



## **District Council Minutes November 12, 2016**

### **Location:**

**Best Western Hotel & Conference Center  
St. Catharines, ON Canada**

**No. of Attendees: 23**

**Call to Order:** 8:45 am by Governor Marlee Diehl

**Invocation:** Aad Vermeyden, Director, Youth Services, gave the invocation stating that we have come through a time which feels like turmoil; this is contrary to our Rotary ideals. He went on to share some reflections, relating that he was brought up in Holland, and recalls some bad feelings that remained even many years after the war... with feelings and attitudes about Germans. He quoted Dietrich Bonhoeffer, a part of the Nazi Resistance – he was executed by hanging as the Nazi regime was collapsing. Bonhoeffer said, “Judging others makes us blind, whereas love is illuminating. By judging others we blind ourselves to our own evil and to the grace which others are entitled to - just as we are.” Aad also quoted Elie Wiesel, (Nobel Peace Prize winner), who was probably best known for giving a voice to the voiceless. After surviving Auschwitz, Wiesel spoke at a time when most Holocaust survivors remained silent. He said, “The opposite of love is not hate, it is indifference”.

**Introductions:** DG Marlee asked us to introduce ourselves around the room. Give your name, your club name, what you do in the District, what your club is going to do to celebrate 100 years of our Foundation.

**MOTION BY KAREN OAKES TO REMOVE AGENDA ITEM a. MINUTES OF MEETINGS OF SEPTEMBER COUNCIL AND ANNUAL GENERAL BUSINESS MEETING; SECONDED BY JIM MORABITO. MOTION CARRIED.**

### **Consent Agenda:**

**MOTION BY REG MADISON, DGE, TO ACCEPT THE CONSENT AGENDA WITHOUT AGENDA ITEM a.; SECONDED BY RALPH MONTESANTO, PDG. MOTION CARRIED.**

### **Removed Reports:**

## **Minutes of District Council Meeting on September 10, 2016 and the Annual General Business Meeting October 21, 2016.**

Reports Discussion: Correction to error in District Council Meeting Minutes under DG's Report. Charter date of Hamilton after 5 "Tonic" was November 2, 2016, not November 4, 2016. Also, Reg Madison was also tasked to prepare survey under Discussion 2: Alternative Models for District Council. Correction to Annual General Business Meeting, Motion to Adjourn brought by club president (not a voting member of Council). Motion was seconded and carried by acclaim, so the amendment will read, adjournment by acclaim.

**MOTION TO APPROVED MINUTES AS CORRECTED/AMENDED ABOVE BY KAREN OAKES, PDG; SECONDED BY JIM MORABITO. MOTION CARRIED.**

### **Discussion on Meeting format changes to District Council      Anne Bermingham**

Anne described the recommendations of the team of Anne, Reg Madison, Ross Gowan and Robert Morrow (report attached). She also shared some board governance guidelines and 5 key roles of a board member. Then she tasked us with small group discussion of the points below.

#### **Small Group Discussion:**

- 1.      How do we determine, find, select meaningful items for our agenda?**
- 2.      How do we find effective ways to engage others in providing input or engaging them in output of council?**

#### **Small Group Feedback:**

- Minutes right out after meeting (Pene advised all that minutes are posted on District website approximately 5 days after District Council meeting).
- Reports more concise, use bullets points to make it easier to read reports ahead of time
- Strategic plan on the agenda at every Council meeting
- Every member tasked to submit new agenda items
- Every Council needs an education factor
- Every Council needs leadership training element
- Encourage president and president elect to attend at least one Council meeting a year (with their AG) and have one agenda item for them
- Survey president and president elect for item to be discussed
- Well prepared agenda items with documentation in agenda packet for distribution pre-meeting in the agenda packet
- Find out what clubs need us to do – set the agenda from that
- AG overload – do the AGs need an AG - seems like we are asking them to do a lot
- MULTI Pets – describe or educate president elects about Council
- Invite all District Rotarians to Council (demystifying the District)

**Discussion on Strategic Plan Status (PPT slides attached) Kevin Crosby**

Kevin gave overview of the Strategic Plan and the 5 areas of focus, as follows:

- Training – led by Ralph Montesanto
- Service Projects - led by Anne Bermingham for John DePaolo
- Membership – led by Kevin Crosby
- Foundation – led by Karen Oakes
- DGN – AG Oversight – led by Reg Madison for Melisa Schrock

Anne Bermingham, also noted for members of Council that the “law” of the strategic plan is that it focuses on what needs to be done differently or over and above the usual operations of an organization.

Kevin then divided members into these 5 areas above (with leader) and each table reviewed and addressed the Action Plan of interest to them as they chose to participate. **(Report out of small group discussion attached as Discussion Report 2)**

**Other Business**

**District Governor Nominations will be coming soon Marlee Diehl**

**Discussion re: non-Rotary sanctioned solicitation Pene Hutton**

Feedback by the Council. Conclusion - District does not sponsor or solicit for fundraising events for other organizations.

**MOPP**

**Marlee Diehl**

Process for reviewing the MOPP will start shortly. If you see something that needs to be changed, please contact Jack Amico, PDG who is chairing the review.

**For the Good of the Order**

**RLI**

Ralph Montesanto, PDG, Trainer reminded everyone of the RLI coming up on December 3 at Niagara County Community College. He also thanked Reg, Karen and Marlee for Modeling Thanks. We need to do more of this.

**DUES**

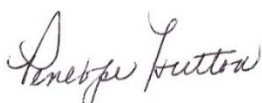
DG Marlee noted that clubs without their dues paid will not be considered “clubs in good standing” so grants funds will not be available. Discussion regarding AG role to collect. DG Marlee noted that any AGs copied on Pene’s recent reminder email should be contacting the clubs noted in same to see how they are doing with getting it paid.

**GLOBAL GRANT**

Jackie Davis announced for Bob Artis that a global grant was recently awarded to Clarence for water wells in Haiti.

**Adjournment 12:02 PM: MOTION TO ADJOURN BY AJ BLOCK, AG; SECONDED BY FRANK ADAMSON, AG. MOTION CARRIED BY ACCLAIM.**

Respectfully submitted,



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

**Reports Attached:**

YTD Financial Report October 31, 2016

DG Report

DGE Report

DGN Report

Training Report

Membership Report

Public Image Report

The Rotary Foundation Report

Youth Services Report

Service Projects Report

Recommendations to District Leadership regarding Modus Operandi of District Council

Strategic Plan Presentation

Discussion Report 2 - Strategic Plan reports of small group discussion of action plans

Evaluation of District Council Meeting

## Rotary International District 7090

## Balance Sheet

As of October 31, 2016

	Oct 31, 16	Oct 30, 16
<b>ASSETS</b>		
Current Assets		
Chequing/Savings		
1010 · First Niagara US	78,355.13	65,722.13
1015 · First Niagara Short Term Invest	86,742.83	86,742.83
1020 · BoM Cdn	113,631.27	113,555.82
1040 · Petty cash	200.00	200.00
1070 · First Niagara Bank Special Acct	10,353.75	8,217.87
1075 · Conference Grant	3,720.77	-12,049.99
1090 · Restricted Grants Committee	80,872.29	80,872.29
Total Chequing/Savings	373,876.04	343,260.95
Other Current Assets		
1021 · Exchange on CDN bank balances	-13,446.18	-13,446.18
1451 · Prepaid District Conference	5,000.00	5,000.00
Total Other Current Assets	-8,446.18	-8,446.18
Total Current Assets	365,429.86	334,814.77
<b>TOTAL ASSETS</b>	<b>365,429.86</b>	<b>334,814.77</b>
<b>LIABILITIES &amp; EQUITY</b>		
Liabilities		
Current Liabilities		
Other Current Liabilities		
2350 · Unearned/deferred revenue	80,788.00	80,788.00
Total Other Current Liabilities	80,788.00	80,788.00
Total Current Liabilities	80,788.00	80,788.00
Total Liabilities	80,788.00	80,788.00
Equity		
3100 · Restricted funds	4,374.00	4,374.00
3900 · Retained Earnings	197,442.54	197,442.54
Net Income	82,825.32	52,210.23
Total Equity	284,641.86	254,026.77
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>365,429.86</b>	<b>334,814.77</b>

# Rotary International District 7090 Profit & Loss Budget vs. Actual

Accrual Basis

July through October 2016

	Jul - Oct 16	Budget	Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
4000 · Club assessment				
4010 · General assessment	65,215.36	81,300.00	-16,084.64	80.2%
4020 · District Conference assessment	5,770.92	7,000.00	-1,229.08	82.4%
4030 · Insurance Assessment	28,850.15	34,000.00	-5,149.85	84.9%
<b>Total 4000 · Club assessment</b>	<b>99,836.43</b>	<b>122,300.00</b>	<b>-22,463.57</b>	<b>81.6%</b>
4200 · District Conference				
4202 · DC - Registrations	31,313.00	50,000.00	-18,687.00	62.6%
4204 · DC - Sponsorships	4,885.88	0.00	4,885.88	100.0%
4208 · DC - Draws, etc	0.00	0.00	0.00	0.0%
4200 · District Conference - Other	0.00	0.00	0.00	0.0%
<b>Total 4200 · District Conference</b>	<b>36,198.88</b>	<b>50,000.00</b>	<b>-13,801.12</b>	<b>72.4%</b>
4400 · AG reimbursement	0.00	1,500.00	-1,500.00	0.0%
49900 · Uncategorized Income	16,217.25	0.00	16,217.25	100.0%
5000 · Earned revenues				
5010 · Foundation dinner	5,520.00	8,000.00	-2,480.00	69.0%
5030 · RYLA	0.00	32,000.00	-32,000.00	0.0%
5035 · Slapshot	0.00	28,000.00	-28,000.00	0.0%
5040 · PETS	10,744.00	28,000.00	-17,256.00	38.4%
5050 · Club Leadership Traing	0.00	9,000.00	-9,000.00	0.0%
<b>Total 5000 · Earned revenues</b>	<b>16,264.00</b>	<b>105,000.00</b>	<b>-88,736.00</b>	<b>15.5%</b>
5060 · District Simplified Grants	0.00	0.00	0.00	0.0%
5200 · Interest income	11.75	100.00	-88.25	11.8%
5400 · Other income				
5401 · Other Income	0.00	1,000.00	-1,000.00	0.0%
5405 · Grant Management Seminar Revenu	770.00	0.00	770.00	100.0%
5420 · RLI Training Revenue	2,431.50	4,000.00	-1,568.50	60.8%
<b>Total 5400 · Other income</b>	<b>3,201.50</b>	<b>5,000.00</b>	<b>-1,798.50</b>	<b>64.0%</b>
<b>Total Income</b>	<b>171,729.81</b>	<b>283,900.00</b>	<b>-112,170.19</b>	<b>60.5%</b>
<b>Expense</b>				
6000 · Administration				
6010 · District Governor - RI Reimburs	0.00	1,500.00	-1,500.00	0.0%
6020 · Assistant Governors	0.00	0.00	0.00	0.0%
6030 · District council	318.27	3,200.00	-2,881.73	9.9%
6060 · District Website Administration	0.00	0.00	0.00	0.0%
6061 · District Website Club Runner	0.00	2,000.00	-2,000.00	0.0%
6062 · District Newsletter	600.00	2,400.00	-1,800.00	25.0%
6063 · Zoom Meetings	0.00	2,500.00	-2,500.00	0.0%
6080 · District office				
6081 · Office Support	4,500.00	18,000.00	-13,500.00	25.0%
6082 · Phone Charges	255.00	1,000.00	-745.00	25.5%
6083 · Postage	0.00	100.00	-100.00	0.0%
6084 · Office Supplies	677.65	300.00	377.65	225.9%
6085 · Bank Charges	2,379.52	5,000.00	-2,620.48	47.6%
6086 · Supplies, Treasurer	0.00	300.00	-300.00	0.0%
6080 · District office - Other	0.00	0.00	0.00	0.0%
<b>Total 6080 · District office</b>	<b>7,812.17</b>	<b>24,700.00</b>	<b>-16,887.83</b>	<b>31.6%</b>
<b>Total 6000 · Administration</b>	<b>8,730.44</b>	<b>36,300.00</b>	<b>-27,569.56</b>	<b>24.1%</b>
69800 · Uncategorized Expenses	0.00	0.00	0.00	0.0%
7000 · Directors and Committees				
7010 · Group study exchange	0.00	0.00	0.00	0.0%
7015 · District Simplified Grants	0.00	0.00	0.00	0.0%
7020 · Interact	0.00	0.00	0.00	0.0%
7025 · Rotaract	0.00	0.00	0.00	0.0%
7027 · Early Act	0.00	0.00	0.00	0.0%
7030 · Long-range planning	0.00	700.00	-700.00	0.0%
7040 · Membership	0.00	0.00	0.00	0.0%
7050 · Rotary foundation				
7055 · Paul Harris Society	0.00	500.00	-500.00	0.0%
7057 · Grant Management Seminar	0.00	1,000.00	-1,000.00	0.0%
7058 · Donations	1,460.00			
7050 · Rotary foundation - Other	102.37	3,000.00	-2,897.63	3.4%
<b>Total 7050 · Rotary foundation</b>	<b>1,562.37</b>	<b>4,500.00</b>	<b>-2,937.63</b>	<b>34.7%</b>
7060 · Grants Committee	64.15	500.00	-435.85	12.8%
7065 · Rotary Scholars	0.00	500.00	-500.00	0.0%
7080 · World community service	0.00	0.00	0.00	0.0%
7100 · RYLA	0.00	32,000.00	-32,000.00	0.0%
7105 · Slapshot	799.27	28,000.00	-27,200.73	2.9%
7130 · Public Relations	0.00	0.00	0.00	0.0%
7134 · Promotion of RI Theme	4,392.44	3,000.00	1,392.44	146.4%
7135 · District badges and pins	439.01	1,000.00	-560.99	43.9%
7140 · Communications	0.00	0.00	0.00	0.0%
7155 · District governor interviews	0.00	100.00	-100.00	0.0%
7200 · Other committees				
7205 · Other Committees - Misc	1,064.47	500.00	564.47	212.9%

# Rotary International District 7090 Profit & Loss Budget vs. Actual

Accrual Basis

July through October 2016

	Jul - Oct 16	Budget	Over Budget	% of Budget
7215 · District Gov - Change Over Even	0.00	500.00	-500.00	0.0%
Total 7200 · Other committees	1,064.47	1,000.00	64.47	106.4%
Total 7000 · Directors and Committees	8,321.71	71,300.00	-62,978.29	11.7%
7500 · Standing Committees				
7520 · District insurance	0.00	34,000.00	-34,000.00	0.0%
7530 · Finance and audit	0.00	6,000.00	-6,000.00	0.0%
Total 7500 · Standing Committees	0.00	40,000.00	-40,000.00	0.0%
8000 · Training				
8010 · District conference				
8012 · DC - Expenses	40,555.13	57,000.00	-16,444.87	71.1%
Total 8010 · District conference	40,555.13	57,000.00	-16,444.87	71.1%
8020 · PETS expenses	6,309.00	28,000.00	-21,691.00	22.5%
8030 · Club Leadership Training	0.00	9,000.00	-9,000.00	0.0%
8036 · Visioning/Release Your Inner Ro	260.06	1,000.00	-739.94	26.0%
8040 · District training	4,270.54	7,500.00	-3,229.46	56.9%
8050 · Assist Gov Training	0.00	1,700.00	-1,700.00	0.0%
8070 · Dist Gov Nominee Training	556.50	2,000.00	-1,443.50	27.8%
8080 · Dist Gov Elect Training	907.81	5,800.00	-4,892.19	15.7%
8085 · District Gov Training	1,695.26	5,500.00	-3,804.74	30.8%
8090 · CRCID	158.40			
8098 · Awards & Recognition	0.00	2,500.00	-2,500.00	0.0%
Total 8000 · Training	54,712.70	120,000.00	-65,287.30	45.6%
8048 · Rotary Leadership Institute	2,130.39	4,000.00	-1,869.61	53.3%
8500 · Foundation Dinner Costs	0.00	8,000.00	-8,000.00	0.0%
9915 · Unbudgeted Expenses	12,500.27	1,000.00	11,500.27	1,250.0%
Total Expense	86,395.51	280,600.00	-194,204.49	30.8%
Net Ordinary Income	85,334.30	3,300.00	82,034.30	2,585.9%
Other Income/Expense				
Other Expense				
5409 · Exchange Gain/Loss	2,508.98			
Total Other Expense	2,508.98			
Net Other Income	-2,508.98	0.00	-2,508.98	100.0%
Net Income	82,825.32	3,300.00	79,525.32	2,509.9%

**District Governor's November District Council Report**  
**Marlee Diehl**  
**November 6, 2016**

It was so unfortunate for the Salamanca Club to lose President Elaine Elsen. When I had visited all the members rallied around Elaine to make the official part of the DG Visit easier for her. She was in great spirits and said she was looking forward to good health soon. Elaine insisted that she and I have our picture taken together. I will always treasure this picture. The club is struggling to find its way right now...no one is stepping up to fill in as President. They had thought they were starting an Interact Club but were usurped by another service club at the local high school. Bill and I will be going down to visit them within the next month and will ask AG Mary Kay to join us.



Now on to happier District events.

Bill and I completed all 68 club visits at Lockport on November 1. What a rush! The good kind of rush! Every club was different. Many surprised me with their synergy and amount of on-going service projects and unique fundraisers. I am way behind on my club thank you letters, but hope to have these brought up to date by the end of the week. While all clubs want more members and see it as a difficult ask; there is a sense of hope that the new changes in the COL will allow clubs to reengineer itself to be more attractive to the community. I believe that if clubs work with our Membership Committee and revamp the club's bylaws we will see a positive growth going forward. A number of clubs used my visit to induct new members and reported to me that there are more in the wings – what fun!

On Wednesday, November 2<sup>nd</sup>, many of the district leadership came together with lots of Hamilton area Rotarians to celebrate the Chartering of the Rotary Club of Hamilton After Five, better known as Tonic After Five. They have 24 charter members. It was only April when this group started to come together as an unsponsored club and by the middle of August they sent in the application. Twenty-three of the 24 charter members were in attendance for this historic event. This is the first new club in more than 10 years on our Canadian-side. It was a wonderful event.

It was with regret that I accepted Sonya Stutts, Area 10 AG's resignation due to family issues. She has since resigned from BNMC and left the area to be with her family. This week, I spoke with a solid prospect and hopefully by Council I will be able to announce the 'who' formally. He asked for the weekend to think about it the role, however, said he was very interested.

Just before the District Conference, our new District's Best of Friends newly Rotary branded pins were delivered. It had taken only six months and many attempts to get these just right. Yes, the cupboard was bare of the prior version (30 left), hence was the perfect time to move up to meet RI's new brand logo with our Best of Friends pins. All who attended the conference received one. Also all those who attended the Chartering were given one.



Speaking of District Conference – what a fabulous one we had on October 21 – 23 at Batavia Downs. It rained – buckets. It changed people’s plans of Dining About Town to staying in where it was dry at the Tail Gate Party, however, the overwhelming response was that it was a great start to the conference, relaxed with good friends – old and new. This was the tenor of the whole event, relaxed and fun with good friends.

Our RI President’s Representative Bill Pollard was just perfect. I believe Bill talked with everyone there and worked tirelessly side by side at the hands-on projects. I am going to let District Conference Chair Melisa fill you in all of the rest of it. She and her team did a wonderful job of taking my vision and making it a reality. Thank you Melisa and team!!!

## November DGE Report – Reg Madison

The sleeves are rolled up and we are moving toward our goal of being prepared for a very special year in 2017-2018. In addition to the final six months of celebrating our 100<sup>th</sup> anniversary of the Rotary Foundation, we'll be kicking off the 150<sup>th</sup> birthday of Canada. We continue to meet to plan for the 2017 District Conference October 27-29 at the White Oaks Resort and Spa in Niagara on the Lake, Ontario. We have already have a number of memorable speakers confirmed and continue to seek out and get commitments from other motivating and entertaining individuals. While we were disappointed with the resignation of one of our co-chairs, the other, Sherry Kerr and I are "this close" to announcing a replacement to assist in leading an excellent committee.

With the advent of PETS one being conducted on line in three parts, I have begun attending Area meetings to meet and get to know our current and future club presidents. I have been joined by Bob Morrow, co-chair of AG Training at meetings for areas 13 and 18 and we thank A.J. Block and Anne Bermingham for hosting us and providing the opportunity to meet. It would be most helpful to hear from more of the Area Governors with the dates of their meetings.

My fellow DGEs in Districts 7070 and 7080 and I have confirmed our speakers for MDPETS in Toronto on March 3rd and 4<sup>th</sup>. A brilliant young Rotarian from Silicon Valley, Mitty Chang will speak Friday night and David Forward, author of 12 Rotary books is confirmed for Saturday. The three Zones continue to meet regularly on-line to plan and finalize this important training session under the leadership of Brian Carmichael. It is our Districts turn to be the organizer and host of this year's multi-district PETS.

I continue to build the 2017-2018 leadership team getting commitments from some of the existing leaders and attracting others. Most pleasing thus far is both the agreement to serve from those who have been approached and the addition of a local Brantford CPA as District Treasurer for my year. I continue to strive to support Governor Marlee's goal of creating bench strength at the district as well as the club level. I am obtaining information from a fellow DGE in another district which had terrific response to obtaining volunteers to serve at the district level. There is no need to reinvent the wheel when such a resource that was so successful could be tailored to fit our district needs. I'm looking for implementation in the very near future.

YIR,

Reg

DGN Report  
District Council 11/12/16  
Submitted By Melisa Schrock

#### AG Reporting:

6/19 AG's submitted reports, 2/19 AG's will be hosting their meeting in the upcoming week, 10/19 did not submit a report.

The common theme from the reports submitted, is that everything seems to go going well with the Clubs and the main concern remains to be membership. Two Clubs continue to be of concern; Medina & Ft. Erie.

In an effort to work on the goals as outlined in the strategic plan, only 2 of 6 AG's with terms expiring in 2017 are still searching for replacements. The other 4 already have been identified and most have already started participating in the monthly meetings. Area 10 is still void of representation, but DG Marlee has been working with a potential replacement. We are currently still looking for a replacement for Area 8 & 17.

To further develop new and AG elects, I will be working with Bob Morrow, John Mullen & Ralph Montesanto to develop "Rookie training". This will be specifically for new AG's and will take place outside of our normal AG monthly meeting. I believe this approach will help with our goal to develop "depth on the bench" by making sure that we have properly trained AG's before they start their jobs, thus giving them the confidence to recommend the position when it comes time to find their replacements as they will be able to guarantee to potential candidates, that adequate training and support does come with the position!

## District Trainer Report to District Council November 12, 2016

1) MD PETS: Brian Carmichael continues to lead the process. Zoom meeting with D7080 and D7070 teams scheduled for November 7 to continue planning. We are in good hands. Registration online is open.

2) PETS 1: Brian Carmichael holding Zoom meeting with Kevin Crosby, John Heise, Ralph Montesanto, Reg Madison and Melisa on November 8 to begin planning of PETS 1 online agenda. He has already held meetings with the advisory teams of presidents, past presidents and presidents-elect. They have suggested some improvements to the training agenda. Registration online is open.

3) Club Leadership Training (AKA District Assembly): Anne Bermingham, chair has booked Niagara College in Niagara-on-the-Lake just outside St. Catharines ON for the May 6 event.

4) RLI: Still no chair so Ralph is continuing as acting chair. NCCC in Sanborn is booked, facilitators confirmed and registration proceeding for the December 3 session. To date registrations are: Part 3 – 6, Part 2 – 3, Part 1 – 2. Regular notices through Pene to promote the event.  
Looking for a winter/spring date that does not conflict or abut other district events.

5) District Team Training Seminar: Still early. Reg Madison to plan and organize. The event will likely follow the district council meeting of April 8, 2017.

6) Club-based Training and E-learning: No chair, nothing underway. Strategic Steps Document:

Provide a diagnostic tool to help clubs determine their training needs and best ways to get these met	Ralph Montesanto	November 1, 2016	Diagnostic tool prepared by January 1, 2017. Administered by Feb 1, 2017	More club members take part in training and help their clubs continue to serve their communities.
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Possibility of this coordinating with club assessment seminar proposed by Kevin Crosby.

7) New Member Orientation: Marie Bindeman has resigned as chair. No report. Nothing underway

8) Club Visioning: Anne Bermingham and team of Karen Oakes, Ryan Bridge and Ralph Montesanto completed both Brantford and Waterdown sessions. On November 16 Niagara Falls Sunrise is scheduled and January 18 is planned for Hamilton AM. Rick Sterne will be part of the Niagara Falls Sunrise and Hamilton AM teams.

Barbara Ochterski held a session with Westfield/Mayville on November 1. The team consisted of Patti Johnson, Kevin Crosby and Barbara Ochterski. Dunkirk and Hamburg have expressed interest but not yet set a date.

9) Assistant Governor Training: Bob Morrow -Has attended two Area meetings with the District Governor-Elect and will attend several more in the next couple of months; following these visits will develop a plan for meeting the needs of the Assistant Governors, in association with John Mullen, co-chair, for implementation over the next two years+.

## **District Council 11/12/16 Report of Membership Director**

Since our last District Council meeting, several activities related to promoting membership have occurred:

1. We've had two monthly meetings of the District Membership Team.
2. We've adopted the following broad strategy:
  - Primary goal: To assist clubs in (1) attracting new members and (2) retaining current members.
  - Strategies:
    1. Encourage clubs in the same geographic area to collaborate on:
      - a. Raising the profile of Rotary in the area
      - b. Doing multi-club service projects
      - c. Hosting multi-club recruitment events
      - d. Having multi-club social events
    2. Encourage clubs to use recent COL enactments as a stimulus to re-visit their policies and procedures regarding meeting frequency, attendance requirements, membership categories, etc.
    3. Cultivate a membership team in each club that will promote the use of tools and resources of RI to build membership
    4. Use a "food truck" approach to bring resources & ideas to clubs throughout the year
3. With PDG Karen Oakes, we conducted two webinars on the effects of COL decisions
4. I am working to make sure every club has a Membership Chair. He has contacted clubs without a Membership Chair indicated in the District database. Many clubs have since designated their Membership Chair. Kevin will continue to work with clubs to ensure that they have a Membership Chair.
5. In October, we begin a monthly newsletter to communicate with club Membership Chairs to alert them to webinars, seminars, online programs and other resources focused on Membership (attached)
6. I have asked Assistant Governors to invite the Membership Chairs of their clubs to attend an Area meeting (preferably the next one) and discuss membership issues and share best practices
7. I'm in the process of recruiting a Chair of Young Professional events who will begin planning for 2 – 3 events in 2016-17. A candidate has been identified and should be in place before mid-November.
8. Bruce Baum and I conducted a Membership workshop at the District Conference
9. PDG Ralph Montesanto and I conducted a Member Engagement workshop at the District Conference
10. I participated in the chartering of our new Rotary Club in Hamilton on 11/2/16.

Respectfully submitted,

IPDG Kevin Crosby, Director of Membership



# Membership District 7090



October 2016

RESOURCES TO HELP OUR CLUBS GROW AND PROSPER

## 2016 COL Enactments Give Clubs Greater Flexibility

By PDGs Karen Oakes & Kevin Crosby



The 2016 Council on Legislation (COL) approved enactments that will give Rotary clubs the flexibility to set policies regarding meeting frequency, attendance requirements, and membership types in order to better meet the needs of their existing members as well as prospective members. Each club may decide how they take advantage of these changes or maintain their existing policies.

Our District has a responsibility to ensure that clubs understand these

COL decisions and then undertake the necessary steps to modify their bylaws, if desired, based on the preferences of their members. Since the purpose of these COL enactments is to support membership retention and growth, the discussion of COL decisions should be connected to broader membership development strategies.

Here is a summary of the recent COL enactments that may impact club policies and practices (the number in parentheses refers to the enactment number):

### ATTENDANCE

**Ability to change rules.** Clubs may relax or tighten attendance requirements and termination policies for non-attendance.

However, clubs are still expected to forward attendance reports to the governor. Any club that wishes to continue adhering to the traditional attendance requirements may do so. (16-21)

**Rule of 85.** Rotarians can be excused from attendance if the combined total of their years of membership in one or more clubs plus their age equals at least 85, with their years of membership totaling at least 20. (16-35)

### CLUB FINANCES

**Admission fees.** New members can be admitted without paying admission fees. However, clubs may also choose to retain these fees, and they have the flexibility to add admission or other fees to their bylaws. (16-07)

**Club dues increased.** To address both financial challenges and the need to improve service to clubs, RI

semiannual dues were increased by \$4 for each of the next three years — to US\$30.00 per half year in 2017-2018, US\$32.00 per half year in 2018-2019, and US\$34.00 per half year in 2019-2020. (16-99)



### CLUB MEETINGS

#### Ability to change meeting

**schedules.** Clubs can now vary their meeting days and times, and can cancel meetings, as long as they meet at least twice a month. However, any club that wishes to adhere to the traditional requirements regarding meetings and cancellations may do so. (16-21)

**Canceling a meeting.** Clubs can cancel a meeting if it falls during a week that includes a holiday. (16-26)

#### In-person and online meeting

**participation.** Clubs can have in-person meetings, online meetings, allow online participation for an in-person meeting, or switch between any of these formats. (16-30)

### MEMBERSHIP

**Rules and qualifications.** Clubs may determine their own rules or requirements for transferring members, dual membership, and honorary members. They're also free to continue following the traditional provisions for these members. The only mandatory qualifications for membership are that Rotarians must be adults who have demonstrated good character, integrity and leadership; have a good reputation in their business, profession and community; and are willing to serve in their community

## 2016 COL Enactments, continued

and around the world. (16-36, 16-38)

**New membership types.** Clubs may offer associate, corporate, family, or other membership types. Clubs offering these additional types would report these members to Rotary as "active" for purposes of inclusion on the club invoice. Other financial obligations (club dues, meal costs, etc.), attendance requirements, and service expectations for these members are determined by the club. However, only active members may be considered for office and count in determining a club's voting strength. (16-36)

**Dual membership in Rotary and Rotaract clubs.** Rotaractors can simultaneously hold separate membership in a Rotaract club and a Rotary club. (16-40)

**Transferring member statement.** Potential members who owe money to another club are ineligible for membership. Clubs must seek confirmation that a former Rotarian does not have any outstanding debt to their previous club. When a club requests a statement from the club of a member who wishes to transfer, or who was previously a member, as to whether that person owes money, the request must be responded to within 30 days. If no response is provided, it is assumed that the member doesn't owe anything. These changes are in the RI Bylaws but are no longer repeated in the *Standard Rotary Club Constitution*. (16-51)

## Great Resources for Membership

There are many great resources available from RI and other sources to assist clubs with their recruitment and retention strategies. In each of these newsletters, we'll feature a few of these.

**Impact Begins with You - 001-EN – (316)** 5/\$1.25US available for purchase from <https://shop.rotary.org/>

This new brochure has a great message that is sure to appeal to virtually any prospective member. It focuses on the impact you can have, internationally and locally, by becoming part of Rotary. A key message is "our actions make a difference." Every member of a club should have a few of these to give to potential members.

**Strengthening Your Membership – Creating Your Membership Development Plan 417-EN -- (114)** available for purchase (\$2.50 US) from <https://shop.rotary.org/>

This is an excellent, comprehensive guide for clubs on how to develop an effective membership development plan. Every club Membership Chair should have a copy.

**Questions?** Contact IPDG Kevin Crosby, 2016-17 Membership Director, at [kevin@d7090.org](mailto:kevin@d7090.org).



Rotary District 7090  
District Council Report  
Public Image  
November 2016

As previously mentioned, due to the resignation or unexpected leave of the majority of the public image committee members, we are behind schedule in our progress for the 2016-2017 year.

I have reviewed the materials and the previous reports that I was provided when I joined the committee. I feel that there are many plans and actions from the 2015-2016 term that were not accomplished or that need further attention to continue the plan of action.

Some of them, along with some new goals are included in this report below:

→ all clubs in the District will know where Public Image resources can be found on the District 7090 website as well as RI website.

◆ Strategy to work through the 17 Assistant Governors to communicate with the clubs in the District;

→ an outline or promotional calendar of important annual Public Image dates will be created for future District Governors and Public Image Chairs (i.e. media releases for incoming DGs, current year DGs, etc.)

◆ Document dates for incoming DGs, District Conference, RYLA, Slapshot, VTT, Youth Exchange.

◆ Strategy to reach out to chairs and to Pene Hutton for important dates.

→ Rotary District 7090's social media will continue to grow through Facebook and Twitter.

Although, in previous reports, Instagram was suggested for use for the district, I feel that the current Rotary audience is not ready for this tool and the time is better spent growing with our current social media tools.

Currently, only 5 clubs do not have a Facebook page. It is my hope to reach out to those clubs that don't have one and to get them up and running with a page. For those clubs that do have one, very few are making regular posts, I am hoping to reach out to them and share ideas on types of posts and strategies on how to make posting easy and fun.

Instagram and other social media apps can be considered in future dates to help to entice younger Rotarians.

Currently working on:

Only 30 clubs currently have a Public Image or Public Relations Director.

Personally, I feel that this role has evolved within the last 3 years and clubs may not realize to what extent the role and duties are for this position. Since the advent of social media and the

decline of traditional media, Public Relations is more than just sending out Press Releases to media locations. It is now about sending out messages through social media that will engage in a vast world of messages. It is fitting to change the role to be titled "Public Image" over the previous "Public Relations" because it is more about putting the image of Rotary out to the world constantly, and not just before and after an event. Many clubs may think that this role is overwhelming due to this new technical aspect.

I am creating a small survey to send out to all PI/PR board members of each club to find out what clubs are doing to promote Rotary both within and outside their club. I will suggest that clubs share information with each other to make the experience easier for all. Clubs that do not have this role filled, I will send the survey to the President asking who, if anyone currently does this task.

#### Public Image - District Page

I will be adjusting the Public Image as some of the current links are dead. I would like to add a resource page with a list of all the Facebook Pages and Twitter Handles for all the clubs in the district and also in the new year will be working on a media resource list of contacts for media sources in the district.

Kevin has mentioned needing help from Public Image on his membership drive, I am looking forward to working with him on strategy and execution of this campaign.

Respectfully submitted,  
Tawnya Hartford

**District 7090 Rotary Foundation Committee**  
District Council Report November 12, 2016



**The Rotary Foundation “Doing Good in the World”.**

**Karen L. Oakes, Director, District 7090 Rotary Foundation**

Given the recent October 2016 Annual Business meeting where full reporting was undertaken by the various Sub Committee chairs, this report will touch on highlights currently underway by our dedicated Rotary Foundation District 7090 team.

I extend my sincere thanks to this fine group of stalwart leaders who continue to educate our fellow Rotarians on the opportunities within The Rotary Foundation to “Do Good in the World”.

**FUNDRAISING**

**1) Annual Fund – Chair Pat Castiglia**

Little has changed since the last report. No clubs have asked for presentations and data reviewed

Indicates little change in district giving. The following is the current report:

District Benchmark Goal (\$100/member)     \$221,200

7090 Goal based on Club Goals submitted     \$191,550

Annual fund Giving to date                             \$66, 537.51 (approx.. 34% of our goal)

Annual fund goals received                             49/68 or 72.06%

Clubs that currently have contributed                48/68 or 70.59%

**Relationship to District 7090 Foundation Goals:**

1. In honor of the Rotary Foundation Centennial, increase the Annual Fund Year over year giving by 10%  
**Status: Slight increase evident.**
2. Decrease the number of ZERO giving clubs to the Annual Fund year over year by 10%  
**Status: 20 have made no contributions to date. A major effort will be needed to reduce this number.**

**2)) Polio Plus Fund – Chair Roger Crysler**

Similar challenges exist in gathering club goal input for PolioPlus Fund.

**Relationship to District 7090 Foundation Goals:**

1. Ensure 10% of our clubs attain US\$2650.00 in total giving to Polio Plus – **Ongoing.**
2. Maintain our 20%, at a minimum, DDF support to Polio Plus campaign – **Completed.**

**3) Paul Harris Society - Chair Jim Morabito**

PHS membership (new) **5 new**

**Relationship to District 7090 Foundation Goals:**

Increase the number of Paul Harris Society members by 10% year over year – **Progressing well.**

**4) Endowment Fund – Chair Frank Adamson**

The Committee plans to meet in the next while to approve a marketing plan, goals and objectives for the year. Our endowment fund supporters continue to build long term possibilities to the support of the work of the Rotary Foundation

**Relationship to District 7090 Foundation Goals:**

Grow our Bequest Society membership year over year by 10% – **Ongoing cultivation efforts underway.**

**FOUNDATION GRANTS**

**1) District Grant Spending Plan – Chair John Teibert**

The **draft** District has set aside \$50,000 in matching grant funds for clubs to access in the 2017-2018 Rotary year, [Maximum - \$2,000 per club], \$3,000 for the District Scholarship and \$6,000 for the VTT.

In order to be eligible to apply for the District matching grants clubs have to complete three steps; have at least two club members attend one of two District Grants Seminars (September 17, 2016 and November 19, 2016), submit appropriately signed agreements by December 15, 2016; and send in a properly completed grant application by February 15, 2017. The District Grant Application, Memorandum of Understanding and Addendum are available on the District website under the Foundation tab.

With respect to the 2016-2017 Rotary year, 29 clubs submitted grant applications, 27 applications were approved. The total dollar value of grants approved was \$45,659.57. The plan is to have Foundation committee members present the cheques at club meetings once final reports have been approved.

Also on the District website, under the Foundation tab is our District's 2016-2017 approved spending plan, which provides a summary of the approved District grants.

Respectfully submitted

John N. Teibert, CPA, CA

Rotary District 7090

District Grants SubCommittee Chair

**Relationship to District 7090 Foundation Goals:**

Increase the number of club supported District Grant applications to be considered for inclusion in our District Grant Spending PLAN BY 10%. – **See above -- 27 applications approved of the 29 club applications received (increase of 5) year over year. Continued strong interest by our District club remains evident.**

**a) Scholarship – Chair Shefali Clerk**

Rotary Peace Scholarship has been awarded.

Our district is fortunate to have 2 peace fellows and one alternate. District had submitted total of 7 applications and received two awards and possibility of a third one.

District Scholarship Application is open for a District Scholarship for \$5000. A completed application is due by December 31, 2016.

Shefali Clerk

**b) Vocational Training Team – Chair Dan Smith**

**Vocational Training Team (VTT) announces selection of Team Leader to Australia**

Thomas O'Neill of the Rotary Club of Simcoe has been selected to be the VTT Team Leader for District 7090's project of training and sharing information on Fruit Farming to the Shepparton and Goulburn Valley regions in the Australian Rotary District 9790.

The Team, consisting of the Team Leader O'Neill and 3 Team Members, to be selected per below, will focus their training on mechanized versus traditional approaches, pests and disease treatment, marketing options, and effecting change in farm operations in pursuit of valued successful farm livelihoods. The Team's experiences will provide for identifying needs as well as efficiencies and accessing cost control methodologies. The Mission will be approximately 3 weeks in March 2017. O'Neil brings a wealth of Fruit Farming experience with his 33 years with the Norfolk Fruit Growers' Association as the General Manager. He has been at the forefront of industry trends and technologies for the production, storage, packaging and marketing of the member's fruit.

For Team Member information contact VTT Chair Dan Smith at 716-269-9900 and find the Team Member application by visiting <http://www.rotary7090.org/SitePage/vocational-training-teams>.

Team Member applications are Due Dec 3<sup>rd</sup> with Interviews on Dec 10<sup>th</sup>.

For further information contact VTT Chair Dan Smith at 716-269-9900 and find the relative application by visiting <http://www.rotary7090.org/SitePage/vocational-training-teams>

**Relationship to District 7090 Foundation Goals:**

Engage at least 10% of our clubs in pursuit of our pre-committed \$5,000 District Scholarship and \$10,000 Vocation Training Team as evidenced by applications for

a) Scholarship monies - **TBD**

b) Team leader and members for the outgoing VTT team - **TBD**.

**2. Global Grants – Chair PDG Bob Bruce**  
**Grant Advisor Roy Sheldrick**

1. GG 1413585 Ancaster – Verrettes, Haiti **Final report due 20-04-2016. Closed October 26, 2016.**
2. GG 1415547 Dundas – Banda Aceh, Indonesia, **Progress report due 04-05-2016, report info completed. Review by Regional Grant officer resulted in request for further information. Ongoing follow up continues.**
3. GG1419923 Waterdown – Philippines. **Final Report closed October 31, 2016.**

**Relationship to District 7090 Foundation Goals:**

Engage at least 10% of our clubs in financial support of a Global Grant application. – **TBD (1 submitted since July 1, 2016, awaiting approval). Three (3) applications in draft form with several other possibilities under consideration by our District clubs.**

**ALUMNI - Chair Patti Johnson**

Concentrated efforts to provide clubs and AG team with relative Alumni data to contact Alumni and past Rotarians to re-engage with Rotary in some fashion.

Set up of Face book page for D7090 alumni. Using “MailChimp”, to connect with all alumni for whom I have an email address, directing them to the FB page.

My goal is to engage Alumni in reconnecting with Rotary, and/or becoming part of the D7090 Alumni association.

**Relationship to District 7090 Foundation Goals:**

Engage at least 10% of our Foundation Alumni in active participation in Rotary as evidenced in Club Central reporting. – **Dedicated effort underway.**

**Centennial Projects:**

We, as a group, are very excited about the upcoming Centennial of The Rotary Foundation. Our cornerstone celebration of these 100 years of The Rotary Foundation will be collaborating with all our district 7090 clubs to develop 100 events in celebration of the extraordinary work of Rotary Foundation. **We are looking for all your ideas to build our directory of 100 events, and we congratulate the following clubs for the following undertakings in play now. How about your club?**

**RC of Hamburg:** We did decide on a project and are implementing it.

We purchased 100 pairs of winter socks for the homeless and they will be distributed until they are gone to the homeless in downtown Buffalo.

**Rotary Club of Brantford:** Join the Brantford Rotary Club’s 100<sup>th</sup> anniversary celebration on Saturday, February 25<sup>th</sup>, 2017.

**Relationship to District 7090 Foundation Goals:**

Celebrate The Rotary Foundation Centennial with the development of our District 7090 catalogue of 100 events showcasing 100 years. – **NEED CLUB INPUT.**

Respectfully submitted,

*Karen L. Oakes.*

The Rotary Foundation – Doing Good in the World.

## **Youth Services Report for District Council meeting 12 November 2016.**

**District Conference** offered us the opportunity to meet with several of the leaders of different youth programs in the district (Rotaract, Youth Exchange, Slapshot).

Items raised at the meeting were:

- succession planning
- creating a shared drive in the cloud to store information about each of the programs and make it available to the key players
- cross-promotion
- the need to identify club contacts for each of the youth programs

***We could really do with the assistance of the AG's in this regard.***

**Youth Exchange** is actively in recruitment mode. If you know of anyone interested, please refer them to the preliminary application sign up online at:

<http://rotaryye7090.org/preliminary-application>

As they are received, Mike Taylor forwards them to clubs in the area of where the students lives/goes to school.

Last year we saw a dramatic 20% drop in students being sent out by clubs. The most commonly heard reason for that is the lack of host families. Should you hear this reason offered by clubs you visit, please pass on the Host Family brochure that we've developed, which can also be downloaded from:

[http://rotaryye7090.org/sites/default/files/files/YE\\_HostFamily\\_0.pdf](http://rotaryye7090.org/sites/default/files/files/YE_HostFamily_0.pdf)

The youth exchange program brings vitality to the clubs involved and often leads to parents and host families joining as Rotarians. Perhaps not the initial goal of the program, but a great side-effect!

The inbound students were all at the District Conference and did a great job on the Polio Bike-A-Thon. Their next weekend will be the winter weekend in Buffalo in December.

As a result of the DC meeting, I got the emails for the 2015 and 2016 attendees at Slapshot that had indicated an interest in Youth Exchange and we emailed them with details about YE and how to apply.

Our accreditation with Rotary International has been renewed.

### **RYLA**

Dates have been set for June 11 – 17, 2017 at the State University of New York, Fredonia again.

### **SLAPSHOT**

Dates have been set for April 28 – 30, 2017 at Canterbury Hills again. Keynote speaker has been confirmed as Joel Hilchey, with Jen Middleton and Matt Pomeroy

confirmed for program leadership. The team is meeting 12 November to start preparations.

I met with Margaret Andrewes at the District Conference and she indicated that she wishes to step back. I have found 2 Rotarians from the Brantford club willing to step in and take over her registration and promotion tasks.

I met with Jim Sykes on November 5<sup>th</sup> and discussed the above as well as the general status of things around Slapshot.

### **ROTARACT**

We had a disappointing turn out of Rotaractors at the District Conference. This is something we're following up on.

### **INTERACT**

The Interact Club of St. Catharines has been chartered.

### **EARLYACT**

No news

### **GENERAL: SCHOOLS**

It is becoming harder and harder to get the schools to engage and promote our youth programs. I want to establish a forum where we can brainstorm how we can up our game on that, as we need teacher/counselor cooperation to get our message out. What can we offer them to want to engage with Rotary and offer our youth programs to their students? This is a district wide problem, across all youth programs in Rotary. Any ideas are welcome!! The question here is, can you give me contacts to people that work in education that can take part in such a brainstorm?

**From:** John DePaolo  
**To:** [pene hutton](#)  
**Cc:** [Marlee Diehl](#); [Melisa Schrock](#)  
**Subject:** Director of Service Projects report  
**Date:** Sunday, November 06, 2016 5:34:57 PM

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In addition to information currently being sought from AGS , I have been asked by Pdg Crosby to assemble a speaker resource list as well. Accordingly, each AG should get from the clubs in their area a brief detail of service project to publish as a resource and information about key speakers they have had.

KEVIN CROSBY, has coordinated a meeting with Service Projects District Directors from area districts for this Tuesday to help refine our District's procedures. Presently, we have little activity beyond Gift of Life and International Service. I have introduced an excellent Philippines project that I will promote going forward.

We need more members to be active on the 7090 Service Projects Committees. Depth has been a challenge. MOPP shows areas of need.

I have had no contact from any club or member for resource information.

Sent from my Verizon, Samsung Galaxy smartphone

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Recommendations to the District Leadership regarding the modus operandi of District Council for review at District Council meeting on November 12, 2016

1. Keep the number of District Council meetings as is (5 per year).
2. Move towards more District Council meetings as on-line meetings, starting in 2017-2018 with 2 face-to-face meetings (one on each side of the border) and 3 on-line (currently ZOOM) meetings for District Council. Incrementally move towards more on-line meetings and fewer face-to-face meetings each year, contingent upon feedback from Council members.
3. Incorporate methods to streamline the administrative aspect of District Council, including incorporation of “consent agendas”.
4. At each of the next District Council meetings (in 2016 – 2017), set both an agenda and an evaluation of the meetings to assist with the implementation of the above change(s). Set the agenda at least two weeks in advance.

Follow a similar CONTENT pattern for District Council as the September 10, 2016 meeting with an emphasis on training and needs-based discussion followed by administrative issues.

5. Put more emphasis on all members of District Council to provide input to the agenda, especially in the areas of concern, issues and training. (This should come from Directors AND Assistant Governors as well as the District Leadership group).

Robert Morrow, Reg Madison, Ross Gowan, Anne Bermingham



# Rotary 7090 Strategic Plan

Update – November 12, 2016

# Context



- District 7090 has updated its strategic plan annually for several years; in the spring of 2015, we developed Vision statements for the District
- The Strategic plan is intended to give focus to some goals or areas where the District commits resources and effort– over and above the regular operational work associated with running a District
- It was agreed that in 2016 – we need to spend less time determining new ideas of what needs to be done and more time in creating an implementation plan that is regularly reviewed and adhered to throughout the coming year ; we created a SP Steering Team, chaired by Jeff Noble and Bob Hagen

## 2015-2018 District Vision Areas of Focus

- The primary function of the District is to support clubs and help them be vibrant clubs
- Succession planning is important for all leadership roles at club and District levels. Future leaders will be well-prepared and mentored by incumbents.
- It's important for District leaders to visit clubs (in person or virtually) and help members understand the role and resources of the District
- Collaboration among clubs and educational activities happen at the Area level. Adopt a "Food Truck" model of bringing training, information and resources to the clubs and Areas
- AGs are critical for supporting clubs and connecting District resources to the needs of clubs
- Expose new Rotarians to the bigger world of Rotary beyond their clubs as soon as possible.

# Strategic Areas of Focus & Key Actions

- **Director of Membership:**

- Advance the Get Ready to Grow Membership strategy – engaging each District area of implementing actions to support this strategy
- To develop Young Rotarians events that attract those 45 years or younger

- **Director of Service:**

- Provide ample opportunities for members to engage in hands-on activities throughout the District

# Strategic Areas of Focus & Key Actions

- **Director of Training:**

- The development of a menu of topics and presentations tailored to the needs of each club as well as a menu of delivery methods (online; recorded) – includes a speaker's bureau that clubs could use in finding speakers for their meetings
- Provide a diagnostic tool to help clubs determine their training needs and best ways to get these met

- **Director of Foundation:**

- Focus on providing significant platform to highlight the stories of doing good in the world so the reasons for giving are clearly understood regarding Foundation – getting message out through various means

# Strategic Areas of Focus & Key Actions

- **Director Governor Nominee:**

- Each area has a Assistant Governor with a successor identified a year in advance (in order to shadow and prepare for the role)
- All Assistant Governors are actively provided with mentors, active coaching, fireside chats – resulting in Club Presidents understanding and experiencing the types of supports they need from their Assistant Governors

# Role of our Co-Chairs in Driving Strategic Plan Forward

- **Jeff Noble and Bob Hagen**
- Push the owners of each of the 8 actions to have a consistent and comprehensive work plan completed by end of June 2016
- Follow up with each of the action owners to find out if on track and what else they need to ensure their strategic action is achieved
- Get the strategic plan REVIEWED and MONITORED at District Council at least twice a year



# What Has Happened So Far

## Recap of Action taken to date

July 15	D7090 Strategic Plan March 28 <sup>th</sup> pptx Guide provided
July 15	Zoom Meeting Conducted: How to launch Oversight Team.
July 15 – 25	Collaboration by phone and e-mail to plan and coordinate
July 25	Draft Reporting Format for 5 Directors prepared
July 27	Draft Reporting Format for 5 Directors Finalized
August 1	Letter to Directors Prepared
August 1 – 8	Initial responses, questions received
August 22	Follow-up reminder submitted to Directors
August 29	2 <sup>nd</sup> Follow-up reminder submitted to Directors
August 29 -	First Strategic Plan Action Plans Received
September 8	All Strategic Plan Action Plans Received
September 9	Material Collated for District Council Meeting September 10, 2016
In Progress	Review to achieve consistency in presentation / refine points
Next Review	(TBD) District Council Meeting November 12, 2016

# Small Group Exercise

- Review the Action Plan at your table
- Offer feedback and ideas to the “owner” of the plan
- Consider what might be obstacles to success & how these might be overcome

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## *Discussion Report 2 – Strategic Plan Small Group Discussion of Action Plans*

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*DGN: reported by Reg Madison, DGE for Melisa Schrock, DGN*

Our discussion centered around "Promote succession planning initiatives by having every AG identify their replacement by the end of their second term in office." The goal is to have a successor identified by December 31 for those terms ending in 2017 and June 30 of 2017 for those terms ending in 2018. This would result in future AG's receiving "on the job" training for 12 months before their term begins. Four of six appointments have been approved and are actively involved.

We re-emphasized that the AG term is three years but is renewed each year by the incoming District Governor. Also covered was the need for an interview of the candidate by the DGE prior to their appointment to ensure that the understanding of the role and commitment to the many facets of this important position were there.

Also covered was the training needs assessment being conducted by Bob Morrow, co-chair of AG Training who is visiting Area Meetings held by AG's to better evaluate what training support is required. The role of the DGN who is also AG Coordinator was explained who will provide additional support on the monthly Zoom meetings.

*Service Projects: reported by Anne Bermingham, AG for John DePaolo, Service Projects Director*

There were 10 points that I captured when the group met and discussed the service parts of the District strategic plan. I will be reaching out to John DePaolo to discuss in next week or so.

1. Meal packaging at District Conference and the other two hands on projects done that day in Batavia were excellent. Someone should get the numbers of participants and include this in the measures.
2. There is a need to market a lot more about the types of hands on projects that clubs can get involved in – both at district and internationally. Should be articles in district newsletter and other messages out about this.
3. People in my discussion group wanted to know what kind of steps and resources are in place to help clubs understand how we can work together when disaster starts
4. In fact, a good action for the plan would be to ask clubs how to work together better when disaster starts – getting a better understanding of what we are doing well and what we need to do better.
5. Menu of service projects that clubs can work on together – with easy how to guide would be a great deliverable.
6. Would it be possible to create a speaker's bureau about service projects that clubs and district are involved in – some clubs would really welcome these types of speakers.
7. The Rotary International website has a great place where clubs can put their service projects – there are quite a few listed from District 7090. Perhaps it makes more sense to just use this resource but ask clubs to put one service project each on this site.

8. Going even beyond service, it is clear that all clubs need more help to increase their use of club runner – so they can access it better and use it more effectively.
9. How to help clubs determine needs – they have lots of ideas of service but do these address priority needs. District could help clubs do better assessments before picking the project.
10. John really needs a good team to help with this part of the strategic plan. Lots to do and need others to help you deliver on these ideas – don't go it alone.

*Membership: reported by Kevin Crosby, IPDG, Membership Director*

1. District should provide direction and support to clubs to help them develop “Membership Interview” – guidelines for discussing Rotary with a prospective member, including understanding the motivations of the prospective member; include recommendations for how to discuss financial obligations of membership in context of the benefits of membership.
2. District should help clubs develop their messaging for recruiting members, including the use of existing materials from RI.
3. District should promote AG Area-wide Fireside Chats as a platform for recruitment, orientation of new members and re-orientation of existing members.

*Training: reported by Ralph Montesanto, PDG, Training Director*

Action Item b rewrite to be: “A speaker’s bureau that clubs could use in finding speakers on the big picture of Rotary and becoming a vibrant club.” Assigned to Ralph Montesanto.

Providing a diagnostic tool barriers to success: changed from “Should be none” to “Do clubs even know what they want or need?” and “To whom do we communicate so that request is not filtered?”

*Foundation: reported by Karen Oakes, PDG, Foundation Director*

Barriers - How to communicate effectively with clubs, leadership and membership

Suggestions:

- Tell our story
- Hold clubs accountable
- Develop personalized ASK for the money

Resources:

- Develop video loop to reflect club grants
- Engage club leadership to feature TRF in New Member Orientation
- Rotary Showcase - - - all videos

## Rotary District 7090

### Meeting Effectiveness Evaluation

Meeting Date: November 12, 2016

Meeting Type: ☐ Face-to-face

Please answer each of the following questions and provide comments where appropriate:

	Fully	Not at all	NA
1. To what extent were all required meeting materials made available to you at least 5 days ahead of the meeting?	19-4 0-1	2-3 0-2	0
2. To what extent were the objectives for this meeting clear to you ahead of the meeting?	11-4 2-1	6-3 1-2	1
3. To what extent did we discuss items <u>relevant to you and your role</u> in the District?	12-4 0-1	8-3 1-2	0
4. To what extent did the discussion items seem highly <u>relevant and timely</u> ?	13-4 0-1	8-3 0-2	0
5. To what extent did the meeting flow according to the agenda and expected time allotments?	10-4 0-1	11-3 0-2	0
6. To what extent were you comfortable taking part in discussion during the meeting?	16-4 0-1	2-3 3-2	0
7. To what extent was the mix between reporting and discussion appropriate?	12-4 0-1	9-3 0-2	0
8. To what extent did attendees participate well in discussion?	14-4 0-1	6-3 1-2	0
9. To what extent was the meeting a good use of your time?	14-4 0-1	7-3 0-2	0
10. To what extent do you believe this meeting enabled Council to drive the work of District 7090 forward?	10-4 2	11-3 0-1	0
11. Other comments: <ul style="list-style-type: none"> <li>- Terrific meeting</li> <li>- Great meeting – Did Something!</li> <li>- Good meeting – Wish we had more attendees</li> <li>- I am grateful to be joining DC when the format has changed</li> <li>- And excellent fellowship</li> <li>- Good meeting</li> <li>- Do we have a clear and defined goal for the district? Will this help to attract those for which this meeting is intended?</li> </ul>			

- Big improvements – need to see agenda planning happening in December to make January effective
- There is no better way to meet than face to face. Much of the discussion and group meetings could not have occurred on-line. The format with 2 USA and 2 Canadian and 1 Zoom in the winter works well. If we want Presidents and PE's to be a part of the meetings, Zoom will not do it. Every District Council member cannot make every meeting. What about setting up a Zoom meeting at our face to face meetings? We could at least see the podium speaker and any slides shown could be put up on Zoom. I know it could discourage actual attendance, but if the meetings were meaningful, most who are able should attend. This would allow those out-of-town or absolutely unable to travel to the meetings to be a part of it.
- Re #2 - More detail on "other discussion" on agenda
- Re #9 – Drive time can be a lot – maybe Zoom will help – we'll see