

# Kiwanis Club of Skidaway

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## Minutes of the Meeting of the Board of Directors Merrill Lynch Board Room—December 12, 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
				Jen Singeisen
			✓	Jim Smart

### 1. Welcome & Call to Order

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

### 2. Secretary's Report

Ms. Wright confirmed a quorum. The minutes of the November 14 meeting were **approved** as written. A membership application was **approved** for Nick and Judy Faraklas, and the new Membership Application form prepared by Ms. Wright was **approved** after a brief discussion. Members were reminded about the December 13 deadline for Kiwanigram articles, and the need for additional photographers to cover our breakfast meetings and events was noted.

### 3. Treasurer's Report

Mr. Schneidewind reported on monthly and year-to-date financials, noting that we are on track for this time of year.

### 4. President's Report

**Pancake Breakfast:** Mr. O'Neil reported on preparations for the Pancake Breakfast. Marketing and recruitment of volunteers will begin in January, and all print jobs were ordered for completion in December to take advantage of The Print Shop's year-end discount.

**Volunteer Opportunities:** Mr. Gustafson led a brief discussion of how to advise members of volunteer opportunities and which kinds of opportunities to share with our membership. It was **agreed** that some opportunities could be announced at breakfast meetings and others could be announced in Mr. Gustafson's weekly email updates, provided requests were received by the preceding Friday.

**Update on Breakfast at Plantation:** Mr. Gustafson and Ms. Glenn reported on agreements made with The Plantation Club to provide a rotating menu of fresh, well-prepared food and improved service in return for guaranteed weekly sales of \$310 (equivalent to 20 full breakfasts at \$13 and 20 coffee-only sales at \$2.50). Discussion focused on:

- How to motivate members to buy the breakfast. It was **agreed** Mr. Gustafson would explain the rationale for the new arrangements in a weekly update and during the December 15 meeting. Mr. Fox stressed the need to help members change behaviors and proposed offering an incentive,

perhaps linked to our 50/50 raffle, that would reward members who bought breakfast. The idea was embraced. **For action:** Mr. Fox was requested to recommend an incentive before the December 22 debut of the new breakfast arrangements. [Note: He did and the recommendation was **approved** by Directors in an email vote after the meeting.]

- How to ensure members RSVP in time to be able to provide a headcount to the chef. A number of arrangements were discussed, including evite and other online reservation tools. It was **agreed** that members would be able to RSVP in person at the check-in desk each Thursday morning for the following week and that a mechanism for online RSVPs would be developed. [Note: We are using email notification via [info@kiwanisofskidaway.com](mailto:info@kiwanisofskidaway.com) (forwarded to Mr. Gustafson and Ms. Wright) pending selection of a WordPress plug-in for our website.]

**iPlan:** Mr. Gustafson asked the four iPlan committees to begin their work, as preparation for discussions in the new year.

## 5. Other Reports

**Corporate Sponsor Program:** Discussion of this topic was deferred.

## 6. Adjournment and Next Meeting

The meeting was adjourned at 9:30 AM. The next meeting is will be **January 9**, at the Merrill Lynch board room, starting at 8:05 AM.

Jan Wright  
Secretary