

Board Meeting with the District Governor James Cupper

January 8, 2019

Attendance: Nick Horstman, Brian Tort, Jim Conroy, Raj Wiener, Mark Steinberg, Kay Goluska, Steve Terry & Gene Klco

Guest: District Governor James Cupper

Started at 8:30 am

Discussion:

- Membership is our focus
 - We are at 33 members currently
- RI's focus is on the global community
 - We are more focused on our local community
 - With Rotary Club of Kalamazoo, there is a large local charities organization
 - So their focus is more global
- Foundation
 - Jim was challenged to setup a direct deposit into RI when he first started
 - About \$10/month
 - The last DG, Theresa Brandell, ask him if he could try to donate \$1000/year to the RI Foundation
 - Yes, he would try
 - Then she announced at a district meeting that he was doing it
 - So he upped his direct deposit to \$85/month
 - He says he doesn't miss it
- MyRotary.org has videos about the work they do world wide
 - When you show these videos, ask "How can you not support this!"
- There is value in both global and local support
- Young people today don't join clubs anymore, they join causes
 - Some looking for mentoring
- We talked about our Business/Corporate membership proposal
 - He applauded it
 - He talked about a breakout session in a conference in Korea
 - The gist of it was "be creative"
- Some discussion about Clubrunner vs. DACdb
 - We use Clubrunner for our website - one of a few in the district

- Most & the District site are on DACdb
 - Gene noted that he is attending a on-line session on DACdb on Thursday
- Public Image
 - Ex. “Each year 157 Rotarians visited X classrooms”
 - “Join us!”
 - Put ads out - use the Rotary system
 - Will produce files in JPG, PDF or EPS
- Interact program
 - Brian is working on this for our 3 local communities
 - Being pushed by the RYLA kids
- RYLA
 - Jim noted that the new coordinator is doing a fabulous job
 - Started 2 years ago
- Marketing
 - Assistant District Governor is a marketing person
 - As well as DG Cupper
 - Best Ads are condensed to one sentence
 - Looked at our Duck Race handout - too wordy

Adjourned at 9:00 am