



The Rotary Club of Woodland Sunrise

PO Box 8155 • Woodland, CA 95776

Board of Directors Meeting Minutes

Date: August 12, 2020 (Minutes revised 9.3.20)

Location: Zoom Meeting

Board Members (P = Present, A= Absent)

President: Ramon Urbano (P) **President Elect:** Robyn Drivon (A) **Past President:** Wayne Ginsburg (P)

Secretary: Buzz James (P) **Treasurer:** Lynn Jepsen (P)

Board Members: Al Aldrete (P) Rich Sakai (P) Beja Springer (P) Dennis Miller (P) Robyn Miller (P) Jim Odusola (P)

Others Present: Larry Peterson, Rick Pomeroy

1. The meeting was called to order at 7:00 AM

2. Board Meeting minutes

- a. Were approved for July 8th
 - i. **Motion:** Lynn J **Second:** ?
 - ii. Unanimously approved – 10-0

3. Treasurers report

- a. Masks sales were a hit. Only 4 left
- b. Financials – Now detailing items in Accounts Payable
- c. All members have paid dues. This has not happened in 20 years to have them all paid by now.
- d. No need to approve financials but motion was made to approve financials.
- e. **Motion:** Al **Second:** Rich
- f. Motion carries: 10-0

4. Administration Report

a. President Update of Goals

- i. Trying to keep interest up with virtual meetings as this should help with member retention
- ii. **Service to the Community:** Looking into what we can do to serve the community during these times
- iii. **Grow Rotary:** Look to recognize members who are involved with the community and then publicize their efforts.
- iv. **Transition meeting:** Ongoing work to identify solutions for future meetings and transition back to in-person meetings.
- v. **Collaboration:** Working on collaborating with the other clubs in the region to share ideas and work together.

b. Update on future hybrid meetings

- i. Wayne G reported that no new news from what was reported at general meeting. They had a meeting to discuss what is involved. Not likely to have a hybrid meeting soon. Discussing the possibility to have smaller group meetings like Luna Vista Club.



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- ii. Rick Pomeroy presented that his brother's club tried hybrid meetings. The results were not particularly good. It reduced attendance of the meetings. They found this format to be difficult to facilitate and perform.
- iii. Wayne G finished, stating that there is no big rush to move forward.
- c. Update on club fundraiser event.**
 - i. Ramon filled in for Robyn D to present that the Foundation will choose 2-3 charitable organizations that will be made this Friday.
 - ii. Thinking may be to ask for donations, but plans are still being discussed on what the event will entail.
- d. Discussion on recording virtual meetings or speakers**
 - i. Some members asked for clarification on the purpose for recording meetings and if it will be the entire meeting, an edited meeting or just the speakers.
 - ii. Rich S discussed how it provides an opportunity for those who cannot make the meeting for those you have to work at 8am. Also, could be allowed as a makeup and may attract new members.
 - iii. Beja voiced that she like the video for public image use as we can record parts of the meeting.
 - iv. Robyn M voiced that she likes the idea so you can see what other clubs are doing. You can also send the video to friends. We would need to ask for permission, and you cannot have children in the video.
 - v. Wayne mentioned that he feels that the video would have to be edited and Wayne volunteered to edit the videos.
 - vi. Concerns of editing videos were expressed:
 - 1. Who makes the decision on what is edited?
 - 2. The time to edit takes hours. Is it worth it?
 - 3. Members will focus or be concerned what was not shown.
 - vii. Suggested that the group contact past DG Tina as her club embarked on virtual meetings early as well as she would have access to information regarding her club as well as all the rotary clubs under her last year. Perhaps there is knowledge amongst the other clubs that she would have information about.
 - viii. Other general comments include
 - 1. that some members do not want to be recorded.
 - 2. Good for public image if we record the speakers that others can view.
 - 3. Many members are concerned with facial recognition concerns if published.
 - 4. Recording creates a large file and takes around 1 ½ hours to download and large memory space.
 - 5. May run into legal concerns. May need disclaimers to be signed by members before videos of members are published.
 - 6. The Wakeup Call captures the meeting well so is there a need to have a video copy as well.
 - 7. Concerns if we offer it as a makeup:
 - a. Currently we are not charging meeting fees so why the need for a makeup.
 - b. It may reduce membership participation if they can miss a meeting and then view it later.



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8. Idea to record 1 program to test the process and identify other issues
 9. We cannot move forward without Board approval. It may also be a By-law change which would require 2/3 vote approval by members.
 - ix. In summary, it was stated that we are not ready for a decision at this time and we should ask public image for some of their opinions.
 - e. **Club password and security level policy** – TABLED
 5. **Public Image Report**
 - a. General report – See attached
 6. **Membership Report**
 - a. See attached report statistics
 - b. See attached roundtable program notes
 - i. Program wants to start in September based on availability of the facilitator
 7. **Development / Donations report** – NO REPORT
 8. **Service Projects Report**
 - a. Nothing to share due to social distancing issues
 - b. Mentioned that construction projects may work as it allows for social distancing
 - c. Can reach out to Christy for help with packaging for Meals on Wheels
 - d. Other mentioned donating money and it was discussed the donations are not service projects and it requires a Board approval
 - e. **Service Project Funding program.**
 - i. Not covered – TABLED
 9. **Other comments**
 - a. Wayne presented that we should advertise on Facebook
 - b. By sharing posts, it will increase exposure and the costs are minimal
 - c. Ramon approved \$20 from his discretionary budget.
 - d. Public image committee to review
 10. **Meeting adjourned at 8:08 AM**



Rotary Club of Woodland Sunrise

Financial Statements

July 2020

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Rotary Club of Woodland Sunrise

Comments

July 2020

Each fund that is owing for a future event or donation is delineated by a description on the Balance Sheet as a line item. For example, the monies pledged for community relief efforts to be determined by the Board is designated "Wkly fee 4 Covid relief". Each line item should be self-explanatory.

On the Income Statement you will see a negative for Weekly Meeting Income. That is money that had been prepaid for breakfast but donated to the Wkly fee 4 Covid relief.

For the first time in at least 20 years, ALL members paid their dues prior to July 31. I am convinced the new payment page options were one of the reasons for the success. We are averaging a cost of about 3.2%. This is higher discount than when cards are accepted at a club meeting. Based on \$67,000 in credit card charges during one year, the increase in cost using the website is only about \$170 - well worth it for increased efficiency.

Old people like me remember Jackie Gleason kicking off his show with "And away we go...". We are kicking off a new Rotary year!

Rotary Club of Woodland Sunrise

Balance Sheet

	Jul31,20
ASSETS	
Current Assets	
Checking/Savings	
1000.10 · Club Checking First Northern	13,079.26
1000.20 · First Northern Money Market	50,032.01
1100.10 · Cash on Hand	350.00
1000.30 · Checking-Beer Booth	4,640.21
Total Checking/Savings	68,101.48
Total Current Assets	68,101.48
TOTAL ASSETS	68,101.48
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
2000.10 · Beer Booth Payable	
2000.11 · Beer Booth Reserves	3,659.96
2000.12 · Beer Booth Operating Fund	980.25
Total 2000.10 · Beer Booth Payable	4,640.21
2100.10 · Misc Accounts Payable	
2100.25 · Wkly fee 4 Covid relief	1,139.00
2100.24 · Face Masks	558.00
2100.11 · Member Assistance Fund	871.00
2100.13 · Presto DC and RI Convention	4,000.00
2100.14 · Mystery Golf	1,181.04
2100.15 · Pledged Donations	
2100.16 · Mexico Fire Engine Payable	600.00
2100.17 · Woodland Scoreboard	500.00
Total 2100.15 · Pledged Donations	1,100.00
Total 2100.10 · Misc Accounts Payable	8,849.04
2300.00 · Raffle Balance	829.00
Total Other Current Liabilities	14,318.25
Total Current Liabilities	14,318.25
Total Liabilities	14,318.25
Equity	
3000.00 · Restricted Equity	
3000.10 · Board Restricted Equity	20,000.00
Total 3000.00 · Restricted Equity	20,000.00
3900 · Retained Earnings	30,908.89
Net Income	2,874.34
Total Equity	53,783.23
TOTAL LIABILITIES & EQUITY	68,101.48

Rotary Club of Woodland Sunrise
Profit & Loss Budget vs. Actual
 July 2020 through June 2021

	<u>Jul '20 - Jun 21</u>	<u>Budget</u>	<u>\$ Over Budget</u>
Ordinary Income/Expense			
Income			
General Club Income			
4000.00 · Weekly Meetings			
4100.00 · Weekly Meeting Income	(856.00)		
Total 4000.00 · Weekly Meetings	(856.00)		
4300.20 · Recognition and Other Fees	1,311.00	3,000.00	(1,689.00)
4300.40 · Membership Dues	10,005.00	10,005.00	0.00
4300.50 · Interest Income	1.99	75.00	(73.01)
Total General Club Income	10,461.99	13,080.00	(2,618.01)
Total Income	10,461.99	13,080.00	(2,618.01)
Gross Profit	10,461.99	13,080.00	(2,618.01)
Expense			
5100.00 · General Club Expenses			
5000.20 · District Dues	3,588.00	3,588.00	0.00
5000.10 · RI Dues	3,413.43	6,141.00	(2,727.57)
5100.25 · PO Box Rental	0.00	140.00	(140.00)
5100.28 · Technology Improvements	0.00	150.00	(150.00)
5100.30 · Bank Charges	186.22	2,000.00	(1,813.78)
5100.50 · Miscellaneous Expenses	0.00	500.00	(500.00)
5100.51 · Postage & Paper	55.00	220.00	(165.00)
5100.55 · Taxes; Tax Preparation	0.00	35.00	(35.00)
5200.00 · Training, PETS, RI Convention	0.00	1,200.00	(1,200.00)
5200.10 · Web Site Maintenance	345.00	300.00	45.00
Total 5100.00 · General Club Expenses	7,587.65	14,274.00	(6,686.35)
Total Expense	7,587.65	14,274.00	(6,686.35)
Net Ordinary Income	2,874.34	(1,194.00)	4,068.34
Net Income	2,874.34	(1,194.00)	4,068.34

Public Relations Committee

Main points of interest:

1. Social Media presence is growing, especially with the addition of the Instagram Account.
 - Could use a nudge by asking everyone to “like” our FB and IG channels and share the posts.
 - Introduction of the member spotlight launched this last week.
2. The team has a goal to get speaking slots at prominent community events.
 - Any ideas for up coming events they should be targeting? Any events the board is aware of that they would like to recommend?



Woodland Sunrise Rotary Club

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Woodland Sunrise Rotary is excited to launch our "Get to Know a Rotarian" series today. With this weekly series, the Woodland Sunrise Rotary Club aims to show our community the diversity of our membership base, and highlight the type of people who join Rotary -- people like you!

In our very first post in this series, we present to you Robyn Miller - Principal at Spring Lake Elementary School.

Born in Whittier, Robyn grew up in Fresno, and then spent most of her adult l... [See More](#)



FIRST "GET TO KNOW A ROTARIAN" FEATURING ROBYN MILLER.

DRAFT2

DRAFT2

DRAFT2

Woodland Sunrise Rotary Roundtable

Background:

The 2020-2021 Rotary year will be a challenging one in light of the COVID19 Pandemic which has resulted in Rotary Club Meetings being held via Zoom. The use of Remote meetings is not a new concept to the world of Rotary as there are “virtual Rotary Clubs” where all meetings are virtual. The members do have activities where face to face encounters do occur but the majority of their interactions are virtual.

The original concept for the proposed program arose from the origins of the four founding members of Rotary where these four individuals rotated their meeting sites to their places of business to share their experiences of their particular business. Each learned from each other both the differences and similarities of their respective businesses. While I was working at Valley Children’s Hospital in Madera and a member of the Fig Garden Rotary Club in Fresno, we had a meeting at the hospital. The CEO of the hospital Todd Suntrapak was the program providing the state of Valley Children’s Hospital and discussed the current challenges facing the hospital. Tours were provided for members who could stay beyond the one hour. WSR Club has in part done this where we had a meeting at the Woodland Public Library. Over the years the development of the “Craft Talks” emerged with a new member and sometimes an older member would talk about his/her profession/place of business as the large clubs would not be able to visit a small business office due to space constraints.

Creation of a relationship with other members will help retain members in WSR Club. The tighter the bond between the members and belief in the ideals of Rotary will make it a bit more difficult to quit WSR Club when and if decisions must be made to simplify one’s life especially during the COVID19 Pandemic times.

The WSR Membership Committee had via Zoom. A lengthy discussion with Chairperson Frank Crum and email communication with several 2019-2020 committee members occurred. Larry Peterson, a Past President (PP) and newcomer Sophie Herek are joining the Committee this year. Rich and Frank are co-chairs with the former taking more of a lead and the latter providing the historical background of the membership committee. Based upon Rich's assessment the nuts and bolts of the membership committee after several years of the core members working the bugs out of the process, the foundation is felt to be rock solid.

The traditional annual 10% loss is always told to all membership chairpersons and every President Elect. This is common knowledge with all non-profit groups and thus Rotary is not unique. There was a loss of five members and the likelihood of one or two members transferring to another club. The current membership is 69 members. The demographics of the club is the majority of the membership is greater than 60 years of age and most members are retired or semi-retired.

It was however felt by the group that retention will be a key to the Club's health versus the recruitment of new members. Of note, there are no potential new members in any of the stages of membership. The recruitment model is definitely different compared to how service clubs have recruited historically. As mentioned to the group, this is uncharted territory for all of us and personally being a telemarketer trying to identify potential new members is foreign to me. Unless there is a clear personal or business relationship that exists, a cold call for membership consideration will be extremely challenging.

Concentrating our efforts on retention will be the Committee's focus for 2020-2021 with a subtle touch of recruitment (the Plus part). The following is the proposal and there will be several decision points that the committee needs to come to consensus.

Retention Plus Program will be called "Rotary Roundtable"

1. Each of the Membership Committee Members will have
 - a. 11-12 individuals on your team

- b. Each Committee Member will select 1-2 individuals with whom they will work with.
 - c. Each Group will have an equal number of WSR past presidents
 - d. Each group will be assigned an equal number of females/males
 - e. Each group will be assigned an equal number of WSR Board members.

- 2. Each Group will select a name; if not the group will be referred to the Membership Committee Member's last name.
 - a. Team was avoided to de-emphasize that this is a "competition"

- 3. Each Group will set up quarterly Zoom meetings with their group members

- 4. The Group Leader (Membership Committee Member assigned to the team) will set up the first meeting.

- 5. Agenda/Goal for the meeting is to create relationships and conversations similar to the period prior to our traditional meetings and the time before the actual meeting – "Table Time"
 - a. Each group leader will determine how structured their Zoom meeting will be
 - b. They may include a Craft Talk, everyone sharing an unknown skill, may promote one's business, share what is happening with their families. TABLE TIME
 - c. Shameless advertising of their primary business is acceptable
 - d. This will be a good way to create a bond amongst the members and get to know your group similar to sitting at various tables at a face to face event – TABLE TIME
 - e. This qualifies as a makeup

- 6. The Meeting Length

- a. Zoom is free to all but for a meeting without spending \$150 annually; anyone can set up a meeting for up to 100 people.
 - b. BUT, the length of a meeting cannot exceed 40 minutes
 - c. The ROTARY ROUNDTABLE in general will last 30 minutes and thus members can eat lunch, learn a little about someone's business or discuss whatever and get back to work or to the garden.
- 7. The next meeting
 - a. Original concept was the "one and done" where the Lead would identify the next person to set up the next zoom meeting
 - b. To ensure the ROTARY ROUNDTABLES continue on a quarterly basis, each group leader will organize the Zoom meetings
 - c. A date/time for the next meeting will be determined based upon input of the group on the Zoom call.
- 8. Part of the meeting is to remind the group to think about potential members.
 - a. The potential member may have been thinking about joining pre-COVID19 or perhaps the pandemic has made this individual reassess their priorities to be a bit more philanthropic and community minded helping others.
 - b. A business associate, friend, new neighbor, etc – Collect a contact and provide the "potentials" which we can put into a database for the future.
 - c. This is a just a reminder and NOT a mandate to find members.
- 9. Follow-up/Assessment
 - a. The Membership Community will meet after the initial ROTARY ROUNDTABLES have occurred to share our successes and those things that did not work out with the Committee.
 - b. Adjustments as appropriate will be made for the second and third meetings.

Richard I Sakai, PharmD, FASHP, FCSHP
Quasi Retired Pharmacist

Membership Committee Attendance Monthly Report

	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
Members as of the First	69	69	-	-	-	-	-	-	-	-	-	-
New Member(s)	0	-	-	-	-	-	-	-	-	-	-	-
Loss of Member(s)	0	-	-	-	-	-	-	-	-	-	-	-
Net Membeship as Month end	69	-	-	-	-	-	-	-	-	-	-	-
Potential Members	0	-	-	-	-	-	-	-	-	-	-	-
In the pipeline	0	-	-	-	-	-	-	-	-	-	-	-
Overall Attendance (%)	72-75	-	-	-	-	-	-	-	-	-	-	-
Individuals Absence 0%	6	-	-	-	-	-	-	-	-	-	-	-

4-Aug-20