

Rotary



**Rotary Club of Merced Sunrise &
Merced Sunrise Rotary Club Charity
Zone 26, District 5220, Area 8, Club 22798
PO Box 3262 Merced, California 95344
www.mercedsunriserotary.org**

Date: June 13, 2018
Time: 5:30PM
Location: Whitegate Drive, Merced
Roll Call:

Officer	Title/Charge	Present	Absent
Mike Altomare	President	X	
Mike Cuchna	President Elect	X	
Pope Lawrence	Vice President		X
Bob Casey	Past President		X
Eric Moore	Secretary	X	
Theresa Cesar	Treasurer	X	
Director			
Ruth Alejo	Community	X	
Donald Barclay	Vocational	X	
Regina Cherf	Club	X	
Douglas Forte	International	X	
Butch Hughes	Youth		X
Chair			
Alan Arnold	Membership		X
Frank Reed	Foundation	X	

Guests: Steve Hobbs, Robert McGhee, Tanya Price

Reference: General Monthly Board Meeting/Annual Transition

- 1. Call to Order:** Meeting called to order by Mike A.
- 2. Approval of Agenda:** M/S/C, Theresa/Don/Aye.
- 3. Approval of May 15, 2018 Board Minutes:** M/S/C, Don/Mike C/Aye.

4. Leadership Reports.

A. President.

1. **Membership.** Mike A emphasized all the pending membership departures and the need for the Club to be vigilant on recruiting – especially light of the pending consolidation of North Merced and Downtown clubs. Rotary is facing a membership crisis in the developed world and it will be up to individual clubs to invent solutions to emerging challenges. Mike A wanted membership to be 46 at the end of his term, but envisions 43-42. This is after a year of adding five new members. The group generally discussed how to make Field of Honor and Shrimp Feed material recruiting events.
2. **Giving.** Mike A outlined annual Club Giving to be \$18,422 which includes Polio Plus. This is considered to be over a general 10% increase from last year.

B. Treasurer.

1. **Annual Financial Summary.** Mike A and Theresa submitted a number of reports on Lifetime and Annual operations. Club assets approximate \$163,000 with token pending expenditures and planned budget carryovers. Mike's plan to spend 100% of revenue neared completion. M/S/C, Mike C/Doug/Aye to accept the submitted reports.
2. **Delinquent Dues and Rotarian Status.** Theresa brought up a specific concern with an unidentified member with material outstanding balance of dues and fines. Mike A stated he would take up the matter before the end of his term with the member and ask them to pay the amount due or resign from the Club. Alternatively, the Board may terminate any member for non-payment of Club dues and other conduct. [Const. Art. 12. §3 *Termination from Non-payment of Dues.* (a) "Process. Any member failing to pay dues within thirty (30) days after the prescribed time shall be notified in writing by the Secretary at the member's last known address. If the dues are not paid on or before ten (10) days of the date of notification, membership may terminate, subject to the discretion of the board."]
3. **Marble Game.** Mike A suggested continuing the weekly Marble Game for another year contingent upon a firm understating of whether or not it generates money for the Club. Bud is notorious for winning this game, but he routinely donates his winnings to the Foundation. The Marble game was introduced to avoid increasing operational dues to members, but its ongoing value is a question. Marble Game fun, but it does to seem to bring in revenue.

C. Secretary.

1. **Castle Air Museum (CAM) Grant.** Eric M reported back to the Board that CAM clarified their pending grant application. The original request was a "\$2,500 grant for a \$10,000 project." CAM further described the project as; "a 1,000 sqft steel constructed aircraft maintenance pole-barn." The structure is to be used for a new robust sheet-metal aircraft re-skinning operation impacting most on-site historical airframes long-term. Mike C brought up that RI projects do not support the construction of infrastructure

or lasting facilities. Mike A, in consultation with the District, understood the RI Global Grant policy changed this year and with proper due diligence RI will support the construction of real property improvements and infrastructure. (This grant request does not fall under International Service or RI Global Grant.) There was a hypothetical concern about the Charity funding \$10,000, wherein the project only costs \$6,000 – leaving \$4,000 converted for an unapproved use. Doug and Theresa suggested the grant only pay against evidenced quote/invoice to a \$10,000 maximum. Eric M re-introduced his original motion to expand the grant to \$10,000 evidenced by supporting third-party documents of the Board's satisfaction and the placement of a Club sign. Donald seconded the motion. The Board could not vote to approve based upon the amount of the grant, proper notice and Charity Bylaws. Club membership will be noticed providing ten (10) days for any dissent (Charity Bylaws, Art. 4, §10). If none is heard, then the Board will convene via email on or after June 24 to approve. (The Board later approved pursuant to Club Bylaws, Art. 5, §6 on June 25. M/S/C Mike A/Eric M/Aye.)

2. **Presidential Citation.** Eric M outlined Membership and Giving are key metrics. RI shall use July 1 (later changed to July 15 due to an RI IT issue.) as the date to measure Membership and Giving. The Club fulfilled (exceeded) nearly every metric to earn the Citation. However, unexpected end-of-year membership adjustments and how RI exactly calculates and compares Giving is a black-box not under Board control. August 15 is final.

3. **District 5220 Governance.** Eric M updated the Board on his attempts to understand District 5220 governance. After four months of repeated requests, the District produced three years of tax returns for Rotary International District 5220 (formed 2006 for “District operations”) and the Rotary District 5220 Disaster Relief Corporation (formed 2013 for “other charitable activities”). Both are registered charities under the California Department of Justice, however both are currently delinquent in their annual filings. Current officers are unknown. No current constitution or bylaws are available. Technically each entity only requires three legal persons to operate, wherein the District governing body is comprised of 55 separate people filling a variety of appointments and committees. The Relief Corporation is in fact a separate legal entity apart from Rotary and is able to fill its board with non-Rotarians and direct grants to any party for any reason as allowed. Only at Mike C direction, Eric M may make additional inquiries once the new District Governor and related boards are take office after July 1. At issue is discovering a current copy of corporate bylaws, a concise list of officers and directors and the number and location of current and former bank accounts. The District has \$300,000 in annual operational revenue with other minor assets. The Relief Corporation is believed to receive around \$25,000 annually in donations, but there is no accounting or information on their activities. The central goal is to compel the District to make public its operations to membership in the spirit of the Four-Way Test. The entire matter started after it was discovered the District had no known business mailing address available to the general public or membership.

D. President Elect.

1. **FY19 Budget.** Mike C issued a draft budget and is getting feedback from new and existing officers and directors. The Club will carry-over unspent amounts from FY18. Mike C will have a final budget to approve in July.

2. **Goals for FY19.** Mike C circulated a memo (attached) and spoke about his annual goals he selected for the year; Membership Enhancement, Peace and Conflict Resolution, Merced College Veterans Resource Center, Club Technology Enhancement, Literacy. Related to this, Mike C officially announced the Board changes with the new year; Pope will be the President Elect, Tanya will be Vice President, Robert M will be the new Treasurer. Steve is new Vocational Director, Gina will be new International Director, Theresa will be Club Service Director, Don will be new Foundation Chair. The Club will largely continue with its existing programs, but will introduce a Peace Initiative in concert with RI President Barry Rasson's annual theme. A formal Polio Project will occur with World Polio Day – October 24. The Board broadly discussed how to approach membership and recruiting understanding its priority with various opinions and ideas.

3. **Audio/Podium System Upgrade.** Mike C provided samples to the Board to spend \$3,000 contingent upon Paul's Place approving. M/S/C, Doug/Gina. The Board will vote to approve later.

4. **FOH Marketing Banners.** Tim is developing some promotional Field of Honor banners to be displayed at Castle Air Museum since the Club shares media expenses with them.

Mike A thanked the Board for its success and professionalism during his year. He closed the transition meeting with no other reports and stated his utmost confidence in Mike C guiding the Club forward.

5. **Next Meeting Date:** TBA

6. **Meeting adjourned:** 7:20 PM

Respectfully Submitted,

/Eric A. Moore/

Secretary

July 17, 2018

Rotary



PEOPLE OF ACTION

To: Merced Sunrise Rotary Board and Directors
From: Mike Cuchna, Merced Sunrise President Elect 2017-18
Subject: 2018-19 Goals as President of Merced Sunrise Rotary
Date: June 12, 2018

I plan to implement five goals as president of Merced Sunrise. The first goal is to increase membership by five (5). These five would be under 30 years of age at most. I hope to accomplish this goal by reaching out to younger professional, business, and community leaders. Part of the enticement for these potential members is financial incentive. Specifically, I would recommend that our club would cover the dues of these younger members for Rotary International and District for one year. The cost to our club would be minimal ($\leq \$530$).

These new members would pay for their weekly breakfast, help at our events, they may contribute to fines (like any other member), and be expected to contribute to the Rotary Foundation -- a minimum of \$60 (\$5 per month over the course of one year).

This effort in addition to our normal new member efforts. If we are not moving forward on membership, we are moving behind. **A Stop Recruiting, Start Attracting** by Dr. Bill Wittich has some interesting techniques we would do well trying.

The second goal to address the Rotary Cause of Peace and Conflict Resolution. The first aspect of this goal is to place a peace pole on the campus of Merced High School. Many peace related activities can also be implemented. To do so I have asked Christian Lopez to become our Peace Ambassador. Christian would work under our Community Service Director and work on ideas such as the following:

The ideas listed below and are by no means all-inclusive as I am positive more ideas will come forward.

- Training HS students (perhaps Interact students) to become campus mediators (could do the same at UC Merced with the Rotaract students)
- Work with Eric (as he is on the City Parks Committee) to see if the City of Merced would like to have Peace Pole at parks in the community
- See if the City of Merced would like to become a "City of Peace"
- See if other Rotary Clubs in Merced would like to participate in the above (Merced, North Merced, and Satellite)
- Visit Jim Cherry, Sonora Sunrise, take him to lunch and see what Tuolumne County has done with these ideas
- Work with District 5220 leadership on Peace and Conflict Resolution
- Inform our members on what can and has been done in local communities to promote Peace and Conflict Resolution (Tuolumne County as an example)
- Inform our members on how all Rotary causes promote peace
- Inform our members on our club's efforts to promote Peace and Conflict Resolution locally
- Attend local, District, and Rotary International workshops / symposia / conferences

The third goal is to work with the Merced College Veterans Resource Center to ascertain other outcomes for veterans that our club might participate. These outcomes might include (the list is under development):

- Acknowledging veteran students at Merced College during the Field of Honor
- Providing scholarships to veteran student(s) at Merced College
- Having veteran students read the names of the fallen at our Field of Honor ceremonies. Those Merced County fallen from 9/11 forward or all fallen in battle on the Field of Honor.
- Honor veteran students and their families with a BBQ at Merced College

The fourth goal involve greater use of technology within our club. Listed below are a few ideas that have been recently discussed:

- Using Dropbox for various communique to include:
 - Board agenda and minutes drafts
 - Budgets – charity and operations

- Internal documents under development
- Online Payments (we have the mechanism already in place)
 - Dues – monthly, quarterly, yearly
 - Fines
 - Raffle (Foundation contribution)
 - Others as necessary

Training would be provided as necessary (see below)

The fifth and last goal relates to literacy (another Rotary Cause – Supporting Education). Literacy defined here falls into several different categories.

- Literacy of our members regarding our club functions and Rotary issues:
 - Polio (I have learned a great deal on the subject recently)
 - Foundation (our life blood)
 - Use of technology (Dropbox, Excel, ...)
 - Membership (supporting new members)
 - Rotary Causes, our local implementation
- We have in past addressed literacy in local schools. We can and should work with Merced City Schools on their current literacy efforts, we can help. I have an appointment with Elaine Keely, Paula Heupel and Elena Castro on June 14th to talk about literacy options that we might help.