

Kiwanis Club of Skidaway

Minutes of the Meeting of the Board of Directors Merrill Lynch Board Room—December 11, 2017

Present	Officers	Office	Present	Directors
✓	Tom Stephens	President	✓	Alice Carlyle
	Thom Greenlaw	President-Elect	✓	Dave Fox
✓	Jan Wright	VP/Secretary		Bobby Gillham
✓	Bruce Schneidewind	VP/Treasurer	✓	Rudy Halbart
✓	Ben Gustafson	Past President	✓	Kevin O'Neil
	Dan Umbel	Advisor		Jen Singeisen
	Guests		✓	Jim Smart
✓	Jeff Heeder		✓	Walt VanBrunt
✓	Keith Glenn			Larry Wills

1. Welcome & Call to Order

Mr. Stephens welcomed everyone and called the meeting to order at 8:05 AM.

2. Secretary's Report

Mr. Stephens **confirmed** there was a quorum. The minutes of the November 13, 2017, meeting were **approved** as written.

3. Treasurer's Report

Mr. Schneidewind reported on club finances through November 30, 2017. With respect to the Chili Cook-Off, he reported that net proceeds will exceed \$17,000. The Landing Club bill was not sufficiently detailed, and Mr. Schneidewind his following up appropriately. Show the Colors raised \$2,050. After a motion (Mr. Gustafson) and second (Mr. Fox), the **Treasurer's report was unanimously approved.**

4. Liaison Reports

Membership. Two applications for memberships were presented for approval: (1) **Ms. Penny Burgess**, presented my Ms. Wright and (2) **Mr. Kim Kramer**, presented by Mr. Gustafson. These applications were **unanimously approved.**

Mr. Gustafson noted the membership content in the latest Kiwanis magazine (which we learned not all members are receiving regularly). He shared his goals for 2017-18:

- For each Board to sponsor one new member
- To promote reasons to join: speakers at weekly meetings, Kiwanis' mission, and opportunities to volunteer

Mr. Gustafson reported that LMGA is moving its tee time back, to eliminate the current conflict with our breakfast meetings.

Mr. Stephens commented on the scope of the membership committee, noting that its focus goes beyond new member recruitment to showing all members that we care. Discussion centered on ways we can be more knowledgeable about our members, so we can follow up appropriately, as well as on the need to recruit more people into the membership committee so that it has sufficient resources to focus on member involvement and retention.

Mr. Gustafson renewed his October comment about the club's practice of paying dues for some members. Mr. Stephens **requested** Mr. Gustafson to prepare a draft policy statement for the Board's consideration.

Marketing. Ms. Wright shared and reported on the draft Reputation Matrix developed for 2018, consistent with our iPlan goals (attachment 1).

Programs. Mr. Fox reported on briefly on:

- Possible guest speakers (Bill Hubbard and Bill Edwards) for our 30th anniversary celebration
- Greeter assignments for December (Ms. Wright and Mr. and Mrs. Klavon) and January (Mr. Gustafson and Mr. Kramer) and
- Lack of interest in a golf tournament with the downtown Rotary club.

He shared the impact of Bunny Ware's photo-filled column in Savannah Morning news; and Ms. Wright noted local photographers (such as Karen Dove Barr) who could help photograph our events. Mr. Stephens **requested** Ms. Wright to plan to provide a 10-minute program on how our club could use social media at a future meeting.

Sponsors. Mr. Stephens reported for Mr. Wills on efforts to arrange administrative support for the team. The team **is requesting** each Board member to identify three potential sponsors, and the sponsor team anticipates assigning a new member to each.

Service Projects. Mr. Stephens reported that president-elect Greenlaw's work commitments have led to his requesting to be replaced on the Board, though he remains willing to continue to be responsible for agency awards. Mr. Stephens reported that he will fill in for Mr. Greenlaw as service project liaison and will pull the nominating committee together to address the vacancy.

5. New Business

Mr. Heeder shared news of a donor who recently paid for ToysRUs layaways and asked the Board if there were PR benefits of our club undertaking similar charity. After discussion, the topic **was tabled**.

6. Fund Raising

We reviewed our calendar of fund-raising activities and events.

- Mr. O'Neil shared the project plan for the February 24 **Pancake Breakfast**: (a) distributing tickets at our first meeting in January, (b) working to control costs, perhaps partnering with the owner of the Breakfast Spot; and (c) the need to learn more about the legal feasibility of a 50/50 raffle. Mr. O'Neil is working to involve new members, and Ms. Wright will send a directory of all members by join date to Board members to support this.
- Mr. Glenn reported on the history of the **flag program** and that Tom Sharp has joined the team to provide administrative support.
- Mr. VanBrunt reported that he is reviewing the **TLA master calendar** to identify times for additional fund raisers.
- It **was agreed** to send the annual **Foundation letter** without mentioning other designation possibilities.
- Mr. Fox mentioned the fund-raising possibilities of creating a new **Kiwanis song book**, thanks to Tony Lembeck's artistry with new lyrics.

7. Adjournment and Next Meeting. The meeting was adjourned at 10:00 AM. The next Board meeting will be January 8, starting at 8:05AM at the Merrill Lynch board room.

Respectfully submitted,
Jan Wright, Secretary