

# Kiwanis Club of Skidaway

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## Meeting of the Board of Directors 2 Highgate Lane—October 17, 2016

Present	Officers	Office	Present	Directors
✓	Ben Gustafson	President	✓	Charlie Arraiz
✓	Tom Stephens	President-Elect	✓	Tim Baldwin
✓	Jan Wright	VP/Secretary	✓	Dave Fox
✓	Bruce Schneidewind	VP/Treasurer	✓	Thom Greenlaw
✓	Joyce Glenn	Past President	✓	Kevin O'Neil
✓	Dan Umbel	Advisor		Peter Pickerill
	<b>Guests</b>			Cecilia Russo
✓	Al Stiles	Chili Cook-Off Chairman		Jen Singeisen
✓	Terry Overton	2015 CCO Chairman	✓	Jim Smart
✓	Bob Norton	2016 Past President		
✓	Ron Weber	Immediate Past Secretary		

### 1. Welcome & Call to Order

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

Mr. Weber provided guidance that, although our installation meeting has been delayed by Hurricane Matthew, Kiwanis International recognizes our 2016-2017 board of directors as being in place as of the October 1 start of the program year. Ms. Glenn noted that arrangements are being made for our Lt. Governor to join us later this month, perhaps October 27, so officers and new directors can be sworn in.

### 2. Secretary's Report

Ms. Wright confirmed a quorum. The minutes of the September 12 meeting were approved as written.

### 3. Chili Cook-Off

Event chairman Mr. Stiles reported much progress has been made in the last week. He now recommends proceeding as planned but shared residual concern about possible reduced attendance in the wake of Hurricane Matthew.

Discussion focused on: ticket sales, parking and shuttle arrangements at Priest Landing (given on-going clean-up), the need to distribute ticket allocations personally to Kiwanians who have not yet picked them up, status of participating restaurants (18 confirmed, with several more "strong maybes") and coordination of children's activities.

Mr. Gustafson asked, and Mr. Stiles responded about areas where he would need additional help:

- Delivering ticket allocations to members
- Tube stuffing (as some members of the tube brigade may still be away and stuffing may take longer while roads are still being cleared)
- Leadership support in providing a continuous pitch to members to sell tickets

It was **agreed** that, if we proceed:

- Mr. Gustafson would make a phone blast to members before Thursday's meeting
  - To advise members that Dr. Lockamy will be our guest speaker and encourage attendance
  - To promote the Chili Cook-Off ticket pick-up and sales

- Mr. Norton would contact Richmond Key Club to help with cookie decoration
- Mr. Stiles would coordinate with Mr. Glenn so Show the Colors flyers can be distributed when Chili Cook-Off flyers are tubed
- It would be useful to pitch the Chili Cook-Off as a post-Matthew celebration to encourage turn-out
- Ms. Wright would communicate with island churches to encourage participation

Mr. Gustafson asked if anyone opposed proceeding. **Agreed:** Directors unanimously support having the event as planned on November 5.

Additional discussion covered: asking Publix to let us sell tickets there, bundling tickets for all our events to increase sales and the decision not to invite food trucks to join our other vendors.

#### 4. Treasurer's Report

Mr. Schneidewind presented 2015-2016 year-end financials and commented on two items that account for the main variance between budget and actual for club administration:

- Net dues income was lower than planned because the late-breaking increase in Kiwanis International dues was not passed on to our members
- Actual expenses associated with participating in the Kiwanis International meeting in Toronto were higher than budgeted

Mr. Schneidewind presented the proposed 2016-2017 administrative budget, which anticipates a gain of \$2,090 (compared to a loss of \$4,152) because:

- We increased club dues to cover Kiwanis International's dues increase
- We will not send a representative to the Kiwanis International meeting this year

Mr. Arraiz moved that the budget be approved and Mr. Norton seconded. There was no further discussion. **Agreed:** Directors unanimously approved the 2016-2017 budget as presented, with thanks to Mr. Schneidewind and immediate past treasurer, Mr. Ahrens.

#### 5. President's Report

**Member Survey:** Mr. Gustafson reported that our member survey raised three key issues—fundraising, club size and social interaction. He recognized Ms. Singeisen for her work to enter all responses into SurveyMonkey and reported that we will have results soon, so we can understand members' responses better.

Mr. Gustafson shared thoughts about organizing a committee to develop new activities that combine social interaction and fundraising. Discussion was active and focused on:

- Exploring opportunities to have fun while increasing fundraising as a separate discussion from continuing with our mainstay community events
- Understanding better the relationships among club size, fundraising and member involvement and some members' unwillingness to sell tickets
- Keeping in mind the guidelines for fundraisers that were developed last year
- Engaging focus groups to understand survey feedback better

Hearing support for organizing a new committee, Mr. Gustafson called for a volunteer to chair it. **Action:** Mr. Smart volunteered, starting in November/December. Messrs. Fox and Umbel agreed to help.

#### 6. Other Reports

**Membership Committee:** Ms. Glenn noted that we started 2016-2017 with 119 members. She reported that the Membership Committee has 4 members, with room for 1 more, but had not met as planned

because of Hurricane Matthew. Recent recruitment efforts included meetings with Landlovers and New Neighbors, which produced 10 new leads for follow up. Discussion focused on:

- How our meeting time, ending at 9:00 AM, makes it hard for some New Neighbors and Landings Men Golf Association members to participate. It was suggested:
  - To focus more on New Neighbor graduates
  - To consider starting our meeting at 15 minutes earlier, so it can end by 8:45 AM
- Reaching out to other organizations when their fundraising efforts also serve children (such as Landings Women's Golf Association, which raised over \$16,000 for Kids Cafe). **Action:** Ms. Wright will work with Mr. Gustafson to draft letters for this purpose.
- The need to work with TWATL so our recent fundraising efforts can be recognized on the cover and with a story.

**Corporate Sponsor Committee:** Mr. Gustafson reported that he and Mr. Baldwin will meet with Mr. Heeder Thursday afternoon to discuss the corporate sponsor program and follow-up, and they will report back at the next Board meeting.

**Richmond Hill Key Club:** Ms. Glenn and Mr. Norton attended a meeting of the Richmond Hill Key Club, which continues for a second year with a new academic advisor. Many of its original members were seniors, who graduated last spring. The club currently has 15 members, mostly freshmen and sophomores. During the meeting, Ms. Glenn and Mr. Norton discussed the club's involvement in Kiwanis of Skidaway fundraisers.

**Grants Committee:** Mr. Gustafson announced that Mr. Norton will chair our grant committee this year.

**Breakfast Meetings:** Mr. Gustafson reported he reached out to Rotary President Bill Jann to invite Rotarians to attend our October 20 meeting when Dr. Lockamy will be guest speaker. He commended our 2016 speaker chairman Bill Wright and his team for organizing excellent speakers last year and acknowledged, with thanks, that 2016-2017 speaker chairman Jim Overton and his team have already lined up speakers through April 2017.

Ms. Glenn, Mr. Gustafson and Ms. Shanahan will shortly meet with new Club management about breakfast. This is the most vexing problem we have because members are not buying enough breakfasts to ensure we'll have free use of Club meeting space. Discussion focused on:

- Rotary's practice (offering a full breakfast at \$13 and billing all members quarterly whether they consume it or not) and Rotary's ongoing discussions with Club management. Mr. Greenlaw asked whether we should study Rotary's model as a possibility for our club.
- Making the Club's breakfast service more appealing
  - Mr. Arraiz commented on the inconsistent, and often poor quality, of the food
  - Ms. Glenn commented on the limited service we experience when we only have a continental breakfast and the Club economizes on staffing
- The financial impact on our club. Mr. Schneidewind reported that last year's breakfast revenues were \$700 while expenses were \$2,800 (much of which was for guest speakers and agency representatives who attend our grant distribution meeting).

## 7. Adjournment and Next Meeting

The meeting adjourned at 9:20 AM. The next meeting is will be **November 14**, at the Merrill Lynch board room, starting at 8:05 AM.

Jan Wright  
Secretary