

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: November 14, 2017
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: NA

Reference: General Monthly Board Meeting

- 1. Call to Order:** Meeting called to order by Mike A.
- 2. Roll Call:** As listed above.
- 3. Approval of Agenda:** M/S/C, Don, Doug Aye.
- 4. Approval October 6, 2017 Board Minutes:** M/S/C, Mike, Don Aye.

5. Leadership Reports.

A. President.

1. **Merced Field of Honor Thank You Notes.** Eric will work with Charlene to make this happen – volunteers and sponsors.
2. **Human Trafficking.** Mike A and Doug continue this effort. Scheduling with area law enforcement is a challenge.
3. **Membership – Departures, Vocational, Recruiting.** Mike A and Alan made mention of ongoing efforts to be followed by Alan later in the meeting. Former members are good prospects to bring back.
4. **Foundation Dinner.** The Club will offer a case of wine for the event.
5. **Budget.** Mike A wants to write checks mid-year to keep program and event funding apace.

B. Treasurer.

1. **Monthly Financial/Budget Report.** Mike A stepped in on behalf of Theresa since Janice is the bookkeeper and Theresa has not received updated reports and is new. Reports will be forthcoming after Field of Honor.
2. **Email Voting.** Mike A suggested the board might be able to expedite certain board actions (like accepting monthly financial reports) by email-voting. Eric will draft amended bylaws for December board review.
3. **Unpaid Dues.** Invoicing is going out to ensure mid-year RI dues are collected from active members.
4. **Audit.** Alan mentioned the Club will embark on its annual audit for FY16-17 during the first half of 2018. Gina (Club Service) is responsible to organize an Audit Committee and issue a report.

C. Secretary.

1. **Presidential Citation.** Eric mentioned that District Governor Caparros emphasized clubs strive for the annual Presidential Citation. Upon review, it seems RI specifies certain performance silos and related metrics to guide and enhance any club's sustainability going forward. Merced Sunrise has generally attained 60% of the current Citation, with new membership and orthodox reporting within RI Club Central the remaining technical issues. The Club will need to prioritize annually; at least one new net member, one new net female member and if possible new members under the age of 40. Eric will produce a "quarterly road map" for the board since this is a new initiative and likely a useful tool for every President to keep the Club healthy and active

going forward. An emphasis on documenting and publicizing club programs and events (Public Relations) has emerging importance.

D. Immediate Past President.

1. **Tree Project.** In Bob C's absence, Mike A reported that Bob and the Club is taking the lead for the Area and will strive to plant a tree for every member in the Area. Merced College has some designated space, but the City of Merced too has a need for trees in its public spaces. The Club will seek an update from Bob after football season. Spring planting will be a propriety to meet the fiscal year deadline.

E. President Elect.

1. **Shrimp Feed.** Mike C stated planning is apace for the March 17, 2018 event. Tickets will be disbursed to the Club before Thanksgiving.
2. **RI Convention.** The June Toronto convention is planned and well attended by the Club. Several members will also partake of other activities in the region.
3. **Field of Honor.** Mike C posted photos and videos on the website.
4. **Excel Training.** Mike C will offer a Microsoft Excel class.
5. **Grant Operations.** Mike C is updating: the grant application process, grant underwriting and grant covenants and conditions in order to transparently deploy funds into the community. New granting methods together with the emerging Community Needs Assessment will enhance the Club's philanthropic functions. Mike C called for two formal grant proposal review "seasons" (November and May) with a requirement that the grantee produce a narrative or receipts on grant usage within one year of acceptance. (The Club may wish to obtain photos or other evidence of grant usage for public relations purposes.) M/S/C, Mike C, Doug, Aye.
6. **Community Needs Assessment.** Mike C continues the effort to issue an RFP (Request For Proposal) to hire an individual, company or university to produce an independent report to guide the Club's and Area's activism and granting efforts. The Club has \$6,600 budgeted. At issue is how to widely distribute an RFP to solicit competitive bids from diverse vendors. So far, Mike C had dialog with an area woman named Nancy Bergman and Stanislaus State University to provide the subject assessment. UC Merced faculty are also prospective vendors. It is likely all work will not commence until the next fiscal year. A motion to issue the RFP was approved. M/S/C Doug, Eric, Aye. Theresa abstained due to not having read the draft RFP.

- F. Vice President.** Mike A mentioned in Pope's absence that new guest speakers are always needed on diverse issues.

G. **Club Service.**

1. **No Report.**

2. **Membership.**

- a. **Vocational Membership.** Alan made remarks on the pending Vocation Membership Application. The subject application is framed to initially obtain two new members from Future Farmers of America in conjunction with Merced high School. The Club will review new changes by the next board meeting and otherwise consider new members before December 31. There will be more formal discussion about offering a dues discount to new members, splitting fees, meals, fines and giving between members and the Club at large.
- b. **New Member Mentor.** Mike A directed Alan to review a method to give each new member a mentor to otherwise get accustomed to Club life, programs and events and improve fellowship.

H. **International Service.**

1. **Human Trafficking.** Doug outlined the current plan to meet the Sheriff before the end of the year and roll-out an informational flyer. A January presentation to the Club may happen.
2. **Uganda Water Well Project.** Doug mentioned the Club's contact with Uganda (Moses) was physically in Merced, but unable to meet. The Club's capacity to thrive in Uganda is based upon sustainability and timely communication. March is the deadline to decide if the Club will continue funding this project.
3. **Foundation.** Frank explained the Club logged \$1,000 in giving so far this year. There is an open question about making RI Foundation giving relevant to individual members without being pushy. While an estimated half of average member giving is returned to the District/Club after three years, that system is opaque and uninspiring to encourage new and continued giving. (It is also noted annual District member giving goals also increased from \$150 in FY16-17 to \$175 in FY17-18 – a 17% increase in one year.) The annual Presidential Citation calls for a general 10% YOY increase in Club giving, and/or a minimum Annual Fund contribution of \$100/member. Historically, the Club has been one of the highest in per member giving in the District - \$346, 1.77x District average, in FY16-17 based upon a select few material donors. The Club will make an effort to individually counsel each member toward enlightened and empowered Foundation participation. This effort might also dovetail with updated member information and access RI online via cellphones. A key goal might be to sign all active and honorary members to the monthly auto-giving program at level members are comfortable.

I. **Youth Service.**

Butch was not present. Mike A spoke about the Club leading the invigoration of Merced baseball and soccer complexes. Clothes for Kids is ready for its December 2 morning kick-off.

J. **Vocational Service.** Don will reschedule the canceled UC Merced Project 2020 site visit with something in the first quarter of 2018. The 360 talks will continue.

K. **Community Service.**

1. **Merced Field of Honor.** Ruth is finalizing elements of this event. The Field of Honor Committee and related Chairs will issue final reports. Sponsor invoicing and collections continue and may take another month to resolve.

2. **Homeless Dinner.** Interact wishes to get more involved. The Club will accommodate with Gina's coordination.

3. **Salvation Army Bell Ringing.** The Club will be signing-up for a full day near Christmas.

L. **Ad hoc Charitable Projects.**

1. No Report.

6. **Next Meeting Date:** 5:30 PM, December 19

7. **Meeting adjourned:** 7:31 PM

Respectfully Submitted,

/Eric A. Moore/
Secretary
December 1, 2017