**ROTARY CLUB OF OAKLAND**

**2024-2025 BOARD OF DIRECTORS**

**[DRAFT] MINUTES**

**SEPTEMBER 24, 2024**

1. **Call to Order**

The meeting was called to order at 5:32 pm by President Shannon Hackley. The meeting took place at the office of Shannon Hackley, 1455 Hays Street, San Leandro, and via ZOOM.

**2.0 Roll Call**

Present: President Shannon Hackley, Past President Tom Limon, Treasurer Pam Claassen, Executive Administrator Jesse Bowdle, Greg Annis, Jesse Schmidt, Sedrick Tydus, Keri Butkevich, and new Board Members Ralph Sklar and Linda Hamilton.

Absent and/or excused: Secretary Michael Bruck, Joel Parrott, Celeste Gordon, Isaac-Kos-Read,

Kristine Watson, Teresa Weyand

**3.0 Ice Breaker**

President Shannon asked all attending to tell one interesting fact about them that other Rotarians would not know.

**4.0 New Board Members**

Ralph Skar has accepted an open two-year position and Linda Hamilton has accepted a ten month position replacing Riza Herandez, who resigned from the Board.

**Upon motion by Pam Claassen and second by Joe Goralka, the appointment of these two new board members was approved by a vote of 7-0.**

After the new board members were welcomed, President Shannon reviewed some board member responsibilities, such as meet and greet new members and guests at our Thursday meetings and being a liaison to one or more committees. The current liaison list was reviewed and noted that board members can switch with each other if they have a particular committee they are interested in.

Current Liaison Assignments

Jesse Schmidt – BDC, New Member Orientation / Red Bad, Sports and Gala

Joel Parrott – Environment

Teresa Weyand – Community Service and HOPE

Keri Butkevich – Interim DEI

Greg Annis – RYLA, Interact and Enterprise Institute

Sedrick Tydus – BDC, Live Oak, and Oakland Scholarship

Issac Kos-Read – Pubic Relations

Membership – **EVERYBODY MUST HELP**

Joe Goralka – Speech Contest, TRF, and Japanese Exchange

Kristine Watson – Rotary Foundation

Tom Limon – High Adventure

President Shannon – Hot Squad

Pam Claassen – ORE and HOPE

Ralph Sklar – We Care and Club Service.

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**4.0 Approval of the August 27, 2024 Minutes**

**Upon motion by Greg Annis and second by Keri Butkevich, the minutes of the August 27, 2024, were approved by a vote of 7-0 with new members Ralph Sklar and Linda Hamilton abstaining.**

**5.0 Consent Calendar**

5.1 Membership as of 9/23/24

Active Members: 250

Honorary Members: 17

5.2 New Members as of 9/23/24

Christine McAvoy

Stephanie Bolden

5.3. Terminated Members - None

**Upon motion by Jesse Schmidt and second by Sedrick Tydus, the consent calendar was approved by a unanimous vote.**

**6.0 Grant Approvals**

**CS #242502 – Oakland Tech Exchange – Electric Pallet Truck $ 5000**

**CS # 242503 – Partners For Collaborative Change – Workshops $ 4,760**

**CS # 242504 – Oakland Tech High School Parent Association – Auditorium Seating $ 5,000**

Since there was no representative at the meeting from Community Service to review the grants, President Shannon reviewed grants # 242502, #242503 and #242504, and they were approve in a single vote.

**Upon motion by Ralph Sklar and second by Linda Hamilton, all three grants were approved by unanimous vote.**

**7.0 Financial Review**

Treasurer Pam Claassen distributed an annotated copy of the 2023-2024 Income Statement and Balance Sheet. She also did a separate 11-minute review of the statement on Zoom, which was sent to Board members after the meeting. Key points on the 2023-2024 results were:

* There was a negative $ 36K variance from actual to budgeted Membership Dues income.
* Bad Debt was budgeted at $ 25K, but $ 60K was written off as the Club resolves unpaid dues, much of which developed during the COVID period. Any unpaid dues over 18 months were written off.
* 2023-2024 was budgeted with a deficit, and the actual results were $ 80K more than the budgeted loss.

For the 2024-2025 YTD numbers, Treasurer Pam reported that the actual vs. budget is OK, but tight. Growing the membership and collecting the receivables is necessary for the Club to have the resources to keep a full-time salaried employee.

In October, statements will be mailed, and open invoices will be sent via email to members.

**8.0 Committee Updates**

Youth Services - Greg Annis reported that the Club is again supporting the upcoming youth programs. Fall Leadership Conference, which this year is for Interact Presidents only. He is looking for members to drive the Presidents to the San Jose Meeting. Shannon noted this is a Hot Squad assignment Fall Youth Rally will also occur, where all Interact members are invited. The Club supports in the cost of buses for this event.

Business Development - Jesse Schmidt discussed the BDC and using the budget this year to hold mixers that will 1) help our members who own business to get new business and 2) help attract new members to join the Club. He also reminded the group that on Thursday, when Club members are making any kind of announcement, they should say their classification so that members know what their career is.

**9.0 Presidents Agenda**

There was a lengthy discussion regarding membership which included:

The ongoing discussion about how important sponsors are to get a new member integrated into the Club.

* It was also noted that the person who brings a new member to the Club may not be the best sponsor after they join the Club. There needs to be some discussion with the Membership Committee on how to find the best sponsor for new members after they join.
* It was also mentioned that many members who sponsor a new member haven’t been told or understand what their responsibility is.
* It was suggested that current members who bring a new member to the Club be rewarded with a no cost three-minute sponsorship for their business at one of the Thursday meetings.

Jesse Schmidt noted that he, along with Ruth Stroup, Pat Williams, and Jennifer Tran are working on a “Rotary Road Map” that will help new members get engaged with the Club and a committee. One of the keys to new member retention is engagement.

Past President Tom presented to the Board the NICE concept.

N – Invite a new member to a committee meeting

I – Invite a new member to an event

C – Check in with new members to make sure they are feeling welcomed

E – Help get new members engaged

President Shannon noted that we must remember that those who attend Thursday Meeting are not our Club, with only 30-40% attending the Thursday meeting. She noted that 30% of members are members in name only, 30% are committee junkies and don’t care about the Thursday meeting and 30% are doers who just want to participate in projects.

President Shannon mentioned the results of a 2024 Rotary International Member Survey where over 30% of members worldwide join for friendships.

President Shannon made a point to the group that Membership Chair Keith Uriarte is doing a good job, but everybody needs to help to grow our membership and retain members who join.

**10.0 New Business**

President Shannon reminded everybody of the upcoming Pal Camp project and the member mixer at Bocanova. She asked that guests of the event be welcomed by Board members attending.

**The meeting was adjourned at 7:05 p.m.**

Respectfully submitted by Jesse Bowdle, who was sitting in for Secretary Michael Bruck.