\$143		Fonthill	\$109	Niagara	Waterdown
Ancaster				FallsON	\$178
\$477		Grimsby	\$104	Niagara Falls SR	Welland
Ancaster AM				\$124	\$175
\$218		HAMILTON AM	\$233	Niagara o t Lake	West Seneca
Brantford SR				158	\$199
\$214		HAMILTON EW	\$100	Norfolk Sunrise	Williamsville
Buffalo Sunrise				\$123	\$115
\$112		HAMILTON Mountain	\$103	Olean	\$132

Clarence 122	Jamestown	\$105	Salamanca	\$100
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17 Clubs heading to \$100 per member

Brantford	\$			Hamilton	Niagara Falls NY
83		Ellicottville	\$ 83	\$39	\$94
Caledonia				Holley	Westfield
\$90		Fredonia	\$ 46	\$35	\$66
				Lakewood	
Dunnville	\$ 37	Grand Island	\$35	\$76	
East Aurora	\$				
70		Grimsby Noon	\$23	Le Roy	\$95
E Club	\$			Lewiston NOL	
51		Hamburg Sunrise	\$55	\$98	

17 Clubs at less than \$23 per member

Buffalo	\$ 9	Falconer	\$ 3	Hamilton Sunset	St Cath.
Cheektowaga	\$			\$13	Lakeshore\$14
0		Flamborough	\$ 0	Kenmore	Stoney Creek
Dunkirk	\$			\$10	\$10
0		Fort Erie	\$ 0	Medina	\$ Tonawandas
				0	0
Eastern Hills	\$0	Jamestown AM	\$2	Niagara County	
				\$21	
		Hamburg	\$ 1	Orchard Park	\$
				0	

As we enter the last few months of the Rotary year it is recognized that many clubs normally make their donations late in the Rotary year

Please try to submit your donations as soon as possible. The rush of 30,000+ clubs trying to make their final donations in June can cause considerable delays having those donations recorded for this Rotary Year.

Attachment: Club Monthly Contribution report

Paul Harris Society Committee

Chair PDG Bob Bruce

No Report.

Endowment Fund Committee

Chair John Mullen

April 2014 Report to District Council

The committee met in March to review progress made by committee members and discuss plans going forward. So far this year, the only progress that has been made is with one-on-one discussions between committee members and other members in their clubs. Other avenues of education have not moved forward so far, but the committee reaffirmed the value of working on these areas of focus.

Currently, the planned areas of focus are:

- Contacting senior District members for one on one discussions
- Requesting to be speakers at Club meetings
- Organizing Fireside chats in the Areas
- Asking AG's to have us speak at Area meetings with club presidents and presidentelects
- Approach members of our own clubs one on one to discuss the EF.
- Connect potential contributors with Carolyn Seabrook-Ferguson, our RI Major Gifts Officer

The 8 clubs in Areas 2 (Brantford & Ancaster) and Area 3 (Dundas & Waterdown) agreed last year to promote and participate in 2 Endowment Fund information meetings. These will take the form of informal fireside chats with the club members being invited to come out and learn more about the EF. Originally these were planned to take place in the fall, but have been put off to spring 2014. I am now working with Carolyn Seabrook-Ferguson to organize these sessions. Based on the feedback we get, this venue might expand to other areas.

The committee also agreed that educational tools pertaining to the Endowment Fund are much better than in the past. The annual report is much more informative and the new "Major Gifts, Major Impact" brochure is excellent. These will be used in our discussions with potential members.

Our goal is to spread the word about the EF, allowing members to understand the value and ease of participating, making it easy for them to make an educated decision.

We are still looking for someone from the New York side of the District to come on board. Preferably, we would like to have someone from the southern tier, as we are currently not represented by that area. If you know of someone or are personally interested, please contact me.

Committee members are:

John Mullen, (Chair), Tony Wellenreiter, Wallace Ochterski, Don DeMeo, Joe DePaolo, John Beyer, Franco Olivieri, Umit Eruysal and Karen Oakes (Foundation Chair).

Respectfully submitted

John Mullen, Chair

Grants Committee

District 7090 District Simplified Grant #76822, 2012-13 for US \$24,900.00

Note: DSGs are expected to be completed within 1 year

Final Report completed and submitted to Regional Grants Officer, Rotary Grants on March 12, 2014. We await final acceptance and closure of this 2012-2013 District Simplified Grant.

District Grant Spending Plan 2013-2014

Chair Bob Munroe, 2013-2014 District Grants Chair

No report.

District Grants Committee Report (2014-2015)
Chair John Teibert, 2014-2015 District Grants Chair

April 12, 2014

The District has set aside \$50,000 in matching grant funds for clubs to access in the 2014-2015 Rotary year. [Maximum - \$2,000 per club] In order to be eligible to apply for the matching grants clubs have to complete three steps; have two club members attend the District Grants Seminar on October 5, 2013, submit appropriately signed agreements by November 30, 2013; and send in a properly completed grant application by January 31, 2014.

53 out of 69 clubs were properly represented at the District grants seminar on October 5, and as a result completed step one in becoming eligible to submit a District Grant Application.

Of those clubs, 50 submitted a properly signed Memorandum of Understanding and Addendum. 24 clubs submitted grant applications totaling \$43,756.38. To date (as of April 7, 2014) 19 applications have been approved by the committee, one application did not qualify, and 4 are in various stages of review.

Respectfully submitted,
John N. Teibert, CPA, CA
Rotary District 7090
District Grants SubCommittee Chair 2014-2015

Matching Grants
Chair Roy Sheldrick

Report received from Rotary International Stewardship Department:
World reporting analysis conducted in **January 2014**. The analysis is performed on a quarterly basis to track each district's compliance with reporting requirements for Rotary Foundation grant projects. I am happy to inform you that District 7090 was 82% up-to-date with reporting requirements for grants sponsored by the district and its clubs as of the January/April 2014 analysis.

At the time the analysis was conducted, District 7090 had **11** grants in paid, funded, and reported status. Please see the table at the end of the letter for the list of grants (*information included in the table is up-to-date as of the date of analysis*). **Updates since January 2014 in RED.**

Project	Sponsor	Status	Status Date	Report Due	Overdue
MG1379449	St. Catharines	Paid	30-Sep-13	30-Sep-14	NO
MG1379453	St. Catharines	Paid	31-Oct-13	31-Oct-14	NO
DS1376822	D-7090	Reported	23-Jul-13	23-Jul-14	NO
MG1175054	Ancaster	Reported	11-Jul-13	11-Jul-14	NO
MG1275347	Grand Island	Paid	31-Jan-13	31-Jan-14	Closed April 8 th , 2014
MG1379551	Amherst South	Paid	30-Sep-13	31-May-14	NO

MG1277245	Grand Island	Paid	31-Jan-13	31-Jan-14	YES
MG1276405	Brantford	Paid	30-Jun-12	30-Jun-13	Closed March 19, 2014
MG1378714	Waterdown	Paid	31-May-13	31-May-14	NO
DG1410138	7090	Approved	22-Jul-13	22-Jul-14	NO
GG1411333	Niagara Falls	Approved	25-Sep-13	25-Sep-14	No

Global Grants

Chair Roy Sheldrick, Global Grants

To date, we have approved 6 Global Grants in this Rotary year. Details are as follows:

GG 1411333	Niagara Falls, Ont. – Uganda	DDF \$10,000.00
GG 1411260	Hamilton, Ont.- Mali.	DDF \$10,000.00
GG 1413585	Ancaster, Ont. - Haiti	DDF \$ 6,175.00
GG 1411684	NOTL-Guatemala	DDF \$10,000.00
GG 14019923	Waterdown- Philippines	DDF \$6,000.00
GG 1418876	Brantford- Pakistan	DDF \$10,000.00

We continue to work with several other clubs in the development of their Global Grant on-line application.

Polio Eradication Committee

Chair Thie Convery

Dear Brothers & Sisters in Polio eradication,

Your donation now works even harder! Thanks to the Bill & Melinda Gates Foundation, every one US dollar that Rotary commits to polio eradication (from 2013 to 2018) will become three dollars!

YOUR DONATION MATTERS

\$15 USD=



25 Doses of Polio Vaccine

Just 60 U.S. cents will protect a child for life.

\$25 USD=



50 Posters Promoting Immunization Days

This promotional tool is essential in getting parents to bring their children to vaccination areas. In India, more than 172 million children are vaccinated during a single national immunization campaign.

\$100 USD=



800 Finger Markers

After children receive the vaccine, their pinky fingers are stained with purple ink to show they've been immunized. This is an effective, affordable, and safe way to ensure every child is reached.

While many of you have already contributed, I ask you, your Board and your Club to continue your support and help protect a child from polio for life. By donating *all you can*, we can end this crippling disease! Please make cheques payable as follows:

“Rotary Foundation (Canada) - Polio Plus”
The Rotary Foundation (Canada)
c/o 911600
PO Box 4090 STN A
Toronto, ON M5W 0E9

“The Rotary Foundation - Polio Plus”
The Rotary Foundation
14280 Collections Center Drive
Chicago, IL
60693 USA

Thie C.L. Convery
Dundas Rotary Club
Chair, Polio Plus, Rotary District 7090

Scholarship Committee Report

Chair John Teibert

No Report.

Stewardship committee

Chair PDG Wally Ochterski

No Report.

Vocational Training Team Committee Report

Bob Gosselin - Dan Smith
District 7090 -2013-2014 VTT Chairs.

District Vocational Training Team Committee Report

April 2014

This year (Rotary year 2013 - 2014) your VTT Committee started a search for a Rotary District we could possibly initiate a VTT project with. After several failed attempts we concluded our search for the current year due to time constraints and lack of another Rotary Districts ability to carry out a VTT project.

Recently, we submitted a new VTT request for the Rotary year 2014 – 2015 to all Clubs and District Officers as well as our VTT Committee. The deadline for submitting proposals is April 30, 2014. To date, we have received one proposal similar to the one withdrawn due to time constraints this year. We are thankful for this VTT proposal and are hopeful we will receive additional proposals to consider by the April 30, 2014 deadline.

If a proposal is accepted, then the VTT Committee will submit a request to the District Foundation Committee for a \$10,000 budget allocation for approval. If approved, we will then forward to RI for their confirmation.

The budget is primarily for the cost of transportation for a Team of 4 (1 Rotarian Team Leader and 3 Team Members) between Districts.

The target District will take on full responsibility for all accommodations and local transportation in hosting the Team.

Once the proposal structure has been finalized, we will start promoting the project in the District to source candidates for a Team Leader and 3 Team Members from our District.

Roseanne Morissette - Dan Smith – Bob Gosselin
District 7090 - VTT Chairs.

Year to Date Summary

Greetings, fellow Rotarians.

As evident in the above reports, our various Foundation Committees have been diligent in furthering the work of The Rotary Foundation these past months. As part of the overall due diligence process, the responsible Committee Chairpersons in concert with their members attend to the required oversight to wrap up prior year reporting and continue the onward development for this Rotary year and beyond. We are indeed fortunate to have such dedicated Rotarians at the helm of The Rotary Foundation fleet here in District 7090.

Please ensure that all of your clubs undertake to input 2014-2015 Foundation goals into Club Central as noted on the worksheet (refer “scan” attachments) provided to the PEs during the recent round of PETS1. Congratulations to Brantford Sunrise for their leadership in this endeavour – FIRST on board!!!! Thank you, President Elect Jeff!

We look forward to hearing of the continued endeavours of all of our Rotary clubs in “Doing Good in the World”.

Respectfully Submitted
Karen L. Oakes

ROTARY CLUB CENTRAL

PETS PLANNING WORKSHEET



This is a listing of goals that are found in Rotary Club Central. Upon finalizing your goals, please go to Rotary Club Central by signing in to rotary.org/myrotary to input them.

Your Club

Membership: (Goals are set at a % or #)

1. Existing members retained
2. New members retained
3. New members to induct

Rotarian Engagement: (Goals are set as a % or #)

1. Members in club roles
2. Members participating in club service activities
3. Members participating in club social activities
4. Members sponsoring new Rotarians
5. Members in leadership development programs or activities
6. Members in Rotarian Action Groups
7. Members in Rotary Fellowships
8. Members in district roles
9. Members attending district conference
10. Committee chairs attending district assembly
11. Unique number of members involved

Club Communication:

1. Our club has a strategic plan (yes/no)
2. Club assemblies conducted per year (#)
3. Our online presence accurately reflects current activities (yes/no)
4. Number of communications distributed per month (#)
5. Number of social activities for members outside of club meetings per year (#)

Public Relations:

1. Number of times we update our website per month (#)
2. Number of media stories (broadcast and/or print) covering our club's projects per year (#)

3. Number of advertisements we place per year (#)
4. Number of people in the media we invite to visit a club project or meeting per month (#)
5. We use social media to promote service activities (yes/no)
6. We use RI produced advertising/public service materials (yes/no)
7. We participate in a district Public Image grant (yes/no)

Service

Service projects and activities:

1. Number of service project and/or activity (#)

New Generations Clubs:

1. Number of Rotaract clubs (#)
2. Number of Interact clubs (#)

New Generations Participants:

1. Number of inbound Youth Exchange students (#)
2. Number of outbound Youth Exchange students (#)
3. Number of RYLA participants (#)

Foundation Giving

Annual Fund:

1. Paul Harris Society (\$)
2. Sustaining Members (\$)
3. Every Rotarian, Every Year (\$)
4. Other Contributions (\$)

PolioPlus Fund:

1. PolioPlus Fund (\$)

Major Gifts and Endowment Fund:

1. Major Gifts (#)
2. Bequest Society (#)
3. Benefactors (#)

85345	E-Club of Southern Ontario, Canada & Western New York, NY, United States	18	\$0.00	0%	\$51.09	\$0.00	\$919.67	\$0.00	\$340.00	\$0.00	\$225.00	\$1,484.67
52046	Ellicottville, NY, United States	6	\$500.00	100%	\$83.33	\$0.00	\$500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$500.00
4732	Falconer, NY, United States	23	\$2,400.00	3%	\$2.78	\$0.00	\$64.00	\$0.00	\$0.00	\$0.00	\$0.00	\$64.00
53345	Flamborough AM, ON, Canada	16	\$3,600.00	0%	\$0.00	\$0.00	\$0.00	\$0.00	\$1,941.75	\$0.00	\$0.00	\$1,941.75
28116	Fonthill, ON, Canada	23	\$2,100.00	120%	\$109.45	\$0.00	\$2,517.29	\$0.00	\$97.09	\$0.00	\$0.00	\$2,614.38
4696	Fort Erie, ON, Canada	10	\$450.00	0%	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
4733	Fredonia, NY, United States	49	\$2,500.00	91%	\$46.53	\$0.00	\$2,280.00	\$0.00	\$800.00	\$0.00	\$0.00	\$3,080.00
4734	Grand Island, NY, United States	32	\$1,000.00	112%	\$35.00	\$0.00	\$1,119.99	\$0.00	\$0.00	\$0.00	\$0.00	\$1,119.99
27868	Greater Jamestown AM, NY, United States	22	\$1,700.00	3%	\$2.27	\$0.00	\$50.00	\$0.00	\$0.00	\$0.00	\$0.00	\$50.00
4698	Grimsby, ON, Canada	26	\$2,800.00	97%	\$104.49	\$0.00	\$2,716.70	\$0.00	\$2,733.97	\$0.00	\$0.00	\$5,450.67
59744	Grimsby Noon, ON, Canada	13	\$2,000.00	15%	\$23.52	\$0.00	\$305.82	\$0.00	\$0.00	\$0.00	\$0.00	\$305.82
4735	Hamburg, NY, United States	32	\$3,100.00	1%	\$0.78	\$0.00	\$25.00	\$0.00	\$200.00	\$0.00	\$0.00	\$225.00
28054	Hamburg Sunrise, NY, United States	18	\$1,600.00	63%	\$55.56	\$0.00	\$1,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,000.00
4699	Hamilton, ON, Canada	123	\$6,069.00	80%	\$39.64	\$90.09	\$4,875.73	\$0.00	\$97.09	\$0.00	\$0.00	\$4,972.82
23427	Hamilton "A.M.", ON, Canada	40	\$9,100.00	102%	\$233.07	\$0.00	\$9,322.78	\$0.00	\$0.00	\$0.00	\$0.00	\$9,322.78
4700	Hamilton-East Wentworth, ON, Canada	20	\$2,100.00	95%	\$100.00	\$0.00	\$2,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,000.00
4701	Hamilton Mountain (Hamilton South), ON, Canada	16	\$1,900.00	87%	\$103.16	\$0.00	\$1,650.53	\$0.00	\$0.00	\$0.00	\$0.00	\$1,650.53
26582	Hamilton Sunset, ON, Canada	7	\$0.00	0%	\$13.87	\$0.00	\$97.09	\$0.00	\$0.00	\$0.00	\$0.00	\$97.09
4736	Holley, NY, United States	17	\$800.00	75%	\$35.29	\$0.00	\$600.00	\$0.00	\$0.00	\$0.00	\$0.00	\$600.00
4737	Jamestown, NY, United States	100	\$5,000.00	210%	\$105.00	\$0.00	\$10,500.00	\$0.00	\$5,000.00	\$0.00	\$0.00	\$15,500.00
4738	Kenmore, NY, United States	48	\$2,300.00	22%	\$10.42	\$0.00	\$500.00	\$0.00	\$5,736.85	\$0.00	\$0.00	\$6,236.85
4739	Lakewood-Chautauqua South, NY, United States	13	\$1,300.00	77%	\$76.92	\$0.00	\$1,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,000.00
4740	Lancaster-Depew, NY, United States	17	\$0.00	0%	\$5.88	\$0.00	\$100.00	\$0.00	\$1,000.00	\$0.00	\$0.00	\$1,100.00

4741	Le Roy, NY, United States	36	\$4,600.00	74%	\$95.14	\$0.00	\$3,425.00	\$0.00	\$1,370.00	\$0.00	\$50.00	\$4,845.00
4742	Lewiston NY USA- Niagara-on-The-Lake, ON Canada, NY, United States	11	\$1,300.00	83%	\$98.49	\$0.00	\$1,083.37	\$0.00	\$500.00	\$0.00	\$0.00	\$1,583.37
50055	Lincoln, ON, Canada	26	\$2,800.00	97%	\$104.56	\$0.00	\$2,718.45	\$0.00	\$0.00	\$0.00	\$0.00	\$2,718.45
4744	Lockport, NY, United States	55	\$4,520.00	128%	\$105.09	\$100.00	\$5,780.00	\$0.00	\$2,100.00	\$0.00	\$0.00	\$7,880.00
4745	Medina, NY, United States	7	\$700.00	0%	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
4746	Middleport, NY, United States	12	\$2,000.00	100%	\$166.67	\$0.00	\$2,000.00	\$0.00	\$500.00	\$0.00	\$0.00	\$2,500.00
24800	Niagara County-Central, NY, United States	23	\$1,250.00	40%	\$21.74	\$0.00	\$500.00	\$0.00	\$275.00	\$0.00	\$0.00	\$775.00
4747	Niagara Falls, NY, United States	13	\$1,000.00	123%	\$94.23	\$0.00	\$1,225.00	\$0.00	\$300.00	\$0.00	\$0.00	\$1,525.00
4706	Niagara Falls, ON, Canada	54	\$24,520.00	34%	\$153.58	\$337.84	\$8,293.28	\$90.09	\$24,029.67	\$0.00	\$0.00	\$32,322.95
27545	Niagara Falls Sunrise, ON, Canada	43	\$1,200.00	445%	\$124.27	\$0.00	\$5,343.75	\$0.00	\$970.87	\$0.00	\$0.00	\$6,314.62
29972	Niagara-on-the-Lake, ON, Canada	55	\$10,400.00	84%	\$158.21	\$54.05	\$8,701.33	\$9.01	\$1,309.11	\$0.00	\$0.00	\$10,010.44
31593	Norfolk Sunrise, ON, Canada	42	\$4,400.00	118%	\$123.86	\$0.00	\$5,201.97	\$0.00	\$72.82	\$0.00	\$0.00	\$5,274.79
4748	Olean, NY, United States	33	\$2,900.00	150%	\$132.12	\$0.00	\$4,360.00	\$0.00	\$1,000.00	\$0.00	\$0.00	\$5,360.00
4749	Orchard Park, NY, United States	16	\$100.00	0%	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
4750	Salamanca, NY, United States	10	\$1,000.00	100%	\$100.00	\$0.00	\$1,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,000.00
4713	Simcoe, ON, Canada	50	\$5,400.00	113%	\$121.70	\$0.00	\$6,085.17	\$0.00	\$3,047.76	\$0.00	\$0.00	\$9,132.93
4711	St. Catharines, ON, Canada	117	\$24,500.00	71%	\$148.12	\$0.00	\$17,330.53	\$0.00	\$1,071.87	\$0.00	\$0.00	\$18,402.40
23879	St. Catharines-Lakeshore, ON, Canada	33	\$3,993.00	12%	\$14.71	\$0.00	\$485.44	\$0.00	\$970.87	\$0.00	\$0.00	\$1,456.31
4712	St. Catharines South, ON, Canada	41	\$7,000.00	63%	\$108.25	\$0.00	\$4,438.42	\$0.00	\$1,080.18	\$0.00	\$0.00	\$5,518.60
30595	Stoney Creek, ON, Canada	17	\$2,375.00	7%	\$10.13	\$0.00	\$172.28	\$0.00	\$0.00	\$0.00	\$0.00	\$172.28
4753	Tonawandas, The, NY, United States	25	\$0.00	0%	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
4716	Waterdown, ON, Canada	35	\$8,195.00	76%	\$178.46	\$90.09	\$6,246.08	\$0.00	\$1,415.09	\$0.00	\$0.00	\$7,661.17
4718	Welland, ON, Canada	41	\$4,600.00	157%	\$175.72	\$90.09	\$7,204.36	\$0.00	\$2,485.44	\$0.00	\$0.00	\$9,689.80

4754	Westfield-Mayville, NY, United States	39	\$4,000.00	65%	\$66.22	\$0.00	\$2,582.56	\$0.00	\$100.00	\$0.00	\$0.00	\$2,682.56
4755	West Seneca, NY, United States	44	\$6,525.00	134%	\$199.42	\$0.00	\$8,774.51	\$0.00	\$0.00	\$0.00	\$0.00	\$8,774.51
4756	Williamsville, NY, United States	39	\$2,500.00	180%	\$115.45	\$8.50	\$4,502.50	\$0.00	\$2,751.50	\$0.00	\$0.00	\$7,254.00
Total For: 7090		2,385	\$280,942.00	81.79%	\$96.34	\$2,009.84	\$229,777.41	\$229.73	\$147,295.15	\$0.00	\$4,275.00	\$381,347.56

Contributions to The Rotary Foundation make it possible for clubs to transform lives worldwide. The following summary outlines important differences between contribution types. If you have questions, please contact Rotary International by email at contact.center@rotary.org or by phone, toll-free at 1-866-9ROTARY (1-866-976-8279).

Annual Fund

-All contributions support SHARE, World Fund and Areas of

Other Funds (including PolioPlus Fund)

-Supports program selected by donor

-Matching Grants

-Global Grants

-PolioPlus

-PolioPlus Partners

-Ride to End Polio

-Other Approved Programs

-Does not count towards Club or District Annual Fund Goal

-Does not count towards Annual Fund Per Capita

Endowment Fund

-Contributions are invested in perpetuity

-Spendable Earnings are used on programs

-Donor can designate spendable earnings for

-Areas of Focus

-Rotary Peace Centers

-SHARE

-World Fund

-Benefactor recognition available

-PHF recognition is not available

-Does not count towards Club or District Annual Fund

The club membership count is the starting membership figure based on July semiannual report forms, received at Rotary International by 30 September each year. It is populated once every Rotary Year (usually in November) and remains the same until the next Rotary Year.

District Summary

2013 - 2014 US\$100 Per Capita District Benchmark for 2,385 Members: \$238,500.00

2013 - 2014 District Annual Fund Goal (sum of all club goals): \$280,942.00

2013 - 2014 Total of Annual Fund Giving for Period: \$229,777.41

Total of clubs below includes only clubs active as of April 2014 and chartered prior to 01-Jul-2013

2013 - 2014 Total of clubs with Annual Fund Goals received: 65 of 68 (95.59% Received)

2013 - 2014 Total of clubs with contributions to the Annual Fund 59 of 68 (86.76% Participation)

The SHARE Contribution Detail Report containing the district's SHARE summary information is available to authorized users on the Member Access Portal at www.rotary.org

District 7090 PR Director Report

April 4, 2014

District 7090 PR Campaign Goals

- To create awareness of the Rotary clubs and their activities in our District.
- To encourage people – who are generally in the 25-65 year age range – to show an interest in our Rotary clubs' activities by clicking **Like** on the clubs' Facebook pages.
- People who click **Like** subsequently receive notices whenever the club posts on their Facebook page. The ads we run on Facebook show both the club's Facebook cover photo, and the most recent post put on the page by the club's Facebook page administrator(s).
- Through the information received from the Rotary club's postings, encourage new people either to support the Rotary club, or to develop an interest in joining the Rotary club.

Notice that the campaign can get new people to follow the activities of a Rotary club in our District.

The campaign cannot generate new Rotary club members by itself. This is the responsibility of the clubs. They must post information on Facebook that is interesting to non-Rotarians. When a new candidate shows an interest, the clubs must work with these people to bring them into their clubs.

Background on RI PR Grant for 2013-2014

The Rotary International PR Grant campaign for District 7090 had not started as of the end of February. Past DG Karen Oakes contacted RI about possibly cancelling our participation in the grant. RI encouraged her to find a way to complete the grant this year so that we could still qualify for the third year in the three-year grant that I applied for, and that that RI had approve. Our three-year RI PR grant is \$15,000 per year, totaling \$45,000. **After discussion with the DG, past DGs, and future DGs, we decided that I would return to the District 7090 PR Director role and would complete our RI PR Grant-funded Facebook campaign in this 2013-2014 Rotary year in time to apply for reimbursement.**

Currently, I plan to remain in the RI PR Director role for one more year to complete the three-year RI PR Grant in the 2014-2015 Rotary year.

Because I am in Vietnam teaching for four months, and do not return to the USA until late May, PDG Karen requested a deferral on our grant reimbursement to the end of June. RI approved this request. I will submit our grant reimbursement application for this Rotary year in early June, as soon as we have the final bank statement for May.

We anticipate that we will receive the third year of our grant from RI. In the past, RI has been satisfied with our work. Recently, Peggy Hebden, Rotary Public Image Coordinator Zone 24E (which includes District 7090), submitted our campaign as an example of an effective Rotary PR campaign in RI Zone 24E to the Zone 24E newsletter. We will complete this year's campaign satisfactorily and we will submit our summary and reimbursement request before the extended deadline.

District 7090 PR Director Report

April 4, 2014

Actions

PDG Karen arranged to have funds deposited in to the District 7090 bank account that we use for our PR campaigns. I analyzed Facebook activity for our clubs and identified the ten most active clubs on Facebook. On March 6, I launched a new Facebook campaign, adding the clubs listed below over the next few days. The clubs, **in addition to our District Facebook page**, that are in the campaign are:

- Amherst
- Batavia
- Brantford
- Buffalo Sunrise
- E-Club
- Fonthill
- Hamilton AM
- Jamestown AM
- Lockport
- West Seneca

The clubs' ads are a combination of their Facebook cover photo, plus the most current post that the clubs put on their Facebook pages. This means that **the clubs are in control of the content of their ads**.

The target audience is usually people ages 25-55 years. However, I adjust this age range at the high end to be 64+ years when the audience size is otherwise too low. I also adjust down to 20 years as the minimum age for some campaigns that might include potential RYLA participants. I normally do not set the age below 20 years except in circumstances when a campaign might be interesting to a high school or early college student. **The minimum age for any ad will never be less than 18 years.** Very few ads run for less than the 25-year age.

The target geography is normally within 25 miles of the town or city in which the Rotary club is located. **The District 7090 and E-Club ads cover the entire geographic area of our District.**

Any Rotary club in our District can share their post, or add a post, to the District 7090 Facebook page. This means that even clubs not listed above can participate in the campaign by adding a post to the District 7090 Facebook page: www.facebook.com/RotaryDistrict7090.

The campaign will run until the end of April or early May, so that all we can capture all expenses in the end-of-May bank statement. This is necessary to submit for reimbursement from RI.

When I see an effective posting on a club's page, or on the District page, I will occasionally "Promote" the ad for up to seven days with up to \$100 total promotional budget for the time.

As of today (April 4), we have spent \$5,995. We have 1,818 new Page Likes since March 6. Our average cost for a new Facebook Page Like is currently \$3.30.

Our total budget for this 2013-2014 RI PR campaign is \$20,000.

Membership 2014-15

There has been a membership presentation at both PETS I and II. We have been encouraging PE's to make sure they appoint a Membership Chair in their club and at the same time encourage the chair to form a working committee of at least 3 people.

In preparation for 2014-15 the District Membership Committee will be running the same membership seminar 2 times at District Assembly. By offering the same session twice we hope to have every club in the District attend as we have reduced the potential for conflict with other must attend breakout sessions. A membership kit that contains just about every printed RI Membership resource available will be given to each club in the District. There is 1 unique item discovered by PDG Ralph Montesanto when he visited New Zealand. The publication is entitled 101 Attraction and Retention ideas. 1 copy will be made available to each club and will be a part of the handout at District Assembly.

Brian Carmichael

District Membership Chair 2014-15