**Stafford Rotary Club Board Meeting Minutes**

**Wednesday, October 10, 2018**

In attendance: Trevor O’Toole, Leigh Ann Poland, Shaun Huwar, and Jake Almborg

The meeting was called to order by President Trevor O’Toole. Motion to approve the Board Meeting Minutes from August was made with the amendment to add Leigh Ann Poland to the list of attendees at the August Board Meeting. Motion to approve the Board Meeting Minutes from September was made; seconded; all in favor. Both Board Meeting Minutes were approved as amended.

**NEW BUSINESS**

1. Constitution was approved. Do I need to send out to the Club to be approved?

Discussion: Trevor will send out the Constitution approved by the Board in September; along with the Club’s By-laws. Motion made by Shawn; seconded by Leigh Ann; all in favor. Approved.

1. Fundraising Idea—Coupon Sales

Discussion: A fundraising idea to use coupon sales for discounts at nationally branded stores was discussed. This idea could be used as a stand-alone way to raise additional money for the Club; or used as an add-on fundraising feature to the Club’s already established fundraising events—Capitol Steps and Monte Carlo Night. Idea is to sell digital coupon books that offer, for example, 20% savings at nationally branded stores such as Wal-Mart and Target. Coupon books could be sold in values of $250 resulting in a $100 net profit to the Club. This idea could be added to the Club’s tool-kit of fundraising activities. Board decided to try this idea out in conjunction with the up-coming Capitol Steps fundraiser. Trevor will check out the feasibility.

A further discussion followed on what needed to be done to support the up-coming Capitol Steps. Signs need to be up at key locations by mid-November. The five banners need to be set-up at key traffic intersections.

1. Calendar of Events

Discussion: The Board discussed the need for the Club to have a master schedule that lists all of the events the Club is working on. The logical functional area of responsibility to publish and keep track of these events is Club Service since the Chair of this service area is responsible for organizing speakers and the monthly calendar of events, for example, guest speakers, club assemblies, classification talks and end-of month socials. The Board decided to ask Troy to develop the Master Schedule for the Club.

1. Strategic Planning—Commitment from Members, Activity Criteria, Ranking System

Discussion: There is a need for the Club to formulate a 1-Year, 3-Year, and 5-Year Strategic Plan for Club activities. The Board decided to ask Don Duckworth to help design a plan for each of these time intervals. The goal is to have the Strategic Plan completed by 30 March so that it can be presented to the Club in April to assist in the development of the proposed budget for each of the Service Areas for the up-coming Rotary Year that begins on 1 July.

1. Membership Options

Discussion: Club has considerable latitude in designing membership options. An idea the Board discussed was creating a class of membership called “Friends of Rotary”. This category could be used for organizations such as S.E.R.V.E and Stafford Junction who work with the Club on service projects throughout the year. The Club could charge the family/corporate membership fee of $40 with partnered organizational members paying the $18 meal charge if invited to attend one of the Club meetings. Several of the board members thought this fee was too high and suggested the alternative fee of $25. Further discussion suggested perhaps tying this designation to our fundraising sponsors. Board decided to table this idea for further discussion for the time being.

The Board discussed ways to get members to identify projects they were interested in an to get them to commit to support those activities.

The Board also discussed ways to increase membership. Members need to be encouraged to contact lots of people. An idea was discussed to offer memberships at our two fundraisers. (Jake cannot recall the details of this proposal so Trevor, Leigh Ann or Shawn need to add specifics.)

**OLD BUSINESS**

No old business was discussed.

**Motion to Adjourn**

A motion to adjourn was made and passed.

**Next Board Meeting**

The next Board Meeting will be on Wednesday, November 14 at 1:15 pm. This is a special board meeting IHO of the visit of the District Governor, Glenn Yarborough. All Club Officers and Chairs of the various Areas of Service need to be present to brief the Governor on their on-going activities. Meeting will be held at Riverside. Trevor will determine the date and time of the next regular board meeting.