Blue Ridge Mountains Rotary

Board of Directors Meeting Minutes

Farmington Country Club

July 15, 2020

**Directors Present**

Franklin Daniels, Aimee Andrews, Ben Horne, Ravi Respeto, Thomas Markham, Harry Stillerman, Wayne Murphy, Amy Hart, Susan Evans, Deb Brown, Ty Cooper, Erik Greenbaum, Genevieve Verlaak, Bruce Woodzell

**Welcome and Call to Order**

Franklin Daniels, President, welcomed everyone and called the meeting to order at 8:25 am.

**President’s Report**

Franklin Daniels reported on the following items:

* Return to In-Person Meetings:
  + Mr. Daniels solicited feedback on how the in-person meetings are being received.
  + Ravi Respeto, Past President, noted that Zoom presentation could be improved.
  + Ben Horne, Treasurer, noted that the Club pays for a minimum of 30 meals at Farmington regardless of actual attendance.
  + Erik Greenbaum, Director of Service Projects, noted that the Club should expect blowback when the quarter’s billing statements go out. Many members may not understand the meal opt-out protocol being used.
  + Amy Hart, Director of Club Administration, noted that the member survey showed that members are mor comfortable meeting outside and asked if Farmington can accommodate this. Mr. Daniels noted that at present Farmington cannot, but there may be a way to solve this issue.
* Vice President:
  + Declan Murphy, Vice President, is currently stranded in France by COVID-19 and will be moving to Philadelphia to be near family upon returning to the United States. As such, he has resigned from the Club.
  + Mr. Daniels and President-Elect Aimee Andrews solicited input on the selection of the next Vice President. They will continue to take input and hope to make a selection by the next Board meeting.
* Charitable Donation:
  + The Club made a ~$5,000 donation to Loaves and Fishes, a Charlottesville food bank. Mr. Daniels thanked Ms. Respeto for organizing this. Ms. Andrews suggested that the Club publicize the donation by having Ty Cooper, Director of Public Image, post a Facebook photo of the check presentation.

**Financial Report**

Ben Horne, Treasurer, provided a financial report to the group. The report included a summary of year-end financial information and a proposed budget for 2019-2020. The full report is attached. Highlights included:

* A loss of ~$6,000 for the 2019-20 fiscal year owes in part to 2019 expenses paid out during 2020, such as the 2019 Rabbit Run donation.
* $8,400 was just disbursed to the Paul Harris Foundation, a standard expenditure.

Mr. Horne noted that there are a number of outstanding member or ex-member balances. The Board discussed the best way to collect these balances. Ms. Respeto noted that there is a process to give members or ex-members final notice before proceeding to legal collection. Mr. Daniels asked Mr. Markham and Mr. Horne to put together a list of accounts needing such a notice. Mr. Daniels will work with Ms. Andrews and Ms. Respeto to compose a letter for this purpose.

**Secretary’s Report**

Thomas Markham, Secretary, reported on the following items:

* Six members who have applied for senior status (Rule of 85): Bob Kahn, Harold Wright, Butch Girdley, Pam Turner, Richard Thorsey, and Henry Weinschenk.

***Motion:*** *Franklin Daniels made a motion to approve the proposed members for Rule of 85 status and Aimee Andrews seconded the motion. The motion was approved by the board.*

Mr. Daniels asked Mr. Markham to notify the members of their approval.

* Usage of the opt-out process for meal charges has been increasing:
  + July 1: 13 members
  + July 8: 20 members
  + July 15: 17 members

**President Elect**

Aimee Andrews, President-Elect, noted that the Club should continue to focus on new member recruitment despite COVID-19. Mr. Daniels suggested reaching out to the other Charlottesville Rotary clubs (Charlottesville, Albemarle) to invite them to attend our meetings, asked Wayne Murphy as district representative to liaise with the other clubs.

**Vice President/Membership**

No report

**Program Chairs**

Harry Stillerman, Director of Club Programs, reported that speakers are lined up for the next three weeks. Mr. Stillerman and Associate Director Matt Crane had a strategy session and are reaching out to additional candidates.

Mr. Stillerman asked whether the Club is open to hosting speakers via video-conferencing. Mr. Daniels noted that it is technically feasible but that we should focus on continuing to host speakers in person to encourage in-person attendance. Longer-term, video-conferencing could be used to host high-profile speakers (e.g., the Governor).

**Club Adminstration**

Amy Hart and Susan Evans, Directors of Club Administration, gave a brief update on social activities. Ms. Hart noted that the results of the recent survey of members showed that the majority are not ready to gather for in-person social activities because of COVID-19. As such, social activities will remain limited for the foreseeable future.

**Club Service**

Erik Greenbaum, Director of Service Projects, presented his vision for the 2020-2021 year. Mr. Greenbaum noted that participation in service activities tends to be low and would like to reinvigorate the Club’s service activities, particularly in light of COVID-19 interruptions.

Mr. Greenbaum gave a run-down of the Club’s past activities and solicited ideas from the Board for new activities. In agreement with Mr. Greenbaum, the Board’s sense was that service should hands-on and about more than giving money, even though opportunities for hands-on service are limited during COVID-19.

Ms. Respeto proposed bringing a speaker from the United Way’s Galaxy volunteer program to address their needs for skills. Mr. Daniels noted that this would be a good way to start a conversation about service within the broader Club.

**Public Relations**

Ty Cooper, Director of Public Image, asked for the board’s input on how aggressively to market the club, such as with regular press releases. The Board’s sense was that Mr. Cooper should not hold back on public relations efforts. Mr. Daniels and Ms. Andrews will approve any significant public-facing communiques such as press releases. Ms. Respeto proposed the creation of short videos (60 seconds) of members explaining why they belong to Rotary.

**International**

No report

**Foundation**

No report

**Past President**

Ravi Respeto, Past President, reported that the annual financial review needs to be completed, as it was not done in June due to COVID-19. Ben Horne reported that the financial review process has been started.

**Club Executive Secretary**

No report

There being no further the business the meeting was adjourned at 9:30.

Respectfully submitted,

Thomas Markham, Secretary