

## **Vinings Cumberland Rotary Club Board Retreat Meeting Minutes**

**Date:** 7/13/2024

**Attendance:** Thomas, Fiona, Brant, Jolene, Anne, Todd, Betty, Shawn, Matt, Annie, Joe

### **Welcome and Opening Remarks:**

- Meeting called to order by President Shawn Bendig
- Welcome to all. Opening Shawn, interactive. Leadership team work together collaborate. If disagreements work through any issues.
- 60 members is a great goal and would be a huge win for this Rotary year.
- Best advice you ever received
- First concert – James Brown, Hank Williams Jr, Heart, Amy Grant, Aerosmith, Power Station, Dione Warwick, Justin Bieber, Diamond Rio, the Police
- Discuss Them, Magic of Rotary, discuss SWOT analysis, where we want to be and actions to get there.
- We need to focus on our elevator speeches for increasing membership-make it your own with an agreed upon core
- Focus on membership – Great year with Matt with membership.
- How do we have more fun and make our club irresistible to others and ourselves
- International, service organization, networking, leadership, Community and local impact, like-minded people wanting to help their community, club being like a second family.
- Maybe we could look at starting a project with another club internationally
- Possibly an internship that we sponsor with a local school or university. Could be mechanics or any discipline. They are easy projects to setup as long as we have the contacts.
  - o CTAE in North Cobb
- Send invitations to Boy Scout parents to visit the club.
- What makes our club irresistible (Magic of Rotary)–
  - o Included and belong – Many do not attend outside of weekly meetings, how do we get better with not only inviting inclusion, but get inclusion
    - Focus on each person, a member who is able to give the personal touch, reach out if a meeting is missed.
    - Committee for each area of the club
    - (1 touch) Assign each director a number of members, not mentorship, but the personal touch. (Brant to follow up on assignments)
    - Onboarding document for new members (Donna Drakes?)
    - New members need reach out by a board member in the first month they join. Lunch, event or some activity to get to know better.
- Confidence in Club Leadership
  - o Suggestion box – felt that this would not be the best fit with the club
  - o Recognize members for activities they are involved with or they help with. It was noted that members who may not be at every meeting do contribute in other ways. We should recognize this.
  - o Maybe have a survey as we did in the past. (Brant will follow up on this)
  - o Membership should have a weekly update in the meeting.

- (2 touch) How is it best to create the committee membership. Shawn and Betty can sit down and discuss the members
- Backup for Todd. ... committee is more or less in place, Ted, Vince, Casey, Todd, Andy
- Backup for Suzanne. Currently Anne and Debby help out if Suzanne is not in attendance.
- Personal Growth and Opportunity
  - Continue to focus on RLI and other training
  - \*\*\*\*Another comment of needing to development and send a survey
  - We should meet/attend other clubs, Birmingham was mentioned. Jolene, Shawn, Todd, Brant, Betty and Fiona would like to go and Betty will coordinate.
- Connections
- Meaningful Service
  - Service activity once a month
  - Projects mentioned as special projects: Garden project,
    - More advance notice would be beneficial for projects, put on calendar and mention upcoming projects at meetings frequently
  - Many project/agencies do not want participation, but rather funding since making the experience for the members is more work for them
  - Superbowl project would be a good idea. It occurs monthly and one can sign-up online
  - Halfway house and several different levels
  - International projects need continuity. Strong committee continuation. Continue with Paraguay water and at this point we feel able to bring another project, Bolivia clef palate project with Rotary Club in Bolivia and Dr. Steven Roser at Emory. Also a new project could be the mammograms in Luque. There is a succession plan with the Luque, Paraguay Rotary club and they would like to be in sync with our next presidents via WhatsApp/text. Shawn (Liliana), Jolene (Judith), Brant and Jamie.
- Strengths
  - Succession plan
  - Comradery of club and feeling that we can depend on each other
  - Meeting location and people
  - Financial stability
- Weaknesses
  - Calendar events, meetings, etc.
  - Include all activities on the events page
  - Social media presence, focus on presence, Instagram for the race, YouTube account is activated, linked in is activated
  - The expectations of the club are at a 70 member level however we only have 53 members. (puts the focus on getting back to being a 70 member club)
- Opportunities
  - Corporate Sponsorship and membership

- Leveraging for increasing membership and raising funds
  - One corporate member, then other members can come in place of the registered member and pay for those additional meals
  - Only the registered member receives the Club email
  - Another way, option B, having 3 or 4 members registered by the company/corporation
  - The board is pleased with plan A, however we need to continue to focus on this area and in the future possibly move to a plan B model, or have both Plans A and B.
  - Are leaders in the community, police, fire potentials in this area
- Challenges
  - Engagement of current members
  - Financial commitment by early professionals. Maybe Rotaract process for early professionals
  - Succession for the Race Committee
    - Jolene notes that the president that is 2 spots away for the club, helps to be the fund raiser (sponsorship) for the race. This helps strengthen the club.
    - Ted feels this could be a negative in that it is a commitment that may dissuade members from being president.
    - This would mean the year of secretary that the member would be sponsor chair as well.
    - Jaime will be 2025-2026 chair
- Where we want to be
  - Continue to be as stable as we are now
  - Adapt (scenarios)
    - More focus around younger early professional members
    - We don't have a place to meet – committee and how we have in the past.
    - If successive president is not able to serve – member committee and possibly past president could serve. Several have advised they would serve again if needed.
    - Loss of internet connection – have a hotspot
  - Engagement
    - Weekly spotlight of a member (Roots and Wings)...Where you are from, How you got to Atlanta, how you became a Rotarian.
    - Assigning members to each of us board members (Brant to follow up)
    - Race and Rotary business cards. These cards are great to hand out to prospective members.
      - We should hand these out at each meeting.
      - They can be purchased on Russel Hampton (Brant to follow up)
    - Guest gift bag
  - Outreach
    - New t-shirts for race volunteers (Jolene and Betty)

- Polo shirts
  - Impact
    - Where we do our work.
    - Take on more international projects. Bolivia, additional project in Paraguay
    - Possibly ask Burke if there could be a spotlight on Rotary person or activity.
    - Reach out to local media for activities to promote what we do (Thomas)
  - Social events have fun
    - Swine and wine is a good example. Monthly event and Rotary can plug in when wanted/desired.
    - We had margarita makeups on Thursday
    - Activity driven social events as well, Top Golf, Bowling, etc.
- Meeting adjourned by President Shawn Bendig