



## District Council Minutes Saturday, June 5, 2021

**Location:** Zoom Online Meeting

**No. of Attendees:** 31

**Call to Order:** 09:00 a.m. by Governor Frank Adamson

**Invocation: PDG Ralph Montesanto.** PDG Ralph noted that this is not an original by him and said. "Help us to be true Rotarians who commit to Service Above Self; and be ever mindful of the needs of others". Then, he noted, "Although Youth Services was the theme for May, District Governor Frank never failed to mention them during his year. So, I ask you to focus your thoughts on the needs of the young people you have helped throughout the world. The following might help you in your reflection:

To be young is to drink clean water from wells which you did not dig  
To be a Rotarian is to dig wells from which you may never drink

To be young is to dance to music you did not write  
To be a Rotarian is to stop Polio from crippling children you will never see dance

To be young is to sit under a tree which you did not plant  
To be a Rotarian is to plant trees under which you may never sit

To be young is to benefit from a community you did not build  
To be a Rotarian is to build a community from which you may never benefit

To be young is to read books which you did not author  
To be a Rotarian is to eliminate illiteracy for people you may never hear read

To be young is to play in fields that you did not make safe  
To be a Rotarian is to help clear land mines to keep safe the field you may never cross

As you end the Rotary year and turn the reins of leadership over to those who follow, celebrate your service to others and include what you have done to help the younger generation grow into the leaders of tomorrow."

**Consent Agenda:**

**MOTION TO APPROVE THE CONSENT AGENDA TO ADD THE CORRECTED FOUNDATION REPORT AMENDING THE TOTAL CLUB GRANTS AMOUNT TO \$50,805 BY BOB MORROW, AG COORDINATOR; SECONDED BY ROB NAGY, YOUTH SERVICES CHAIR. MOTION APPROVED.**

**Strategic Plan:** Anne Bermingham, DGE shared the results of the survey. After going through the results, she shared the new Strategic Plan and actions for next year.

**MOTION TO APPROVE THE STRATEGIC PLAN WITH A COUPLE OF MINOR CHANGES BY REG MADISON, PDG; SECONDED BY RALPH MONTESANTO, PDG. MOTION APPROVED.**

**See attached survey results and new strategic plan with amendments as approved.**

**Coaching Update: Al Lutchin and Angela Carter.** Angela noted that just over 100 people are participating in the Coaching series, with the next series starting in the fall and that going forward there will likely be 2 sessions a year. She and Al have developed a faculty of 10 certified coaches and an innovation team that is growing. Governor Frank thanked Angela and Al for their efforts in putting this leadership series together.

**Outgoing Governor Comments: Frank Adamson.** Governor Frank referenced his report mentioning the loss of many valued Rotarians this year including Jack Amico and John Heise, two PDGs. It was part of the worst of years as quoted from *A Tale of Two Cities* in his report attached. He noted that it has been a year of credulity in many ways. Some of the things he missed participating in due to COVID were three 100 year club anniversaries, club project events, and some youth programs were canceled. The “Best of Years”, included the Pedal for Polio, Thie Convery’s donation to match clubs that gave/raised at least \$1500 and 30 clubs did that. Of course, the Great Lakes Cleanup. Both events however, came to the attention of the Rotary magazine.

Governor Frank gave thanks to many of our leaders including:

- Thanks to Bob Morrow, AG Coordinator, such a wonderful job with your team of AGs. AGs – Sherry Kerr, Phil Shames, Jeanette Murphy, Dave Berry, Robert Benzel. All are being recognized with Paul Harris Fellows for their completed commitment of 3 years.
- Anne Bermingham and Melisa Schrock – for the Strategic Plan and a job well done.
- Angela Carter, Membership Chair, for her dedication to this role. Stuff happening with regards to satellite clubs and more. A passport club is in the works with predominately Chinese women relocated to Canada.
- Pat Castiglia is stepping down as Foundation chair. A great job with her committees including getting a Legacy member who remains anonymous.
- Al Lutchin, Public Image Chair. Comments about the \$20,000 Canadian dedicated from District reserves for the web refresh initiative. Also, the attention our public image team has brought to our “big” initiatives to the Rotary magazine,

- Lisa Bishop, Service Projects Chair. Lisa has done an admirable job, but will be of course our Governor Elect come July 1.
- Reg Madison, Nominating Committee, and remaining as Finance Chair for another year. Successful leading Finance and getting approval to send \$10,000 US to another District spearheading oxygen converters for India who has been hit hard with COVID cases. Matched by clubs and individuals to \$25,000.
- Bob Artis, IPDG, thank you for your support and mentoring.
- Two ladies for their counsel and ongoing support, wife Judy and Executive Secretary Pene. Couldn't do it without them.
- Also Governor Frank recognized the governor chain, DGE Anne, DGN Lisa and DGND Scott who have been his rock and which he looks forward to working more with in his mentoring role as IPDG.
- Finally Governor Frank and Incoming Governor Anne recognized the dedication and hours of service of PDG Karen Oakes in working over the past three years to get us incorporated. As DGE Anne remarked, "You have strengthened our root system." Anne indicated that a gift certificate to a local nursery is being presented to Karen to purchase a bush or tree symbolizing this effort. Many thanks.

**Incoming Governor Anne's Comments:** "Frank, you are a man with a vision." She recalled sitting with Frank as he returned from International Assembly and the goals he shared with her. Including buddy benches and blood clinics, and Rotaract as family.

She also noted FRANK is for:

F: FANTASTIC – fantastic for all you do

R: ROTARIAN – because you are Rotary through and through.

A: ACTION – because you say so much more by what you do – raising money for Polio Plus and the Foundation or helping get Satellite clubs off the ground – it's you

N: NEW IDEAS – you have championed so many from buddy benches to blood donor clinics to bringing Rotaract into the family of Rotary to the Great Lakes Watershed Cleanup

K: KUDOS – to you FRANK for all you do.

Frank received a standing "virtual" ovation!

Anne also shared the incoming District Council voting members (consistent with the incorporated District and the new MOP Manual of Policies):

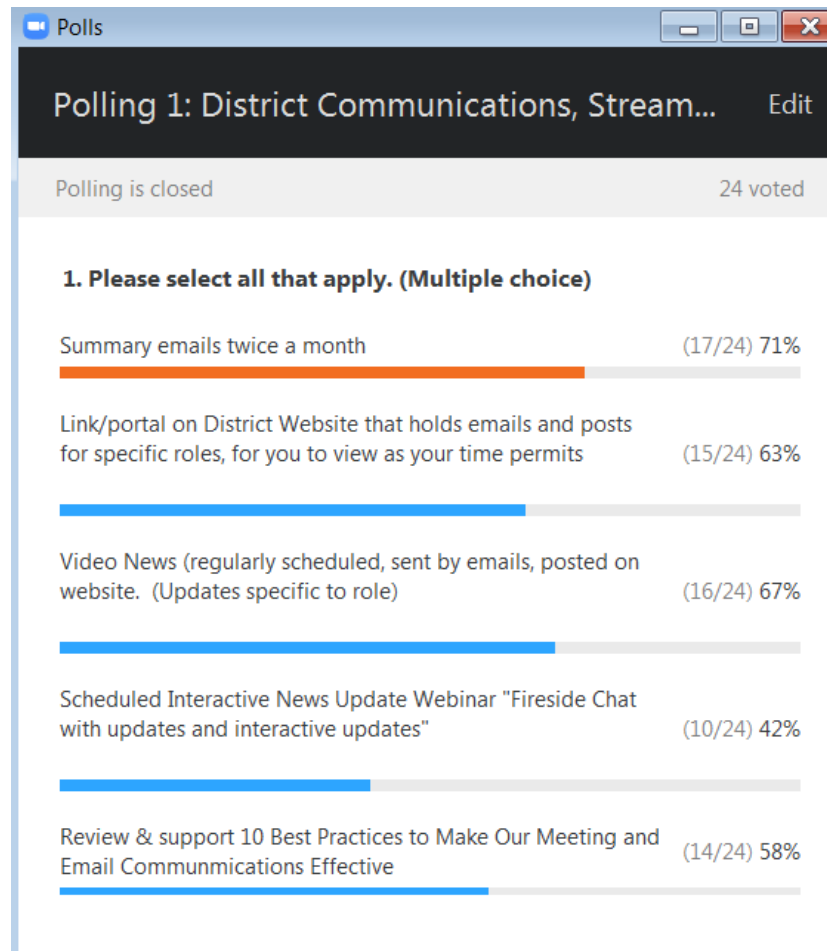
- DG Anne Bermingham
- DGE Lisa Bishop
- DGN Scott Marcin
- DGND to be filled by Nominating
- IPDG Frank Adamson
- District Delegate, Council of Legislation Karen Oakes
- District Executive Secretary Pene Hutton
- District Treasurer John Teibert
- Rotaract Representative Rebecca Balyk

- District Training Chair Sue Czrny
- District Foundation Chair Sandi Chard
- Finance Chair Reg Madison
- Governance Chair Karen Oakes
- Membership Chair Melisa Schrock
- Public Image Chair Dave Schulz
- Service Projects Chair Phil Shames
- Youth Services Chair Rob Nagy
- All Past District Governors
- Assistant Governor Coordinator, and
- All Assistant Governors

**Gavel Exchange:** The Gavel was virtually exchanged and will be mailed to Governor Anne.

**Council Members Input/Discussion:**

- **Communication:** Lisa Bishop, DGN launched a poll with prompts for feedback regarding Communications. Prefacing it, Lisa noted that communication can sometime feel overwhelming and due to feedback from Rotarians (club and district), the governor stream decided on the following questions to get some input from those present.



**COVID Advisor:** Anne referenced the request of RI for a COVID Advisor at the district level.

**Lighthouse Award:** Anne will send out the current award with some suggestions for feedback.

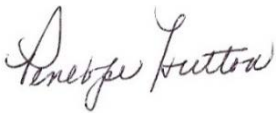
**Proposed dates for District Council and other events:**

9/11/21	District Council
9/18/21	Great Lakes Watershed Cleanup
11/13/21	District Council & Annual Meeting
01/15/22	District Council
03/19/22	District Council – <b>possible conflict with kids' break</b>
05/07/21	Club Training Assembly
05/14/22	District Council
06/25/22	Club & District Changeover Celebration

Also DGN Lisa questioned whether or not District Council had to be held on a Saturday. Anne noted that this might be a good consideration for a poll to see if a week night might also work.

**DG Frank adjourned the meeting by motion and second at 11:03 a.m.** Next Meeting of the District Council: Saturday, September 11, 2021

**Respectfully submitted,**



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

**Reports Attached:** Consent Agenda: (approved by Motion)

Secretary's Report (see Minutes of April 10, 2021 on District website)  
Financials (interim)  
DG Report  
DGE Report  
DGN Report  
AG Coordinator Report  
Service Projects Report  
Training Report  
Foundation Report as corrected  
DG Sub-Committees

- Strategic Plan as amended

**Other Reports Attached:**

PETS  
Strategic Plan Survey Results

# Rotary District 7090

Balance Sheet  
As of May 30, 2021

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
10001 Key Bank (US)	128,775.54
10002 BoM (CDN)	174,596.12
<b>Total Bank Accounts</b>	<b>\$303,371.66</b>
Accounts Receivable	
11001 Accounts Receivable (A/R) - US	209.06
11002 Accounts Receivable (A/R) CND	308.77
<b>Total Accounts Receivable</b>	<b>\$517.83</b>
Other Current Assets	
10004 Undeposited Funds	0.00
11003 Account Receivable - Loan	0.00
11004 A/R - Cdn - prior difference	0.00
11005 RYLA Receivable	0.00
11006 SlapShot Receivable	0.00
12001 Restricted Grants Committee	27,430.30
13001 Prepaid Expenses	8,239.49
13002 Prepaid District Conference	0.00
<b>Total Other Current Assets</b>	<b>\$35,669.79</b>
<b>Total Current Assets</b>	<b>\$339,559.28</b>
<b>TOTAL ASSETS</b>	<b>\$339,559.28</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
20001 Accounts Payable (A/P) - USD	0.00
Accounts Payable (A/P) - CAD	0.00
<b>Total Accounts Payable</b>	<b>\$0.00</b>
Other Current Liabilities	
20002 A/P - USD - prior difference	0.00
20300 Accrued Expenses	0.00
21001 Future Rotaract Deposits	90.00
23250 District Grants Payable	27,344.59
23500 Unearned / Deferred Revenue	0.00
<b>Total Other Current Liabilities</b>	<b>\$27,434.59</b>
<b>Total Current Liabilities</b>	<b>\$27,434.59</b>
<b>Total Liabilities</b>	<b>\$27,434.59</b>
Equity	
30000 Opening Balance Equity	0.00
31000 Retained Earnings	280,064.67
Net Income	32,060.02
<b>Total Equity</b>	<b>\$312,124.69</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$339,559.28</b>

# Rotary District 7090

## Profit and Loss

July 1, 2020 - May 30, 2021

	TOTAL
Income	
40000 Operating Revenue	
40010 General Assessment - Dues	74,937.22
40020 General Assessment - Conference Support	5,884.88
40030 General Assessment - Insurance	22,516.91
<b>Total 40000 Operating Revenue</b>	<b>103,339.01</b>
40040 District Governor RI Stipend	16,006.00
41000 Training Revenue	
41030 RLI	1,760.00
<b>Total 41000 Training Revenue</b>	<b>1,760.00</b>
46000 Youth Services Income	
46002 SlapShot Income	4,000.00
<b>Total 46000 Youth Services Income</b>	<b>4,000.00</b>
<b>Total Income</b>	<b>\$125,105.01</b>
GROSS PROFIT	<b>\$125,105.01</b>
Expenses	
60000 Operating Expenses	
60010 Banking Fees	265.58
60020 Credit Card Fees	444.73
60030 IT/Software Expense	545.40
60031 Club Runner Software	2,071.00
60033 Zoom Software	1,569.00
60034 QB Software	815.40
<b>Total 60000 Operating Expenses</b>	<b>5,711.11</b>
60040 Insurance	
60041 US Insurance	2,250.00
60042 CA Insurance	18,221.79
<b>Total 60040 Insurance</b>	<b>20,471.79</b>
60050 Finance & Audit	5,300.00
61000 Administrative Expenses	
61010 Admin Services	20,000.00
61020 Office Supplies	299.28
61021 Office Support	-20.00
61022 Postage	129.37
61030 District Newsletter	2,000.00
61040 Phone Charge	1,000.00
<b>Total 61000 Administrative Expenses</b>	<b>23,408.65</b>

# Rotary District 7090

## Profit and Loss

July 1, 2020 - May 30, 2021

	TOTAL
62000 Directors and Committees	
62100 Director of Training	
62105 RLI	935.90
<b>Total 62100 Director of Training</b>	<b>935.90</b>
62200 Director of Foundation	
62204 Grants	0.00
<b>Total 62200 Director of Foundation</b>	<b>0.00</b>
62500 Director of Public Image	
62505 Club Website Initiative	11,076.77
<b>Total 62500 Director of Public Image</b>	<b>11,076.77</b>
62700 District Governor	
62703 Governor Awards	478.62
62704 Theme Items	237.32
62706 District Governor RI Reimbursement	6,996.28
62707 Governor's Pin	540.94
<b>Total 62700 District Governor</b>	<b>8,253.16</b>
62800 District Governor Elect	
62802 RI Convention	-869.77
<b>Total 62800 District Governor Elect</b>	<b>-869.77</b>
<b>Total 62000 Directors and Committees</b>	<b>19,396.06</b>
63000 District Conference Expenses	
63010 General Expenses (current year)	1,233.07
<b>Total 63000 District Conference Expenses</b>	<b>1,233.07</b>
64000 Miscellaneous Expenses	
64030 Donations	12,000.00
64050 Other Miscellaneous Expenses	5,815.50
<b>Total 64000 Miscellaneous Expenses</b>	<b>17,815.50</b>
<b>Total Expenses</b>	<b>\$93,336.18</b>
NET OPERATING INCOME	<b>\$31,768.83</b>
Other Expenses	
Unrealized Gain or Loss	0.00
Exchange Gain or Loss	-291.19
<b>Total Other Expenses</b>	<b>\$ -291.19</b>
NET OTHER INCOME	<b>\$291.19</b>
NET INCOME	<b>\$32,060.02</b>



# Rotary District 7090

Budget vs. Actuals: 2020 - 2021 District Budget - FY21 P&L

July 2020 - June 2021

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
<b>Income</b>				
40000 Operating Revenue				
40010 General Assessment - Dues	74,937.22	76,397.00	-1,459.78	98.09 %
40020 General Assessment - Conference Support	5,884.88	6,000.00	-115.12	98.08 %
40030 General Assessment - Insurance	22,516.91	22,500.00	16.91	100.08 %
<b>Total 40000 Operating Revenue</b>	<b>103,339.01</b>	<b>104,897.00</b>	<b>-1,557.99</b>	<b>98.51 %</b>
40040 District Governor RI Stipend	16,006.00		16,006.00	
41000 Training Revenue				
41030 RLI	1,760.00		1,760.00	
<b>Total 41000 Training Revenue</b>	<b>1,760.00</b>		<b>1,760.00</b>	
46000 Youth Services Income				
46002 SlapShot Income	4,000.00		4,000.00	
<b>Total 46000 Youth Services Income</b>	<b>4,000.00</b>		<b>4,000.00</b>	
<b>Total Income</b>	<b>\$125,105.01</b>	<b>\$104,897.00</b>	<b>\$20,208.01</b>	<b>119.26 %</b>
<b>GROSS PROFIT</b>	<b>\$125,105.01</b>	<b>\$104,897.00</b>	<b>\$20,208.01</b>	<b>119.26 %</b>
<b>Expenses</b>				
60000 Operating Expenses				
60010 Banking Fees	265.58	500.00	-234.42	53.12 %
60020 Credit Card Fees	444.73	2,500.00	-2,055.27	17.79 %
60030 IT/Software Expense	545.40	550.00	-4.60	99.16 %
60031 Club Runner Software	2,071.00	2,400.00	-329.00	86.29 %
60032 Website Administration		22.00	-22.00	
60033 Zoom Software	1,569.00	1,950.00	-381.00	80.46 %
60034 QB Software	815.40	825.00	-9.60	98.84 %
<b>Total 60000 Operating Expenses</b>	<b>5,711.11</b>	<b>8,747.00</b>	<b>-3,035.89</b>	<b>65.29 %</b>
60040 Insurance				
60041 US Insurance	2,250.00	2,250.00	0.00	100.00 %
60042 CA Insurance	18,221.79	20,250.00	-2,028.21	89.98 %
<b>Total 60040 Insurance</b>	<b>20,471.79</b>	<b>22,500.00</b>	<b>-2,028.21</b>	<b>90.99 %</b>
60050 Finance & Audit	5,300.00	7,000.00	-1,700.00	75.71 %
60060 District Council		1,250.00	-1,250.00	
61000 Administrative Expenses				
61010 Admin Services	20,000.00	24,060.00	-4,060.00	83.13 %
61020 Office Supplies	299.28	500.00	-200.72	59.86 %
61021 Office Support	-20.00		-20.00	
61022 Postage	129.37	150.00	-20.63	86.25 %
61030 District Newsletter	2,000.00	2,400.00	-400.00	83.33 %
61040 Phone Charge	1,000.00	1,200.00	-200.00	83.33 %
61050 Treasurer Expenses		200.00	-200.00	
<b>Total 61000 Administrative Expenses</b>	<b>23,408.65</b>	<b>28,510.00</b>	<b>-5,101.35</b>	<b>82.11 %</b>
62000 Directors and Committees				

# Rotary District 7090

Budget vs. Actuals: 2020 - 2021 District Budget - FY21 P&L

July 2020 - June 2021

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
62100 Director of Training		800.00	-800.00	
62101 DLT Training		1,000.00	-1,000.00	
62102 AG Training		1,000.00	-1,000.00	
62105 RLI	935.90		935.90	
62106 Visioning Training		200.00	-200.00	
<b>Total 62100 Director of Training</b>	<b>935.90</b>	<b>3,000.00</b>	<b>-2,064.10</b>	<b>31.20 %</b>
62200 Director of Foundation				
62201 VTT		175.00	-175.00	
62202 District Simplified Grants		175.00	-175.00	
62203 Paul Harris Society		175.00	-175.00	
62204 Grants	0.00	150.00	-150.00	0.00 %
62205 Rotary Scholars		175.00	-175.00	
62208 TRF Funds (Annual/End Polio/Endowment)		150.00	-150.00	
<b>Total 62200 Director of Foundation</b>	<b>0.00</b>	<b>1,000.00</b>	<b>-1,000.00</b>	<b>0.00 %</b>
62300 Director of Service Projects				
62301 International Community Service		125.00	-125.00	
62302 Community Service		125.00	-125.00	
62303 Vocational Service		125.00	-125.00	
62304 SP (Materials/Printing/Resources)		125.00	-125.00	
<b>Total 62300 Director of Service Projects</b>		<b>500.00</b>	<b>-500.00</b>	
62400 Director of Youth Services				
62403 Rotaract		2,500.00	-2,500.00	
62404 Interact		1,000.00	-1,000.00	
62408 Youth Program Promotion		1,500.00	-1,500.00	
<b>Total 62400 Director of Youth Services</b>		<b>5,000.00</b>	<b>-5,000.00</b>	
62500 Director of Public Image				
62501 RI Materials		250.00	-250.00	
62502 Badges		250.00	-250.00	
62503 Advertising		250.00	-250.00	
62505 Club Website Initiative	11,076.77		11,076.77	
<b>Total 62500 Director of Public Image</b>	<b>11,076.77</b>	<b>750.00</b>	<b>10,326.77</b>	<b>1,476.90 %</b>
62600 Director of Membership				
62602 Regional Training		1,500.00	-1,500.00	
62603 Membership Materials		150.00	-150.00	
62604 Club Start Ups		250.00	-250.00	
<b>Total 62600 Director of Membership</b>		<b>1,900.00</b>	<b>-1,900.00</b>	
62700 District Governor				
62701 Training		2,040.00	-2,040.00	
62702 RI Convention		4,000.00	-4,000.00	
62703 Governor Awards	478.62	500.00	-21.38	95.72 %
62704 Theme Items	237.32		237.32	
62706 District Governor RI Reimbursement	6,996.28		6,996.28	

# Rotary District 7090

Budget vs. Actuals: 2020 - 2021 District Budget - FY21 P&L

July 2020 - June 2021

		TOTAL		
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
62707 Governor's Pin	540.94		540.94	
<b>Total 62700 District Governor</b>	<b>8,253.16</b>	<b>6,540.00</b>	<b>1,713.16</b>	<b>126.20 %</b>
62800 District Governor Elect				
62801 Training		50.00	-50.00	
62802 RI Convention	-869.77	8,000.00	-8,869.77	-10.87 %
62803 Theme Items		3,000.00	-3,000.00	
<b>Total 62800 District Governor Elect</b>	<b>-869.77</b>	<b>11,050.00</b>	<b>-11,919.77</b>	<b>-7.87 %</b>
62900 District Governor Nominee				
62901 Training		50.00	-50.00	
<b>Total 62900 District Governor Nominee</b>		<b>50.00</b>	<b>-50.00</b>	
<b>Total 62000 Directors and Committees</b>	<b>19,396.06</b>	<b>29,790.00</b>	<b>-10,393.94</b>	<b>65.11 %</b>
63000 District Conference Expenses				
63010 General Expenses (current year)	1,233.07	6,000.00	-4,766.93	20.55 %
<b>Total 63000 District Conference Expenses</b>	<b>1,233.07</b>	<b>6,000.00</b>	<b>-4,766.93</b>	<b>20.55 %</b>
64000 Miscellaneous Expenses				
64020 DGND Interviews		100.00	-100.00	
64030 Donations	12,000.00		12,000.00	
64050 Other Miscellaneous Expenses	5,815.50		5,815.50	
64060 Learning to Lead Participants		1,000.00	-1,000.00	
<b>Total 64000 Miscellaneous Expenses</b>	<b>17,815.50</b>	<b>1,100.00</b>	<b>16,715.50</b>	<b>1,619.59 %</b>
<b>Total Expenses</b>	<b>\$93,336.18</b>	<b>\$104,897.00</b>	<b>\$ -11,560.82</b>	<b>88.98 %</b>
NET OPERATING INCOME	<b>\$31,768.83</b>	<b>\$0.00</b>	<b>\$31,768.83</b>	<b>0.00%</b>
Other Expenses				
Exchange Gain or Loss	-291.19		-291.19	
<b>Total Other Expenses</b>	<b>\$ -291.19</b>	<b>\$0.00</b>	<b>\$ -291.19</b>	<b>0.00%</b>
NET OTHER INCOME	<b>\$291.19</b>	<b>\$0.00</b>	<b>\$291.19</b>	<b>0.00%</b>
NET INCOME	<b>\$32,060.02</b>	<b>\$0.00</b>	<b>\$32,060.02</b>	<b>0.00%</b>

## DISTRICT GOVERNOR REPORT FOR COUNCIL AND JUNE NEWSLETTER

“It was the best of times, it was the worst of times, it was the age of wisdom, it was the age of foolishness, it was the epoch of belief, it was the epoch of incredulity, it was the season of Light, it was the season of Darkness, it was the spring of hope, it was the winter of despair, we had everything before us, we had nothing before us, we were all going direct to Heaven, we were all going direct the other way.” – Charles Dickens, A Tale of Two Cities.

What a year! I think the opening of A Tale of Two Cities best reflects my year as your District Governor. I will be remembered as your Pandemic District Governor, the only Governor in 7090's history who conducted most of his entire year from his home office. As RI President, Holger Knaack stated in his June Message, COVID-19 forced us to become “nimble, adaptable and creative”. Who knew how much we would rely on the Zoom platform to stay connected virtually. The most repeated words on Zoom, “YOU'RE MUTED” has been added to our vernacular. None of us experienced the year that we anticipated, but we made it work, from innovative fundraising to on-line club meetings to a virtual District Conference with the ability to attract keynote speakers from around the world at no cost. On the other hand our District Conference was one of the best-attended events in the last ten years and virtually free.

My only regret was not being able to attend in-person 100<sup>th</sup> year Club dinners in Welland, St. Catharines or Niagara Falls, Canada, all within a bike ride of my house! And missing out on club fundraisers and service projects across the District as well as Paul Harris Dinners.

I was so looking forward to attending the Youth Exchange Algonquin Experience, the RYLA Dinner in Fredonia, SLAPSOT in Dundas and Youth Exchange gatherings. Those Clubs who host these and the leadership team that ensure their success were short-changed for two years, but they will come back stronger and better.

On a positive note I was able to be part of the multi-club service project collecting women's hygiene products in Simcoe, Norfolk and Delhi last fall. It was my hope and goal to have more clubs participate in District Wide projects. A significant fundraiser for Polio eradication, Pedal for Polio Plus in honour of Dr. Ron Mergl was one of those and despite COVID restrictions in Ontario and a closed border we managed to have two rides on both sides of the border and raised \$70,000 USD utilizing the new Raise for Rotary fundraising platform. Due to limits in numbers participating many clubs hosted their own rides or walks for Polio, many of which involved multiple clubs. And for a second year The Convery challenged clubs to donate \$1,500 to be matched by her. Thirty clubs took her up on this challenge. I am proud to say that 7090 raised more money than every other District in Zone 24 East due to your efforts.

The Great Lakes Watershed Cleanup started up as a District 7090 project that soon spread to 15 Districts and the watershed feeding the 5 Great Lakes. Again, COVID restrictions severely impacted our Earth Day week cleanup in Ontario. One of the benefits of being a bi-national District was the ability of the New York state clubs to carry on. I am delighted with the response to this initiative a forerunner of Rotary's new Area of Focus-Protecting the Environment launching on July 1, 2021. Anne Bermingham has asked me to lead these two initiatives in her year and I expect them to be well supported by our clubs next year.

I am proud of all those that helped the District to prosper in its support of our clubs to be the best that they can be. Some of these include the following:

- Our awesome Assistant Governor Team and Coordinator Bob Morrow, my eyes and ears to the 66 clubs that they support

- A new and improved Strategic Plan under the guidance of co-chairs DGE Anne Bermingham and PDG Melisa Schrock.
- Incorporation of the District under the leadership of PDG Karen Oakes and a new and streamlined Manual of Procedures and leaner District Council membership
- A refresh of Club websites and a new look District and Rotaract website pages under the leadership of Al Lutchin, Melissa Wells and the PI Team
- A successful virtual District Conference co-chaired by DGN Lisa Bishop and PDG Melisa Schrock and their awesome team
- The addition of 22 Little Lending Libraries around the District lead by Margaret Andrewes
- Significant changes to the District and Global Grants process and streamlining of training via Zoom and application process thanks to Foundation Director Pat Castiglia and Grant's Chair Lezlie Murch. Zone and Pre-Gala festivities under the leadership of Sandi Chard, which added \$9,350 for Polio and the Annual Fund and our significant support of Polio Plus (Sandi and a big shout out to Thie Convery). Approval of numerous Global Grants in support of Rotary's Areas of Focus around the world. Financial support for COVID related projects for qualified clubs across the District
- District donation of \$10,000 USD to purchase Oxygen Concentrators for India and another \$15,000 generously donated by clubs and individuals across the District
- Healthy Communities Committee under the leadership of PDG Kevin Crosby resulting in Chat Benches along the American side of the Niagara River, a successful Blood Donor Clinic Challenge, Pedal for Polio and the GLWC
- International Services Committee approvals of numerous Global Grant requests to seek funding from clubs under the chair of PAG Cathy Henry
- District Service Projects under the Directorship of DGN Lisa Bishop including Literacy, Gift of Life, International Service, Community Service, Vocational Service and Honouring Indigenous Persons
- Zoom Training initiatives under Director Susan Czerny: PETS (Scott Marcin), RLI (Glen Christensen), Club Leadership Assembly (Anne Bermingham), Centre for Coaching (Angela Carter & Al Lutchin)
- Finance Committee Chaired by PDG Reg Madison and Treasurer John Bartlett who for two years have kept costs down and not increased club dues
- Youth Committee under the leadership of Robb Nagy and a successful virtual SLAPSOT event supported by 20 clubs and coordinated by Sarah Bradshaw. Rotaract and RYLA growth and refresh initiatives
- Membership Committee chaired by Angela Carter worked on initiatives that will see the formation of 4-5 new Satellite Clubs and a Passport Clubs next year. Worked with Clubs under 15 to increase their impact. The addition of 110 new members. Unfortunately, and COVID didn't help, the net loss of 34 members
- The merger of Hamilton East-Wentworth and Stoney Club effective July 1, 2021, which will result in a stronger and more viable club.

To those Rotarians leaving their roles within the District my heartfelt thanks for your dedication and tireless work over the past 1-3 years.

Bob Morrow, AG Coordinator  
 Sherry Kerr, AG Area 1  
 Phil Shames, AG Area 4  
 Jeanette Murphy, Area 5  
 David Berry, AG Area 8  
 Robert Benzel, AG Area 11

Melisa Schrock, Strategic Plan Co-Chair  
Anne Bermingham, Strategic Plan Co-Chair  
Angela Carter, Membership Director  
Patricia Castiglia, Foundation Committee Director  
Al Lutchin, Public Image Director  
Lisa Bishop, Service Projects Committee Director  
Reg Madison, Governor Nominating Committee Chair  
John Bartlett, Treasurer  
Bob Artis, Immediate Past District Governor

I would be remiss in not thanking two very special ladies in my life, my wife Judy and our Executive Secretary Pene Hutton for their counsel and on-going support. They are both integral to my day-to-day duties as Governor. They make me look good and that's not an easy thing to do!

Finally, to the District Governor Chain, DGE Anne Bermingham, DGN Lisa Bishop and DGND Scott Marcin, who have been my rock and foundation, I look forward to remaining a part of the team next year in a mentorship role.

To each and every Rotarian, Rotaractor, Club President and your team and to the members of my club, the Rotary Club of Fonthill thank you most sincerely for making my Pandemic Governorship the best that it could be.

It has been an honour (honor) and privilege to serve you.

“Over to you Anne.” Wishing you and District 7090 a wonderful and most successful COVID-19 FREE year!

Frank Adamson,  
Rotary Club of Fonthill, Ontario,  
District Governor, 2020-2021

## Anne Bermingham Report to District Council

June 5, 2021

- We are coming to the end of President Elect training... last session is June 8th. We will be hosting Valerie Wafer at this meeting (soon to be Vice President of the Board of Directors of Rotary International). We will be holding a mini-area meeting with AGs and club President Elects and introducing them to our District Leadership Team. I cannot thank Susan Czynry, Scott Marcin and David Berry for helping to create an amazing series.
- The biggest area of my focus over the last month has been ensuring we have a solid action plan for year 2 of the strategic plan. This involved conducting a comprehensive survey of Presidents, President Elects and members of District Council. The results of the survey and the revised strategic plan are in this package and we will be looking for final changes to the plan and a motion to accept the revised strategic plan.
- My goals are the same as the strategic plan for the coming year. I am a volunteer who is leading a team of volunteers to do the work of the district and move us forward using the goals of the plan as our guide. Either I lack original thought or am steadfast in my determination to ensure we are supporting our clubs to be the best that they can be - only time will tell.

See you at Council!

Anne



**Anne Bermingham**

2WA Consulting

905.719.1225 | [2waconsulting.com](http://2waconsulting.com)

From: [Lisa Bishop](#)  
To: [Pene Hutton](#); [Pene Hutton](#)  
Cc: [Penelope Hutton](#)  
Subject: District Council June 5/21: Governor Nominee Report  
Date: Saturday, May 29, 2021 9:26:57 PM

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**A very notable moment....**

**“We hope to have Michael Jacques, and his father Marcel, join the the RC of Fonthill”.**

**Governor Frank Adamson**

**...Inclusion means including and respecting the persons ability to serve within the family of Rotary.**

**DGN Training: direct mentoring with Rotary Leaders in D7090 and within Zone 28. Online webinars offered by D7070, the Zone, and RI, as well as attended D6400 virtual district conference. I continue to work on my public speaking and social media communication strategies. Preset all dates for Zone GE and partner virtual training sessions that start late August.**

**DGN Role: Cultivating many important connections, try to attend at least one other virtual club meeting or special event per week. I am building a positive network of connection to support me further in Governor Elect service.**

**Actively involved in Club Leadership Assembly, co-facilitated two sessions (Fundraising & Service Projects), Strategic Planning, and numerous committees and District training offerings. I am definitely getting a sense of the extensive connections, and plethora of information that comes to the Governor. A good sense of humour helps.**

**DG Chain: team building by commitment & involvement in regularly scheduled biweekly meetings.**

**Familiarization and roll out of the New D7090 Incorporation & MOP.**

**Working hard with DG Chain to support our District to create a positive impact, engage members & their families, support membership growth & help clubs to be vibrant, through direct contact and networking, Listening, Coaching, Enjoying fellowship and demonstrate appreciation. Supporting initiatives to explore new club opportunities, and membership options.**



## Assistant Governor Report – June 2021

### Final Report

After 8 years in the Assistant Governor “area” this will be my final report. What a wonderful experience it has been – taking over as Assistant Governor in Area 3 after Wayne Massey’s wonderful tenure, then two years working with John Mullen as an Assistant Governor Trainer, and finally, after assisting in the development of the responsibilities and qualifications for the role with PDG Kevin Crosby, actually being able to get the role started for the past three years. With this tenure, there is some “ownership” that emanates from the role to the individual; however, the ownership has been easy to transfer because Ross Gowan is taking over as of July 1, 2021. Ross brings much experience to the role, from both within Rotary as an Assistant Governor, and from the world of work, where his skills and know-how will easily transfer to this role at the District level. I have been blessed.

The last year has been a challenge and a piece of good fortune. We have been forced to engage in that love-hate relationship with ZOOM – relying on it for much more expeditious face-to-face meetings with one another, but, at the same time, anticipating the day when the faces were not on a flat screen. The clubs that have taken advantage of the opportunities that ZOOM has afforded seem to be doing well. The 100<sup>th</sup> anniversary of the St. Catharines club was a classy introduction to the potential that ZOOM can provide; the District Conference was one of the best that I have attended in quite a few years. President-Elect Training, the Grant Management seminar, and our own Assistant Governor training sessions have been made more efficient by incorporating this new mode of operation. District Council meetings have adapted well to this particular style.

The role of the Assistant Governor is changing; it has become much more of a “two-way” street for the movement of information between the District and the clubs. As has been noted by several of the Assistant Governors at recent meetings, the key thing for Assistant Governors is to “listen” to their clubs and their concerns and then to help them deal with the concerns as a club so that the club itself can have personal growth (as well as numerical growth).

No one wanted COVID-19! However, many of our clubs have adapted well to the pandemic and its ramifications – hybridization being one of the modes that is emerging, whether it be hybrid meetings or using a time-frame of a month to have different meeting organizations like in-person and on-line alternatively.

There have been very positive approaches to multi-club, area, and even multi-area initiatives taking place

Area 1 – working on public image and membership together;

Area 6 – mapping Rotary landmarks in the city of St. Catharines.

Area 5 – with the leadership of Grimsby - May 20<sup>th</sup> the club held a successful virtual Paul Harris Award night. All the recipients were prerecorded accepting their Paul Harris awards at various sites, and a beautiful video was recorded with pictures showcasing their accomplishments. The night of the Paul Harris award each recipient was able to give their thanks after the club played the videos. Extremely well-handled event by President Liz Fisk and the PH committee. What a great way to pivot during these times.

Clubs have changed the ways they are fundraising and providing service to the community.

Some clubs may be able to bring back their traditional fundraisers and develop new fundraising activities that helped the community in various stages of “lockdown”

- golf tournaments (Simcoe, Eastern Hills, Falconer, Lincoln)
- bottle drives (Ancaster AM)
- Raffle (car – Ancaster AM, Clarence)
- Sign sale (Brantford)
- On-line auction (Brantford AM, Lincoln)
- 50/50 draw (Dundas Valley Sunrise, Jamestown)
- Shredding Day (Dundas Valley Sunrise, Amherst)
- Virtual Bingo (Waterdown, Stoney Creek)
- Trivia Nights (Area 1)
- Dine and Donate (Dundas Valley Sunrise, Grimsby)
- Drive through Rib-fest (Hamilton AM, East Aurora,
- Harvest Moon Dinner Dance (Amherst) and the “Tuscan” Moon dinner (Ellicotville)
- Car Show (Lancaster-Depew,
- Pancake Breakfast (Akron,
- Chicken BBQ (Falconer, Dunkirk-Fredonia)
- Candy fundraiser for Mother’s Day (Caledonia, Jamestown)
- Car Rally (Lincoln)

Examples of services being provided for the community (and sometimes involving other aspects such as fundraising include:

- Little Lending Libraries (Norfolk Sunrise, Niagara Falls USA, Niagara County Central, Amherst South, Lancaster-Depew, Williamsville,
- Improving outdoor facilities (Norfolk Sunrise, Olean)
- The provision of materials for indigenous communities (Norfolk Sunrise, Dundas Valley Sunrise,
- Walking Tours (Dundas)
- Community Cleanup and site improvements (Grand Island, Lockport, Westfield-Mayville, Buffalo Niagara Medical Campus)
- Earth Day cleanup and tree planting (Niagara County Central)
- Local food bank assistance (Ellicotville, Dundas Valley Sunrise)
- Bicycle re-cycling (Buffalo Sunrise)
- Rotary benches – six of them! (Buffalo Sunrise)
- Blood Drive assistance (Buffalo Niagara Medical Campus)

From the area reports, there are some things that stand out to be investigated or shared including:

- Presidents would like more information on the extrinsic value of joining a service club to be made available, i.e. how much money has been raised & donated by avenue of service across the entire district versus just Club or community level. (Big Picture)
- The website refurbishing was terrific (several areas mentioned this)
- Many clubs are updating their strategic plans
- PETS training is getting many kudos
- Some clubs have enhanced their Facebook and other social media sites (Dunnville, Fonthill, Welland, Medina,

- Olean held a "Service Above Self" dinner to recognize contributions made by local individuals and groups – a very worthwhile event.
- Buffalo is planning a service project each month to encourage member participation!

I am encouraged by the enthusiasm and dedication to Rotary in almost all of the areas in the District ... from small clubs to the larger clubs, each contributes as it can ... and sometimes away above what is expected. We have all heard about the "small but mighty...", and the "awesome...". At the same time, there has been an incredible movement taking place at the District level which, from my perspective, makes the bond between the clubs and the District much more effective. District initiatives are extremely well organized and delivered and the District as an administrative body is seen by most clubs as being extremely relevant to their needs and aspirations.

Respectfully submitted,

Robert Morrow, Assistant Governor Coordinator.

**From:** [Lisa Bishop](#)  
**To:** [Pene Hutton](#); [Pene Hutton](#)  
**Cc:** [Pene Hutton](#); [Pene Hutton](#)  
**Subject:** REVISED : Service Projects Report District Council June 5/21  
**Date:** Sunday, May 30, 2021 10:33:54 AM

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## Service Projects Report

For District Council June 5, 2021  
Respectfully Submitted by Lisa Bishop

I am mentoring the Incoming Chair of Service Projects, Phil Shames (RC of Stoney Creek, Completing term AG Area 4). He has been actively engaged in the transition by co-hosting the Service Projects Session at CLT, attending Spring Mtgs of sub-committees, and actively participating in the District Service Project Brainstorming and 21-22 Planning Sessions. Thank-you Phil, for stepping up in leadership. I have truly enjoyed this role, and share the passion for Rotary Service as we live our lives as Rotarians.

The Service Project Brainstorming Sessions are focused on streamlining communication & coordination between committees, joining together to showcase service projects in place, mentor & coach Rotarians/Rotaractors & Clubs, and encourage Large Scale Service Projects/ Days of Action within Areas, and District wide in 21-22. Lots of great cooperation and ideas are emerging. There is a strong desire to combine service projects efforts already in place to showcase a greater impact collectively. Themes being discussed include the new RI area of focus “Caring for the Environment”, and also important issues supporting Healthy Communities.

### 1. LITERACY COMMITTEE

Progress is slow but steady on committee priorities reported in April.

#### **Follow-up to District Conference re: Little Lending Libraries (LLL) Challenge**

Check for details posted on the D7090 website - Literacy Committee

#### **D7090 Literacy Projects Inventory**

Along with the development of an inventory of literacy projects being undertaken by D7090 Clubs, clubs are being encouraged to populate the ONLINE RI SHOWCASE featuring all types of service projects around the world.

#### **Committee Development**

To be determined in regard to the transition of District leadership and organizational structure to align with the new MOP.

*Respectfully submitted by Margaret Andrewes, Chair*  
905-563-4639; [andrewes@sympatico.ca](mailto:andrewes@sympatico.ca)

## **2. HONOURING INDIGENOUS PEOPLE (HIP) COMMITTEE**

**Chairs: Jim & Marjorie Dawson**

**Purpose of HIP 7090 committee:** 1) Promote and educate Rotarians and clubs on First Nations (FN) issues 2) Encourage district clubs to work with FN 3) Share info on FN activities 4) Encourage clubs to work on Joint projects 5) Encourage clubs to join HIP

Last Meeting May 20/21

-Land acknowledgement update Jim indicated that there were some changes made to the background to the recommended land acknowledgement.

-Rotary HIP Indigenous teaching series: We talked about various speakers and contacts we have with Six nations, NOTL Friendship centre and other contacts and all members are asked to forward contact information to Jim Dawson

-Discussed the idea of 7090 sponsoring one of the Indigenous teachings speakers and there was general agreement that we should look at this.

-District project- we again discussed the idea of a District wide project that could be offer to and supported by clubs across the District. Reg said Brantford Sunrise had wide district support for the Arizona Navajo water project and their club is looking for opportunities to do a Global Grant with Arizona as the International club. One suggestion was the Mississaugas of Credit Lloyd S King School Outdoor Classroom- this is being pursued by Norfolk Sunrise.

-Round up of activities. Brad reported that his club has two CESO Grants to aboriginal Entrepreneurs under way with one company up and running, the other still in the development phase. The new company which is up and running is providing on-line indigenous inspired fashions and jewelry.

Brad will provide a link to the new business to everyone. Jim will send Brad the link to the Indigenous womens market on facebook. The other company is just in the early stages of development looking to provide traditional wellness and beauty supplies.

-Niagara Falls would like a Rotary HIP presentation (now scheduled for July 13)

Next meeting July 22 5pm

3. **INTERNATIONAL SERVICE COMMITTEE** Chair: **Cathy Henry** Met May 26. Jackie Van Lankveld is Chair-Elect. The committee all thanked Cathy for her dedication and leadership. She was presented with a PHF to recognize her commitment. Updates on multiple Grants in development, in progress and roll out. Updates are being made to the ISC Catalogue. Discussed the importance of highlighting to all members, the aid and service provided both locally, and internationally, when grants are obtained from TRF, and the importance of fundraising and giving to TRF. Next meeting to be called by the new Chair, Jackie in late August.

4. **GIFT OF LIFE, Inc.** Chair **Valerie Phillips-Bailey (reappointed)**. Continue to meet quarterly and seek out opportunities to support GoL Grants. Fundraising initiatives with chocolate heart sales continue. No action at this time regarding opinions for insurance. Last Meeting March 27, Next Mtg June 19

5. **COMMUNITY SERVICE COMMITTEE**- No Report Mike Randal

6. **VOCATIONAL SERVICE COMMITTEE**- No Report Mike Grimaldi

## Training

### **Rotary Leadership Institute** - Glen Christensen, RLI Chair - District 7090

The District has been holding RLI Session since January. Parts 1, 2 and 3 were held in January, February, and March, respectively. The District had 15 more Rotarians graduate from RLI at the end of March.

Parts 1 and 2 were again held in April and May and Part 3 will be held in June with another 15 to 18 District Rotarians graduating from RLI at the end of June.

The virtual sessions have been very successful. I would like to thank the facilitators for doing an excellent job in a virtual world! The training committee is presently reviewing what the presentation of RLI will look like in the future: virtually, in person or a combination of both. Stay tuned!

### **PETS** – Susan Czynny for Scott Marcin, PETS Chair

PETS 1 concluded in May with the majority of President Elects in attendance. PETS II is scheduled for June 8<sup>th</sup>, 2021. We are planning an inspirational presentation by Valarie Wafer, and interactive session with PE's and their AG's and a discussion with District Leadership about moving forward in 2021 – 2022.

### **CLT/DTA** – Susan Czynny, District Trainer

An amazing success thanks to the leadership of Anne Bermingham and the entire CLT team who worked together tirelessly to bring this together. A review of the survey results will reveal more details.

**7090 District Foundation Committee Report to the District Council****June 5,2021****Report Submitted by: D7090 Foundation Chair, Patricia T. Castiglia****District 7090 Foundation Chair Report**

This has been a most challenging year for the Foundation Committee. The Pandemic necessitated that we adapt to alternate means of communication with the members of the community and with members of the District. To that end, the committee itself had four committee meetings via zoom dealing with challenges we were facing. In addition, we offered the first online club qualification sessions (3). These were well-received. We also developed (Lezlie Murch and John Boronkay) the first online applications for district grants. That report is found in Chair Lezlie Murch's report. Raising funds was a great success for the End Polio effort thanks to the Ride for Polio instituted by DG Frank Adamson and the Polio Challenge instituted by Thie Covery. We had a wonderful involvement in global grant applications and have received approval for a number of these grants – this is detailed in Chair Karen Oakes report.

The Annual Fund has proven to be a difficult task this year. This is discussed in Chair Sandi Chard's report. Presentations were given to clubs and information also included in the club qualification meeting, PETS, and the club assembly. It is unclear what the exact causes of difficulty in donations, but there does appear to be a relationship between membership decline and giving. Another cause may be that some members may not be participating in their own clubs' zoom meetings or in district meetings where these discussions have been held. Some members may not read our District newsletter, or the emails sent as "Rotary minutes." It is hoped that enhanced giving may resume once in-face meetings are conducted.

The Paul Harris Society membership and the Endowment Fund did well as reflected in the reports by Chairs Jim Ellison and AJ Block. We did award a district scholarship (Chair Randall's report) but were not able to develop a Vocational Training Team due to the pandemic. The Stewardship committee will be doing an audit and analysis of the district grants awarded soon.

On a personal level, I want to thank DG Frank Adamson, PDG Karen Oakes, Pene Hutton, and all the Foundation Committee chairs and members for the opportunity to serve the district this year as Chair of the D7090 Foundation Committee. We all worked extremely hard to complete the work accomplished and we are proud of what we achieved. A special thanks also to DGE Anne Bermingham, DGN Lisa Bishop, and PDG Melissa Schrock for the opportunity to engage in the Strategic Planning for the next two years. I am sure that the District will continue to prosper in the future. My best wishes to Sandi Chard as she assumes the chairmanship for the next three years.

Respectfully Submitted,

Chair Pat Castiglia

### **Annual Fund Committee Report**

Our Annual Fund for the district as of May 25 indicates that donations are down mainly due to membership decline. Our average per member donation is in line with last year and we hope to achieve the goal of \$100 per member by year's end. At this time, we have 11 clubs that have not yet given to the Annual Fund but many of these traditionally donate in June. We have 7 clubs to date that have achieved banner status with the Rotary Club of Holley achieving this for the first time in honor of PDG John Heise.

I have contacted many clubs this past week to remind them about how important the Annual Fund is for our district in three years for us to provide for all the great projects in the communities and the world that we accomplish as Rotarians. The response has been positive, and I am hopeful that individuals, as well as clubs, will donate to the annual fund. At this time, only 610 members have given \$25.00 to the Foundation.

This is also the time for club President-Elects to enter their goals for the Annual Fund and Polio in Club Central. To date, 11 clubs have entered their foundation goals. Thank you to all individuals and clubs that have helped make the Rotary Foundation a charity of choice.

Respectfully Submitted,

Chair Sandi Chard

### **End Polio Now Committee Report**

The District Polio Now effort has been a complete success this Rotary year. We only have 8 clubs which is significantly better than last year when we had 16 clubs choosing not to participate financially in the campaign. As of May 21<sup>st</sup>, the District, overall, has donated \$163,199 plus an additional \$25,000 DDF. I do believe it was successful due to The Convery' matching challenge in late fall and the Polio Plus Bike Ride.

Respectfully Submitted,

Chair Sandi Chard

### **Zone Foundation Pre-Gala District 7090 Event**

The Zone Gala was a complete success with 60 Rotarians, including Rotaractors and Interactors attending. The pre-gala was a fast-paced 40-minute event featuring 10 grants, Rotarians talking about



why they are passionate about the Paul Harris Society, Major Donor, Polio Plus, and Endowment. Six Rotarians also toasted the accomplishment of their own clubs. The cost to attend was a minimum donation of \$100 with 75% going to the Annual Fund and 25% to Polio Plus. We had 3 members who gave \$1000, 1 who gave \$500, and some additional donations. During the event, Rotarians and clubs were thanked for joining the Paul Harris Society, adding a bequest, or who became new or higher-level major donors.

Respectfully Submitted,

D7090 Chair Sandi Chard

### **District Grants Spending Plan Report**

Club Grants for 2021-2022, DG2226731

Update:

- All 28 applications have been conditionally approved.
- Foundation Committee approved funding additional applications with funding from unallocated DDF, for a total of \$5,805.

Club Runner Module:

- 100% of clubs used the online module.
- In 2021-2022 final reports will be completed online for the first time.

Final Reports for 2020-2021: DG2117134

- 2 clubs still to provide additional documentation for final approval – West Seneca, Grimsby
- 2 Clubs have issues with final approval – St. Catharines, NOTL
- 2 Clubs have not submitted final report – Hamilton, Grimsby- 2<sup>nd</sup> application.
- Budgeted for club grants in 2020-21 \$46,154, expensed \$44,085, carry-over \$2,069.
- Contingency Funds of \$10,000 not expensed.

Work in Progress:

- Review of grants documentation was presented to District leaders and discussed ideas and recommendations will be reviewed with Foundation Committee for further input and decision.
- Complete final reviews.
- Prepare for 2021-2022 grants cycle.

Respectfully Submitted,

Lezlie Murch

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Chair Sandi Chard

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Respectfully Submitted,

Chair Sandi Chard

### **Zone Foundation Pre-Gala District 7090 Event**

The Zone Gala was a complete success with 60 Rotarians, including Rotaractors and Interactors attending. The pre-gala was a fast-paced 40-minute event featuring 10 grants, Rotarians talking about

why they are passionate about the Paul Harris Society, Major Donor, Polio Plus, and Endowment. Six Rotarians also toasted the accomplishment of their own clubs. The cost to attend was a minimum donation of \$100 with 75% going to the Annual Fund and 25% to Polio Plus. We had 3 members who gave \$1000, 1 who gave \$500, and some additional donations. During the event, Rotarians and clubs were thanked for joining the Paul Harris Society, adding a bequest, or who became new or higher-level major donors.

Respectfully Submitted,

D7090 Chair Sandi Chard

### **District Grants Spending Plan Report**

Club Grants for 2021-2022, DG2226731

Update:

- All 28 applications have been conditionally approved.
- Foundation Committee approved funding additional applications with funding from unallocated DDF, for a total of ~~\$5,805~~. corrected to \$50,805.

Club Runner Module:

- 100% of clubs used the online module.
- In 2021-2022 final reports will be completed online for the first time.

Final Reports for 2020-2021: DG2117134

- 2 clubs still to provide additional documentation for final approval – West Seneca, Grimsby
- 2 Clubs have issues with final approval – St. Catharines, NOTL
- 2 Clubs have not submitted final report – Hamilton, Grimsby- 2<sup>nd</sup> application.
- Budgeted for club grants in 2020-21 \$46,154, expensed \$44,085, carry-over \$2,069.
- Contingency Funds of \$10,000 not expensed.

Work in Progress:

- Review of grants documentation was presented to District leaders and discussed ideas and recommendations will be reviewed with Foundation Committee for further input and decision.
- Complete final reviews.
- Prepare for 2021-2022 grants cycle.

Respectfully Submitted,

Lezlie Murch

## Global Grants Committee Report

(Completed on May 27,2021)

### Primary Goal:

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

### Action:

Serve as key resource for global grant questions and concerns.

### Current Status:

#### Approved Global Grants:

9 Global Grants approved thus far this year expending \$78,256 District Designated Funds (DDF)

At the time of this update, no reports are overdue in their reporting.

#### Submitted Global Grants:

7 Global applications expending \$22,000 DDF are awaiting authorizations by other sponsoring district officers. Our district officers have completed all actions required.

1 Global Grant Application seeking \$5,000 DDF is awaiting further input by relative sponsor clubs, with our district club a non-primary sponsor.

The above 19 global grants will collectively, if/when approved, account for \$178,656 DDF monies utilized this Rotary year. This distribution of funds, plus the forecast \$63,654 for the district grant spending plan as well as the \$25,000 contribution to Polio Plus equate to a cumulative amount of \$267,310 to be expended this current year leaving a potential rollover of \$14,069.36 for the upcoming year.

Our 20-2021 DDF balance of \$281,379.36 was comprised of the following amounts:

-	\$121,262.31	50% of annual fund SHARE (2017-2018)
-	\$ 4,745.34	50% Endowment Fund SHARE earnings
-	\$142,579.71	Carry Forward (Rollover) from 2019-2020
-	\$ 12,792.00	2019-2020 District Grant Returned Funds
	<u>\$281,379.36</u>	
Minus	\$267,310.00	
Net	\$ 14,069.36	

An outstanding year in the pursuit of global grants is evident in the number and quality of the proposals that have come forward from our district 7090 clubs in their efforts to improve the lives of others both within our two countries and far beyond.

Respectfully Submitted,

Chair Karen L. Oakes

### **Paul Harris Society Committee Report**

This report is submitted in honor of Don Emmerson who passed on to his greater reward recently.

We have met our goal of adding 3 new members this Rotary year. We now have a total of 59 Rotarians who have committed to being members of the Paul Harris Society. They have intentionally pledged to give US \$1000 every year to help Rotary Open Opportunities! Additionally, we have many other Rotarians who are eligible to join the Paul Harris Society because they gave more than US \$1000 during the past Rotary year. We offer our sincere appreciation for their ongoing generosity and for enabling Rotary to make such a huge impact on individuals, families, and entire communities.

We also have had an opportunity for all attendees at the Pre-Gala Celebration on May 12<sup>th</sup> to hear two members “tell their Rotary moment.” They were truly inspiring!

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

Respectfully Submitted,

Chair Jim Ellison

### **Endowment Committee Report**

This has been a good year for the Rotary Foundation Endowment Fund for our District. I want to thank the three new donors this year. While this is wonderful, all Rotarians should look to see if they can be part of the TRF Endowment Fund.

Contributions and commitments to the Endowment Fund are the best way to support the Rotary Foundation in the future. When you are doing your Estate Planning, adding a simple codicil to your will, if you have one, or including The Rotary Foundation in your new will, will be appreciated for generations to come.

The best resource for answers to your questions can be found at: [rotary.org/en/rotary-endowment](http://rotary.org/en/rotary-endowment)

Respectfully Submitted,

Chair AJ Block

# Rotary District 7090

## Strategic Plan 2020-2023

### Rotary International Vision

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

#### ROTARY DISTRICT 7090 JUNE 2020

Our Rotary Family today consists of:

- 2082 Rotarians
- 67 Rotary Clubs
- 11 Rotaract Clubs
- 2 E-Clubs
- 0 Satellite or Passport Clubs

Largest reported age group was 70 years of age or older.

District relevance rating at 3.3 / 5 or 66% as noted in June 2020 survey.

#### FIVE STRATEGIC DIRECTIONS

**Drive Membership  
Innovation**

**Inspire Action  
through Education  
and Dialogue**

**Build Awareness of  
our Impact and Brand**

**Increase Member  
Support for the  
Foundation**

**More Clubs engaged  
in Youth Programs**

#### STRATEGIC PLAN OUTCOMES JUNE 2023

Our Rotary family is growing with:

2200 Rotarians

12 Vibrant Rotaract Clubs

8+ e-clubs, satellite & / or passport clubs

Rotaract intertwined with our traditional clubs

Increase in number of clubs showcasing projects, hours and \$ given

Clubs more fully utilize the resources of District resulting in relevance rating of 4.0 or higher in district survey.

District 7070 remains a

## Rotary 7090 Mission:

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

### Action Plan for 2021-2022 Rotary Year

#### Strategy #1: Drive Membership Innovation

- A. Host quarterly “Rotary 101” chats for new members to educate them on the benefits of Rotary membership**
  - June 30, 2022 GOAL: 75% attendance by new members
- B. Develop new satellite clubs/passport club and help Rotaract clubs to become more vibrant**
  - June 30, 2022 GOAL: 10 clubs total (either new types of clubs + more Rotaract clubs with more members)
- C. Hold 3 large scale “days of service” events where 20% of the participants are not yet Rotarians**
  - June 30, 2022 GOAL: 60 non-Rotarians in participation
- D. Coach Clubs to improve attrition/attraction rates to be in the “green zone”**
  - June 30, 2022 GOAL: 10 clubs to be strong in both attraction and attrition rates

#### Strategy #2: Inspire Action through Education and Dialogue

- A. Promote training events so Rotarians can plan in advance**
  - September 2021 GOAL: 2021-22 Training Calendar available by Sept 1, 2021
- B. Provide short educational videos for Clubs to show during meetings that promote discussion / action by clubs**
  - June 30, 2022 – Have 10 videos that have been used by clubs
- C. Encourage clubs to invite district volunteers to be speakers at clubs & members to attend educational 7090 events**
  - June 30, 2022 – 80% of clubs either had a district speaker or members attending Web Talks / RLI
- D. Continue to adapt club training to a participant-centered approach that delivers value and engages more members**
  - May 30, 2022 – 325 participants registered for Club Training Assembly (up from 250 in May 2021)

#### Strategy #3: Build Awareness of Our Impact and Brand

- A. Identify a Public Image Lead for each Club**
  - June 30, 2022 Goal: 80% of survey respondents reporting a PI lead (up from 61% in May 2021 District Survey)
- B. Create / share brand awareness campaigns on social media which can be shared / utilized by all clubs**
  - June 30, 2022 – Developed three different campaigns and each one has at least 60% of clubs re-posting
- C. Develop strategy to drive more traffic to District website to use the resources that are there to help clubs**
  - June 30, 2022 - 25% increase in traffic – compared to June 30, 2020
- D. Continue helping clubs to keep their websites refreshed & relevant** by hosting follow up meetings with participating clubs to ensure feeds are current and content relevant and reward clubs with Public Image Recognition Awards
  - June 30, 2022 – have 60% of clubs receiving our new Public Image Recognition Award (to be created)



## Action Plan for 2021-2022 Rotary Year continued...

### Strategy #4: Increase Member Support for the Foundation

- A. **Create an inspirational presentation on the work of The Rotary Foundation** and share with at least 50% of Clubs. According to May 2020 survey, they seek one more focused on impact of contributions and less on mechanics of giving.
- June 30, 2022 Goal: 33 club presentations have been given
- B. **Educate Rotaract Clubs on how to get involved in district and global grants to inspire participation**
- June 30, 2022 - Goal: 1 Rotaract club actively participates and 20 Rotoracters giving to TRF
- C. **Help members to better understand the Annual Fund and how it helps change lives locally and globally**
- June 30, 2022 – Achieved a 10% increase in the number of Rotarians in our district giving to the Annual Fund
- D. **Develop a “plug-n-play” campaign that clubs can use to educate and celebrate Foundation month**
- November 30, 2021 Goal – the plug and play campaign has been shared with and used by 40% of clubs

### Strategy #5: More Clubs Engaged in Youth Programs

- A. **Promote more short term & new generations exchange** as a way to introduce club members and families to alternative forms of youth exchange that change lives and engage more teenagers and young adults with Rotary
- June 30, 2022 Goal – Four more clubs have either engaged in Short Term Exchange or New Generations Exchange
- B. **Create a way to showcase some of our youth programs** (involving graduates) and bring these messages out to clubs via Web Talks or club visits
- June 30, 2022 Goal – 50% of our clubs have either had a member attend a WebTalk on Youth Projects or that club had a speaker on youth programs as part of the club meeting
- C. **Find a way to increase the number of clubs hosting an inbound / outbound student in 2022-2023**– this means finding some new ways to get more clubs to engage and help find host families ready to be part in this program
- June 30, 2022 – have a 10% increase in the number of clubs that are ready to sponsor a student in the coming year compared to number of clubs participating in 2019-2020 exchange program
- D. **Refresh and revitalize the RYLA program** – so it is ready to be fully rolled out in the Summer of 2022
- June 30, 2022 – Have a 10% increase in the number of RYLA participants applying to take part in Summer 2022

### Guiding Principles for Our Rotary District Strategic Plan

- Report on strategic plan progress at every Council meeting – using the time to get more ideas on how best to implement
- Include Rotaract members within each of our strategies – ensure Rotary Clubs and Rotaract Clubs are intertwined
- Develop diversity, equity and inclusion tactics that help us inspire membership innovation and youth engagement
- Promote a “member-centric” approach as a District – we are here to serve members in clubs
- Work to ensure all District committees are working in an interdependent fashion and all district volunteers can see the part that they can play in helping us to implement our 2021-2022 Action Plan

### **Vocational Training Committee Report**

No report currently.

Respectfully Submitted,

Chair Dan Smith

### **Stewardship Committee Report**

No report currently.

Respectfully Submitted,

Shefali Clerk

### **District Scholarship and Peace Scholarship Committee**

The District Scholarship this year attracted eight applications from three clubs – St. Catharines, Kenmore, and Grand Island. An awardee from the RC of St. Catharines was chosen. Her name is Isabella (Kate) Pontello. She is attending Waterloo College and majoring in Biochemistry. The \$3000.00 award is being processed and will be sent to the club. The club will make the presentation to Ms. Pontello at a time and place they select. It is hoped that the publicity which the club will do will result in more applicants next year.

The Peace Fellowship Scholarship opens on June 1<sup>st</sup>. After that date, they will be received, and reviews and interviews will be conducted by committee members. This year RI headquarters reviewed all applications before sending them to district committees for review. This is a challenging task because there are usually a number of highly qualified applicants.

**RE: Question on Agenda – Who Might Be Our COVID Advisor for D7090?**

From: **Sarah Steacy** <[Sarah.Steacy@rotary.org](mailto:Sarah.Steacy@rotary.org)>  
Date: Wed, 26 May 2021 at 14:27  
Subject: RI Board COVID Travel Decision  
To: Sarah Steacy <[Sarah.Steacy@rotary.org](mailto:Sarah.Steacy@rotary.org)>  
Cc: Sophie Dangerfield <[Sophie.Dangerfield@rotary.org](mailto:Sophie.Dangerfield@rotary.org)>

Dear District Governor-elect, Governor-nominee, Governor-nominee designate and Incoming District Finance Committee Chair,

In some parts of the world, COVID-19 infections are decreasing, vaccination rates are on the rise, and local health authorities are relaxing travel and meeting restrictions. Based on these developments, the Board of Directors, with input from the COVID-19 Task Force, will allow Rotary-funded business travel to resume, as long as it is essential to Rotary's business operations, effective 1 July 2021. Essential travel is defined in the text appended below.

The Board reaffirms that no in-person Rotary meeting or event shall be mandatory for any participant who may feel uncomfortable attending because of the COVID-19 pandemic and encourages event conveners to offer hybrid solutions (see General Principles appended below). District governors are encouraged to conduct club visits and district events virtually and offer hybrid meeting options. However, when travel and gatherings are permissible by law, travel will be reimbursed by Rotary. Governors must comply with all local health and safety rules at the time of the travel/event in terms of the size of the event, capacity, social distancing and masking.

The Board also encourages districts to appoint a COVID-19 advisor with a public health background who can provide local guidance with respect to meetings, events, social distancing, vaccination progress and masking protocols. This is a recommendation based on best practices and successful implementation in some districts, but is not a requirement.

A COVID-19 advisor is intended to be a local health expert that you can consult for advice about COVID-19 travel, regulations, and other helpful data. This person would serve as a special resource to help club and district leaders make difficult decisions related to meetings, club visits, travel, events, projects, etc.

Review local resources to determine who can best fill the COVID-19 advisor role in your district. Those districts that already successfully implemented this role are relying on assistance from local members affiliated with school administration services, municipal government offices, or hospital networks.

Lastly, the Board agrees that governors, governors-elect, and governors-nominee may use district governor funding to attend Rotary Institutes, GETS, and GNTS. Governors, governors-elect and governors-nominee should consult with their district finance committee chairs concerning the appropriate distribution of district governor funding.

Thank you for all you are doing to keep your community safe and support Rotary in your district! As always, please let us know if you have any questions.

Kind regards,

Sarah

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## **Code of Policies**

### **General Principles regarding Travel, Meetings and Events**

- The health and safety of all participants in Rotary programs, meetings, and events is of paramount importance.
- All conveners and organizers of Rotary meetings and events shall fully comply with all health and safety rules in effect in that location.
- No in-person Rotary meeting or event shall be mandatory for any participant who may feel uncomfortable attending because of the pandemic.
- All conveners and organizers of Rotary meetings and events are strongly encouraged to consider all health concerns in deciding whether to hold in-person meetings.
- All travelers must adhere to all risk mitigation protocols required or recommended by local authorities.

### **Essential Travel**

Until 31 December 2021, Rotary will only fund travel that is essential to Rotary's business operations. Travel is essential if

- a. it is mission-critical for Rotary business;
- b. it cannot be conducted without in-person interaction or without visit(s) to a specific location(s);

c. the purpose and intended outcomes of the travel are dependent upon the presence of the funded traveler(s) at the in-person meeting/location.

Essential travel includes:

- Travel by the president, president-elect, trustee chair, trustee chair-elect and their spouses;
- Travel related to the Polio global initiative;
- Travel by volunteers whose attendance is required where the meeting/event cannot accomplish its goals or be successful without the in-person presence of that traveler (for example, travel by a convener to an event is essential, while travel by a particular speaker to an event is not essential; spouse or partner travel to an event, other than the convener's, is not considered essential);
- Travel by students and Rotary Peace Fellows who have secured proper documentation to enter their intended destination country or to return home;
- Travel by a director and trustee within his or her own assigned zones to the extent permitted by applicable local governmental regulations;
- Travel by a regional leader within his or her own assigned region to the extent permitted by applicable local government regulations;
- Travel by a governor within his or her district to the extent permitted by applicable local governmental regulations.

Expenses associated with any required periods of quarantine for a traveler, either before or after travel, will not be funded by Rotary. Personal travel shall not be approved in conjunction with any Rotary-funded travel through 30 September 2021.

Kindest regards,

Sarah

.....

Sarah M. Steacy

Associate Officer | Club and District Support, Americas

Tel +1.847.866.3036



## DISTRICT 7090

### LIGHTHOUSE AWARD, 2020-2021

RI President Holger Knaak's theme:

#### **"Rotary Opens Opportunities"**

In order to qualify for The Lighthouse Award clubs **must** complete the qualifications for RI President HOLGER KNAAK'S **Rotary Citation**. (Achieve **13** of the **25** RI Goals) In addition, clubs must also achieve **8** of the following **10** items before the end of the current Rotary Year 30 June, 2021. The date, time and location of award presentations will be determined after 30 June, 2021.

1. At least two members participate in the Grant Management Seminar and successfully complete the grant qualification process
2. At least one member participate in Rotary Leadership Institute
3. President Elect participates in each segment of PETS
4. Club member(s) attend the District Conference
5. President, President Elect or their designee attend at least two Area Meetings
6. Club participates in Earth Day Waterside Clean-up
7. Club participates in Pedal for Polio fundraiser
8. Every Club Member personally donates \$25 USD to TRF's EREY fund
9. Club has a Strategic Plan and reviews it annually
10. Club supports at least one Youth Program ie. Scholarship, RYLA, SLAPSHOT, Rotaract, Earlyact or Interact Club

**From:** [Penelope Hutton](#)  
**To:** ["Anne Bermingham"](#)  
**Subject:** Dates for Council  
**Date:** Sunday, May 30, 2021 10:00:26 PM

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Hi Anne,

I was looking at calendar and also looking at Convention dates for Houston (June 4 - 8). Kind of messes up having District Council and District Changeover/Celebration in June. That would mean no open weekends for many folks....assuming Houston happens.

So how about having a Council meeting in mid-March (instead of April) and moving up the Council meeting from June to 5/21?

Anyway this is what it will look like if we do this.

<u>2020/21</u>	<u>2021/22</u>
9/12/20	9/18/21
11/7/20	11/13/21
1/9/21	1/15/22
4/10/21	3/19/22 (this avoids April Easter also)
6/5/21	5/21/22
6/26/21 Change	6/25/22 Change

Thought I should get your comment before I put it up.

Also, we will need to put in some dates for the Board of Directors (a smaller number of people involved). I think it meets quarterly, but cannot recall absolutely. I do not know if we need to put this on the Upcoming Events section, another thing we need to address.

Best,  
Pene

Penelope Hutton  
Executive Secretary



800 Lakeview Avenue  
Jamestown, New York 14701  
Phone: (716) 484-8814  
Email: [office@d7090.org](mailto:office@d7090.org)  
[www.rotary7090.org](http://www.rotary7090.org)

To: Rotary District Council  
Pene Hutton, Rotary District 7090 Secretary

From: Scott D. Marcin, JD  
Chair PETS

Re: PETS

Date: June 1, 2021

President Elect Training Session will conclude on June 8<sup>th</sup>, 2021. This is the last of a 5 session training program for the incoming President Elects. All sessions to date for this upcoming Rotary year have been done virtually. Many thanks are needed to the PETS team for all their efforts and dedication to helping the upcoming year be successful for the incoming PE's. The team consists of Anne Bermingham, DGE, Sue Czynny, training coordination for D7090, and Dave Berry, from the Niagara Falls Sunrise RC.

The session for June 8<sup>th</sup> will feature RI Director Valerie Wafer as our keynote speaker

The training to date in this manner has been well received by the PE's and attendance has been outstanding. Training of PE's in a virtual fashion will likely continue in this fashion for the foreseeable future.





# Survey Results

Input to guide the selection of the strategic plan priorities for 2021 - 2022 Rotary year

May 23, 2021

# Purpose of the Survey

- ❑ To help us determine what Strategic Plan actions would be viewed as most valuable to pursue as a District in 2021-2022 Rotary year
- ❑ To explore the extent to which year one of the strategic plan was successful by measuring how responses compared to questions asked in spring 2020 survey



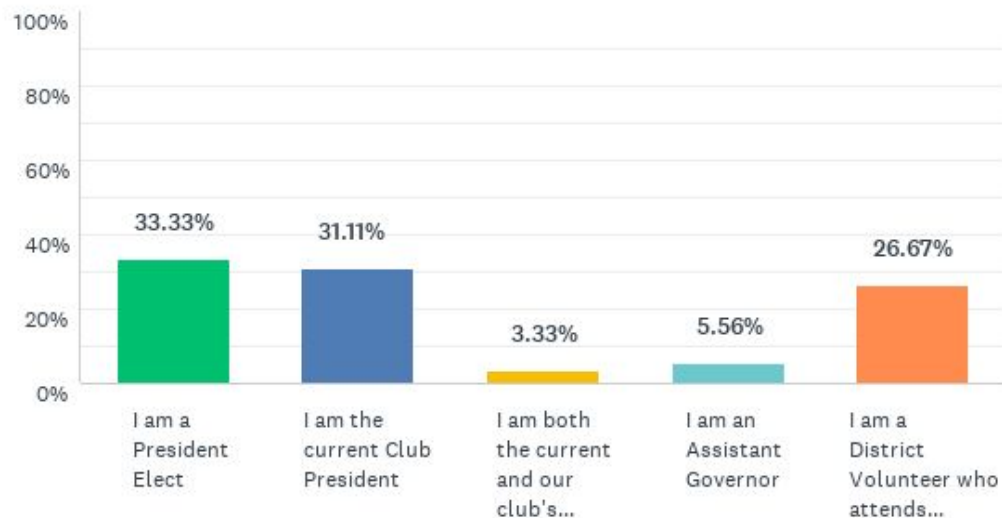
# METHODOLOGY

- ❑ Questions created by strategic planning committee taking care to re-ask some of the questions from the Spring 2020 Survey
- ❑ Survey sent to all Presidents, President Elects and members of the District Council
- ❑ This audience was selected as these leaders typically have a very valuable perspective on what can the District do to be as much value as possible to clubs

# Response Rate

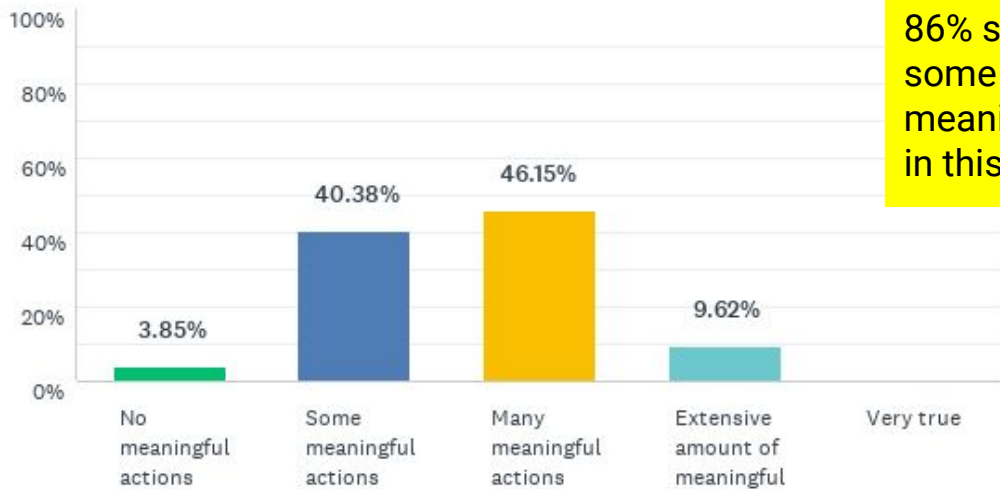
- ❑ In total, 105 of the 189 who were sent the survey completed it (a 55% response rate)
- ❑ Before the survey closed, DGE Anne reached out to at least one person from each and every club in our district to ask them to provide their feedback - 21 additional responses were received
- ❑ **Analysis suggests over 90+ percent of clubs had a representative answer the survey**

Q26 Can you please share with us your role - as we want to examine some of the results to see if there is a difference between how President Elects, Presidents or others answer these questions.



# The Results

Q1 Our District Mission is to "inspire and support all the clubs in Rotary District 7090 to be the best that they can be". To what extent have the District's taken meaningful actions this Rotary year (July 1, 2020 till now) that have helped you / your club?



86% said district did some or many meaningful actions in this Rotary year

Q2 The District (guided by its strategic plan) have staged events designed to help your club find some new ideas and become even more vibrant. Have you participated in some of the various District led events in the past 12 months - such as WebTalks, Virtual District Conference, District Council meetings, Rotary Leadership Institute, etc..?

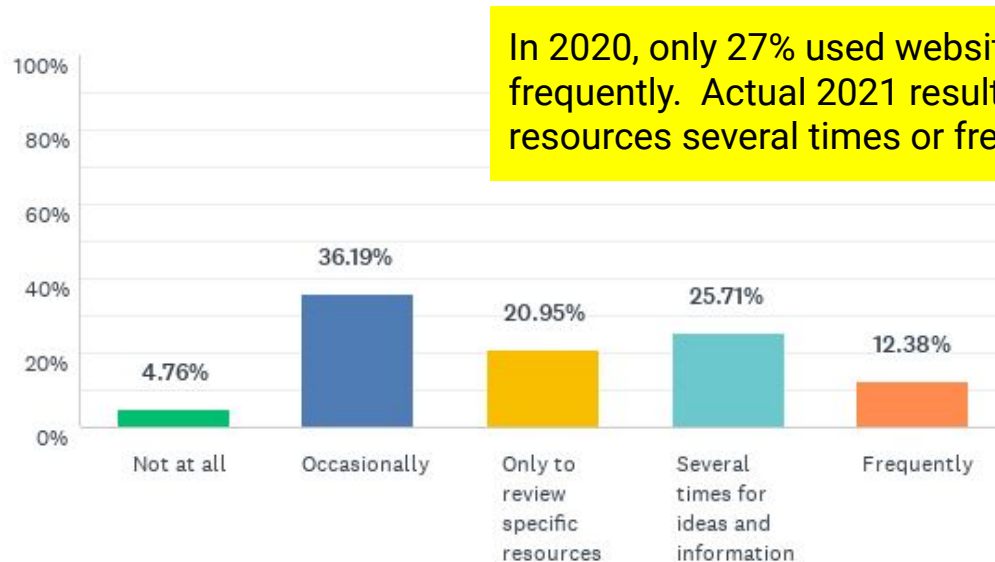


Last year, only 12% of the respondents had regularly attended events. This year that number has jumped to 44.66

In summer of 2020, we said a good marker for the strategic plan would be if we could get 60% of respondents attending 2-3 or more events. Actual result was 83%.



Q3 Our District website has many resources developed by your peers to assist you with areas such as membership, foundation and public image. How often have you used the resources on the District 7090 website in the past year?



In 2020, only 27% used website several times or frequently. Actual 2021 result was 38% used resources several times or frequently.

## MOST SIGNIFICANT ACTIONS / ACTIVITIES DISTRICT IS IMPLEMENTING TO SUPPORT YOUR CLUB AND OTHERS IN THE DISTRICT

	2020	2021
Providing training including President Elect Training and Rotary Leadership Institute	61%	71%
The monthly District newsletter telling us what other clubs are doing with messages also from District Leadership Team	31%	32%
Advice and support from District directors / committee chairs on Membership, Foundation, Public Image or Youth	12%	32%
Giving us assistance in obtaining District Grants	27%	30%
Advice and support from Assistant Governors to our specific club	42%	29%
Provision of resources and best practices on the District website	25%	19%

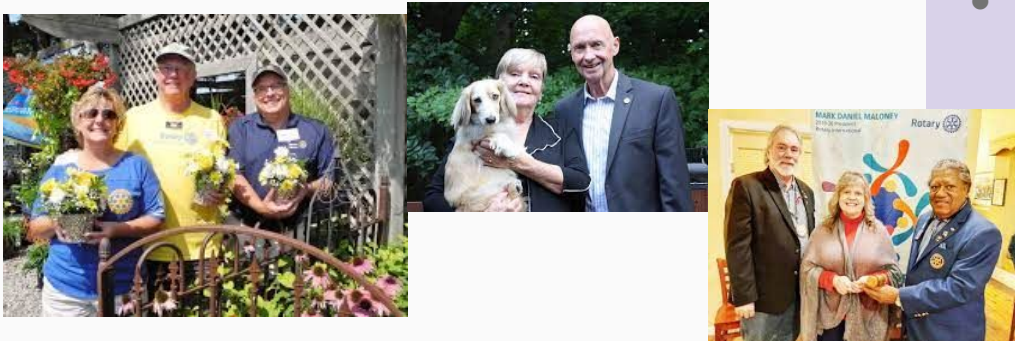
# MORE ON MOST SIGNIFICANT ACTIONS / ACTIVITIES TO SUPPORT CLUBS

- ❑ Many of the actions this year have been focused on getting help from district out to the clubs - which seems to have been appreciated
- ❑ In 2020, provision of youth programs such as Youth Exchange, SlapShot, RYLA was 37%. Not surprisingly (given the inability to offer many of the programs during COVID) this dropped to 23%
- ❑ 15% picked “help us complete club visioning and / or strategic planning for our club - which is not surprising considering we assisted perhaps 6-8 clubs in this Rotary year out of 65+ clubs
- ❑ Interestingly, “having the District Governor come to our club for the Official Visit was picked by only 10% of respondents as one of the 3 most significant actions that the District undertakes



District Governor Club Visit. There are many different options related to the visit such as combining clubs for an online visit or sharing a video with key messages prior to a 2-way exchange involving club and governor. Please share your ideal concept of the DG Visit.

- 33% were in favour of an online meeting
- 25% liked the idea of a traditional club visit
- 22% liked the idea of an area visit or coming to an day of service project with multi-clubs



#### Other Key Messages:

- Short video in advance good idea
- Make it more of a dialogue with ideas and solutions for our issues - share what other clubs are doing
- Don't try to communicate too many messages about what all that is going on - be focused and make it a conversation

# Strategy 1:

Coach Club Leaders to bring  
**membership innovation**, vitality and  
growth to their clubs

# How valuable have some of the actions we have taken to support this membership strategy?

- ❑ **71% reporting developing large scale service projects** like Great Lakes Watershed Clean-Up so we can bring potential Rotarians to see us in action (and not just be with us in a meeting) while also doing good in the world
- ❑ **44% said monthly Web Talks** that highlighted what clubs are doing to grow and engage members were valuable or very valuable
- ❑ **40% selected the coaching series** to improve leadership capabilities and help drive membership innovation
- ❑ **38% said providing assistance to develop alternative club formats** like passport / satellite clubs and **27% reporting membership hub** as valuable or very valuable

# What is ONE thing that your District leaders / volunteers could do to help you and your club find innovative ways to retain and recruit new members?

More than 10+ people answered:

- Keep sharing new ideas, good ideas and fun ideas clubs can use through brainstorming or sharing sessions
- Facilitate regional recruitment drives as well as cross-club orientations
- Create a district wide membership drive campaign with info for our websites and social media feeds

In total, 78 people out of 105 elected to answer this qualitative question

Five or more suggested:

- Bring district leaders out to our club to share ideas / discuss strategies
- Look at sliding district fees or lower fees for younger members or satellite clubs
- Help us to better communicate our impact and the good we are doing
- Do not be so demanding in terms of number of emails / requests
- Help modernize Rotary images (includes engaging more diverse members)

# How would you rate the following potential actions we could take to drive innovative membership initiatives to help clubs?

Percentage who said action would be valuable or extremely valuable:

- 69% selected Hold large scale “days of service” - not only repeating Great Lakes Watershed clean-up but creating 2-3 more large scale events where we can easily bring non-Rotarians to participate
- 55% said “work with the club’s membership committee directly - inviting them to district webinars and helping them to create an effective membership plan for your club”
- 50% for “hold new member orientations for multiple clubs in an area - showing new Rotarians the world outside their club
- 44% for “improve the partnerships between Rotary & Rotaract Clubs including helping Rotaract members strengthen their membership base in our communities (those under age of 30)
- 34% for “promote satellite clubs for the “under 35” crowd



# Additional Ideas / Comments



- Record some of the web talks and turn it into a 15 minute we could show right at our club meeting
- Provide an effective promotion and marketing campaign aimed at general public to go with the large scale service projects
- Improve the communication with potential new members so they understand the commitment before joining
- Encourage small older member clubs to join together to cluster
- Creating one more multi-club service project might be great but more than that might be overwhelming
- Need to help clubs to change. Just moving the younger members or diverse members to their own satellite club means we lose the great that can come from embracing diversity and new ideas
- Make sure your actions work for smaller clubs that don't have committees

## Strategy 2:

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

In response to last year's survey, District offered its training using an online format. Use the star rating to indicate your preference in continuing to use this online delivery style for coming year.



Rating was 4.19 / 5

50% of respondents gave online 5 stars

Another 30% gave online a 4 star rating

# Food Truck of Learning



On bringing the learning to clubs rather than asking you to only come to District events. We created 10 dialogue topics but not an overwhelming response. Should we keep but improve this action for this 2021-2022 Rotary year?

- ❑ 66% said “that sounds like an action worth repeating but you need to do a better job promoting the topics and that district volunteers are willing to present at our clubs”
- ❑ 22% choose “I would not recommend this action for the coming year. If we want to learn something, we can come to a District 7090 event such as a Web Talk, Club Training Assembly for Rotary Leadership Institute

A few suggested 10 is too many - maybe offer one a month that aligns with the Rotary theme.

# In terms of food truck offerings, which of these topics would be of interest to you and some of your club members in the coming year

## Top Five Offerings of Interest

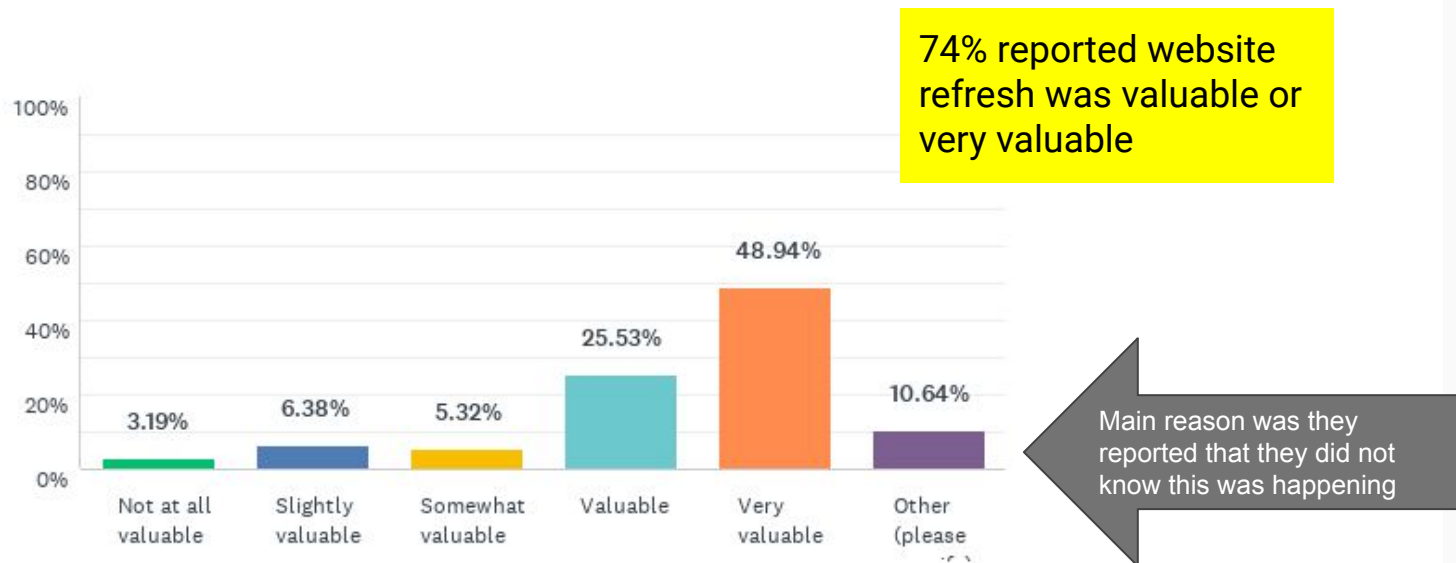
- 70% interesting and innovative ideas to retain and recruit members
- 69% fundraising ideas other clubs are doing - including online ideas
- 61% service projects that other clubs in our District are doing that we could duplicate or collaborate on
- 49% demystifying Club Runner - helping us get more of this system
- 36% on ways we could improve our public image, social media, websites - real how tos

The following had about 30% interest - 1) What can the District provide us that would help our clubs - overview of resources, events and offerings 2) Helping us understand more about Foundation Grants - District & Global (29%); and How do other clubs organize themselves (committee structure) and add zest to meetings (30%);

## Strategy 3:

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

Q11 The third strategy of the plan is coaching / mentoring clubs to increase awareness and understanding of Rotary in our communities. This past year, we offered funds and assistance to do a website refresh for your club. How valuable was this offering to you and your club?



# Potential Actions to help interested clubs communicate their impact and relevance. Which ones would be of interest to you and your club?

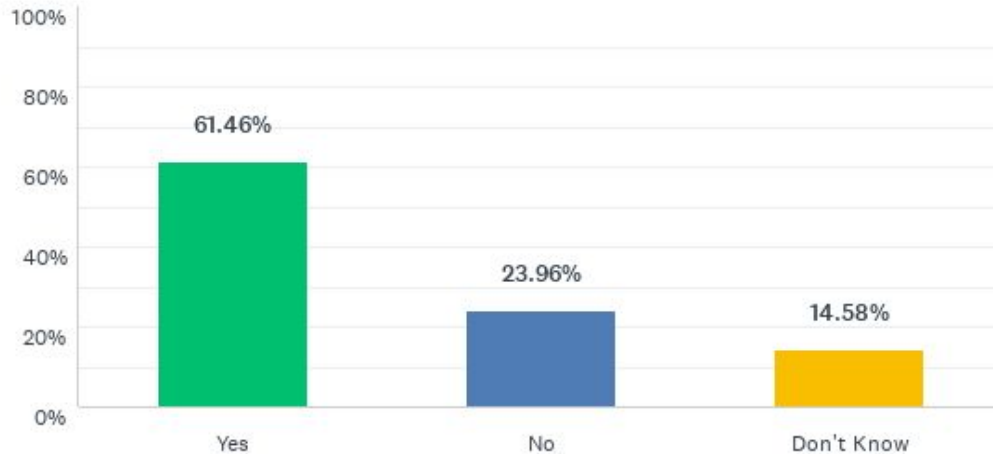
% selecting interested or very interested

- ❖ 65% “improve our District 7090 website so it is easier for you to utilize it”
- ❖ 62% “online webinars that your lead in public image can participate in - sharing ideas with other public image club leads in our District”
- ❖ 62% “using content that our District creates that you can add / share with your audiences as it relates to the impact of Rotary in our communities”
- ❖ 61% “provide money and assistance so your clubs keep their websites maintained - staying relevant post website refresh of past year
- ❖ 54% “being a part of a larger FaceBook or other digital media ad campaign that tells others about Rotary projects happening in our District
- ❖ 53% “showcase clubs in our District that are leading the way in Public Image on Rotary Web Talks or in the District newsletter
- ❖ 50% “refresh / add to the resources on public image that are available on District website”





## Q13 Does your Club have a Public Image lead?



### Sampling of Comments:

- We have a communications committee - maybe this falls within that.
- No interest other than myself - hard to find someone willing to do it
- We are working on it
- Too few members - limited engagement
- A few different people work on this

# What additional actions could we be taking to help you strengthen your club's public image?

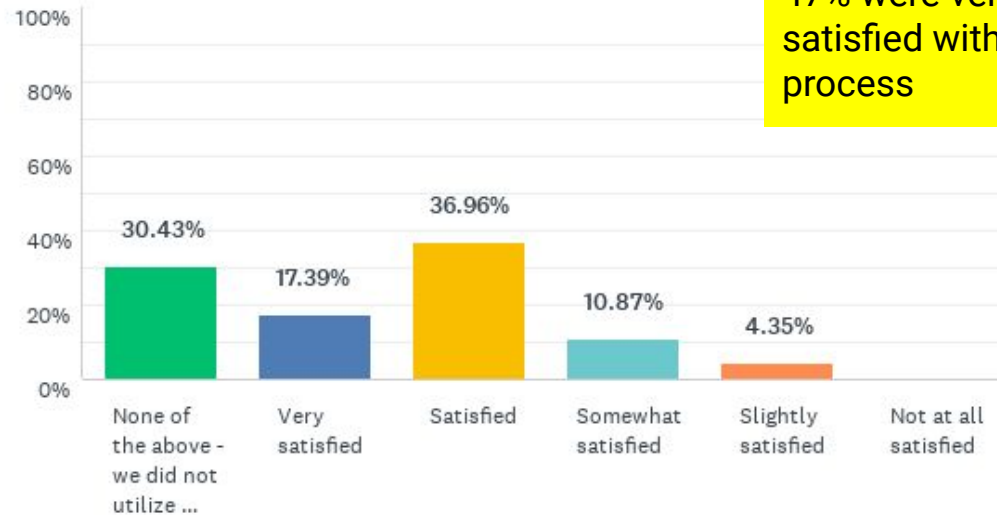
- Have PR speaker come out to clubs -show what is possible - what others are doing and share resources / videos we could be using on our sites
- Help us to get more press for our projects - helping us to get more coverage and / or showing us how to get more followers / interest
- Create more material that we could be using - copy and paste
- Give us more hand-on help and step-by-step tutorials
- Help us with our website - we are not sure how to access it to update it



## Strategy 4:

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

Q15 This year we moved the grant process online. How satisfied are you with our online grant process.



47% were very satisfied or satisfied with online grant process

The Rotary Foundation is a key element of the essence of “being a Rotarian”. We need to make members more aware and help them understand more about the financial need for donations and the impact of those funds in our local and global communities. How might the following potential actions assist?

% who noted potential action as valuable or very valuable:

- ❑ 76% further upgrade the grant application process to make it even more user-friendly
- ❑ 74% Help clubs to focus more on the impact of our contributions and less on the mechanics of giving to The Rotary Foundation
- ❑ 72% provide short (1-2 minutes) videos to showcase how clubs in 7090 and causes around the world benefit from our contributions
- ❑ 63% provide a template / campaign for clubs to utilize in Foundation month - a “plug and play” to educate and celebrate the work of The Rotary Foundation
- ❑ 60% provide topics and speakers on Foundation for club meetings
- ❑ 49% put on more Foundation fundraising events like the “Pedal for Polio” that club members can participate in
- ❑ 33% for “sound bites” in the District newsletter to emphasize the need for support

# Comments Offered

- Can we restructure the District Grant certification process - more time on the grant process and less time on foundation training covered in other places
- Grant training is extremely cumbersome and time consuming
- The qualifying and application process seems impossible - like you can never learn it.
- Could we have a mentor assigned to help us do grant applications
- I am interested possibly in more fund-raising events but not ones that list a medical funding (polio)
- Our club has a large endowment. Most folks give to it because of the control aspect. I feel like we are constantly competing internally

Our objective is “Every Rotarian Every Year”. What do you believe is the biggest obstacle to making this a reality?



- ❑ By far and away, the most common response was that people don't understand all the Foundation does and that some of the funds come back to do good in our local communities
- ❑ New members are not as connected to district and RI - need to improve our orientation process so they see the bigger Rotary picture
- ❑ It is often the same message - need to freshen up the message and show more about the impact
- ❑ Many Rotarians do not have the means to give and we already ask a lot of our members in terms of \$ for fundraising / club activities

79 respondents offered comments to this question out of 105.

## Strategy 5:

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

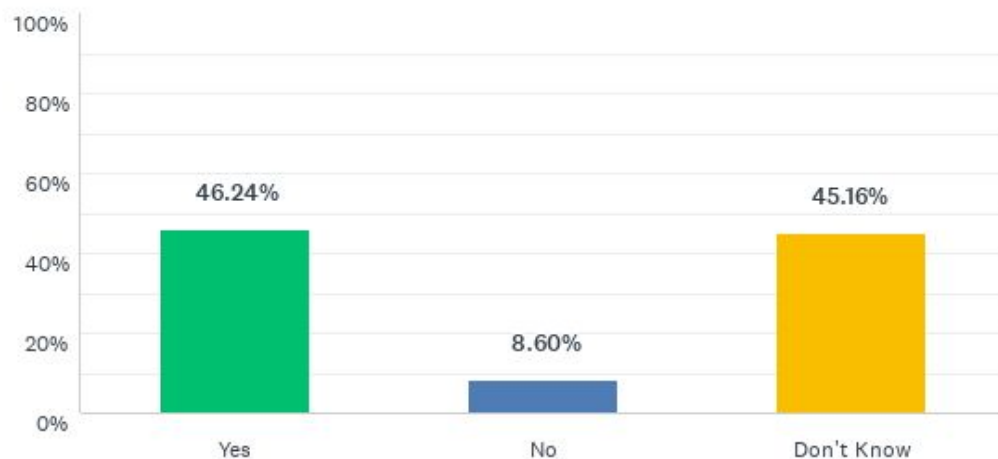


# Do you think ‘Short-Term’ Exchange Program (where a student goes to another country for the summer and that family - whose child is the outbound) hosts the in-bound student?

- 61% percent of respondents said YES
- Another 27% said “not sure” and only 11% said “no”



Q19 There is another new offering called "New Generations Service Exchange". It is a short-term customizable program for university students and professionals up to the age of 30. The participant designs an exchange that meets their professional goals and contributes to a humanitarian project. The exchange can be for a few weeks or a few months. To what extent do you think this program might be of interest to your club?



# Youth Services Help Wanted

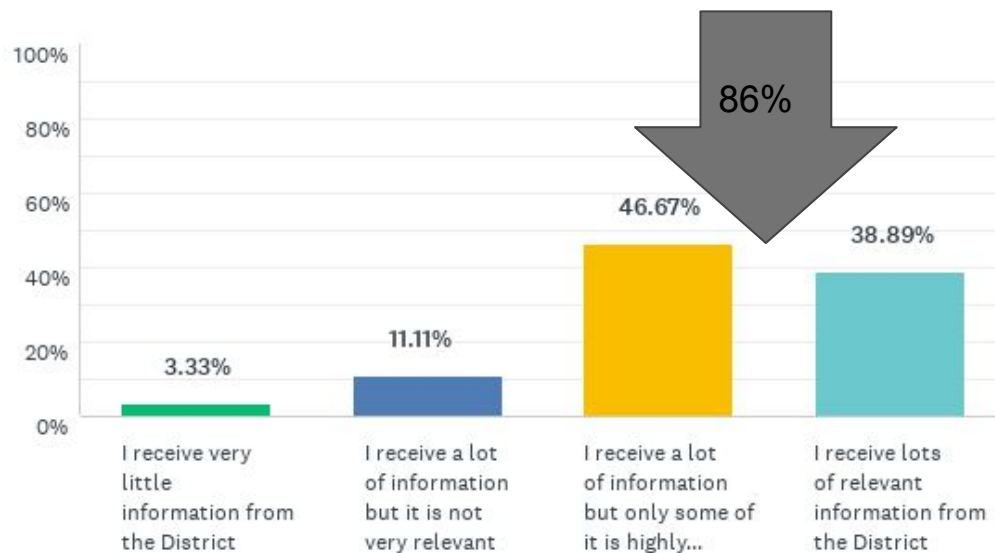
In addition to these new programs, our Youth Services provides help to clubs to engage in a variety of other programs such as SlapShot, Rotary Youth Leadership Awards (RYLA), traditional youth exchange, supporting InterAct etc...

What could the District volunteers be doing in the coming year to help you and your club in the area of youth services?

1. Explain the programs and their contributions - use short videos. Come to our clubs - bring youth who can educate clubs on benefits from their stories
2. Help us keep track of youth alumni through data management and coordinated communication - same for our Interact club -
3. Have a Youth District Conference
4. Help us fundraise so we have funds for these programs
5. Offer more of a district wide recruitment of candidates
6. Keep with virtual SlapShot but find way to do it in fewer sessions
7. Change the names SlapShot and RYLA do not communicate what they are with those names
8. Find ways to support Early Act
9. Connect directly with our Youth Services Chair
10. We are already doing lots in this area and appreciate all that the District does.

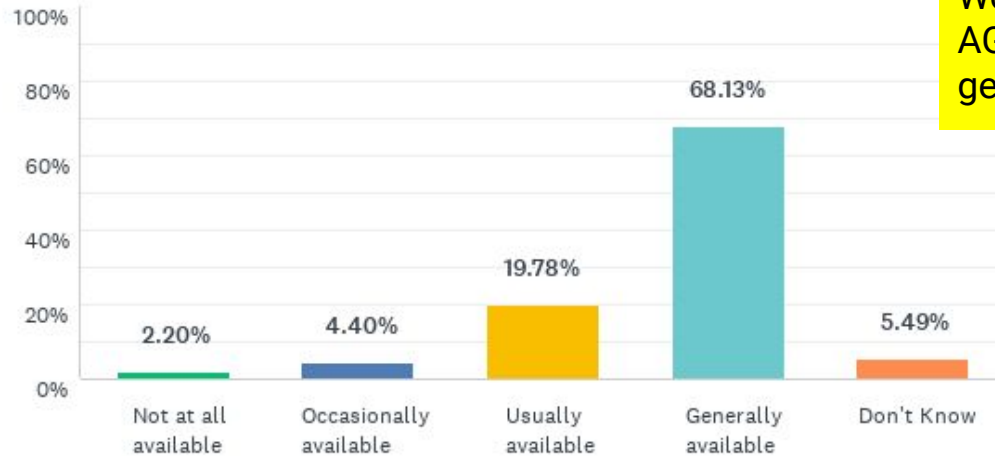
# Final Questions

Q22 Communication is always an area for improvement. We try at the District to provide relevant and meaningful information but we know we don't always succeed. Which statement most accurately reflects your opinion when it comes to the information coming to you from the District?



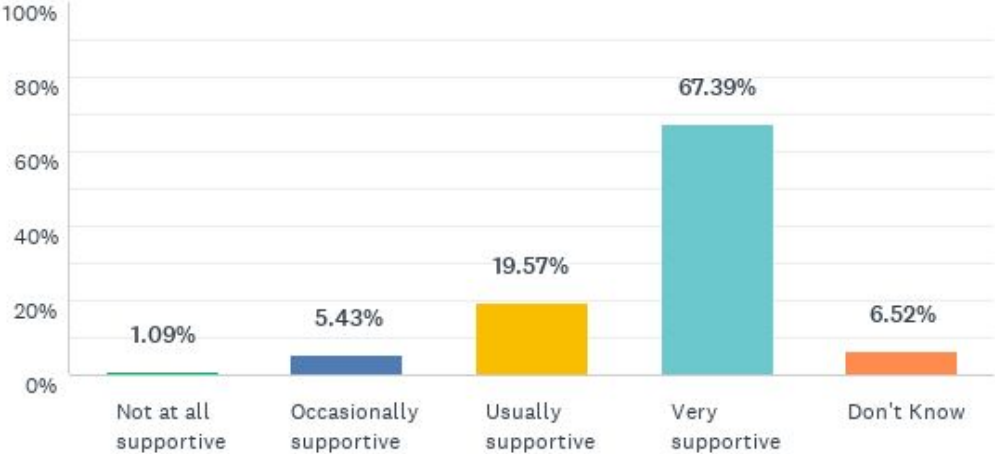
These results are similar to 2020 where 87% find material somewhat or very relevant.

Q23 Each club has an Assistant Governor assigned to be available and provide support.  
Please rate the Assistant Governor in terms of availability to your club.



Wow - 88% said their AG was usually or generally available

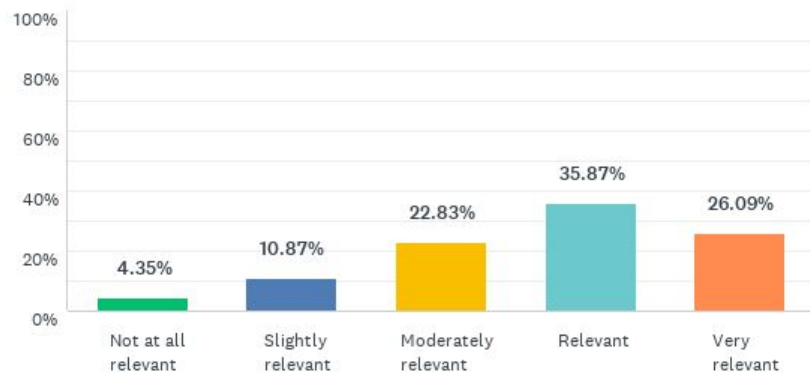
# Q24 Please rate the Assistant Governor in terms of support for your club.



87% are usually or very supportive! Way to go AGs!

# How Relevant has the District been to you and your club - in your opinion?

Q25 Think back over this past Rotary year. How relevant has the District been to you and your club - in your opinion?



Last year, the mean was 3.3 / 5 or a 66% rating when it comes to relevance.

In this Spring 2021 survey, the mean has improved to 3.7 / 5 or 74% rating.



# Final Comments - Most Common Themes

## Like the Direction we are Going - Examples:

- The District is changing and you are doing such a good job understanding the pulse of clubs and what they need
- Thank you for doing a thorough evaluation
- Keep up the path you are on - it is working well - clubs are getting more from district than ever before
- Keep listening and getting feedback
- This past year has been the best I have seen in terms of District support. Keep up the good work

## Other Points Raised by 5+ individuals:

- Find ways to reduce emails - it is overwhelming
- Love the training and like it being virtual
- Keep finding ways to lower district dues and the costs of attending events
- I wish more people in our club would make use of the resources / ideas district offers

# Final One-Off Comments

- Website support was wonderful - can we do the same about adding online fundraising / payment solutions
- Need help with running hybrid meetings
- Bring in more inclusive ideas so we drive more unity and diversity and work to change the minds of the “old guard” - embrace Diversity, Equity and Inclusion
- Stop reading powerpoints line by line
- Lets get everyone using subject lines better like is this a FYI or for action or input
- Like the idea of a monthly meeting to share info so it does not get lost in our inbox