

Kiwanis Club of Skidaway

Minutes of the Meeting of the Board of Directors Merrill Lynch Board Room—March 13, 2017

| 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 |
| | Guests | | ✓ | 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

Quorum/Approval of Minutes. Mr. Gustafson confirmed quorum and requested feedback on the February 13 meeting minutes. The minutes of the February 13 meeting were **approved** as written.

New Member Approvals. Membership applications were reviewed and **approved** for Bob and Jeanette Graebener, Greg Witbeck and (reinstatement) Mark Toth. Mr. Gustafson will call each to welcome them

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

Membership Best Practices: Ms. Singeisen took the Board through her membership best practices draft document. The document covers 30 key points for helping members and leadership engage effectively to generate better participation in club activities and initiatives. It was **agreed** that this topic will continue on the agenda until the Board decides on next steps. It was tentatively decided that the Board will meet on Thursday, April 20, at 7:30 AM to have an in-depth strategy discussion. [Note: This meeting has been rescheduled to Thursday, April 13, at 7:30 AM.]

Division Leadership Succession Planning: Mr. Gustafson relayed Lt. Governor Kathy Harrell's request that our club propose a candidate for Lt. Governor this year. After discussion, it was **decided** that our club would not submit a candidate for the upcoming term.

Fundraising:

- **Pancake Breakfast** – Mr. O'Neil will co-chair next year & has a team committed, and he will work with The Club and Publix to get better pricing. Final numbers next month.

- **Optim Orthopedics Marathon** – Mr. O’Neil has 24 out of 42 individuals committed to help. He asked Board to ask friends and neighbors to volunteer to get us to 42 volunteers.
- **Concert at the Harbor** – Mr. Greenlaw has the concert well in hand and will present event enhancements to the membership at the meeting on March 16. Specifically, no gate collections; selling prime tables/locations for \$200 per table; no hotdogs; available boxed lunches; and, having members adopt 3rd ID Band members to provide them food. Mr. Greenlaw would like help with publicity and will coordinate with Ms. Russo to come up with a plan.

I-Plan: Ms. Russo has a draft of the I-Plan Recognition Management Strategy marketing plan. The spreadsheet contains specific schedules for various marketing and information documents. Her business team will provide the expertise to develop the articles, etc., as long as Kiwanians provide content. Teams (photography, speakers, awards, etc.) will provide content.

5. Old Business

Corporate Sponsors: Mr. Baldwin said that Mr. Schneidewind had updated the Sponsor Spreadsheet to include a “Sponsor Liaison” contact column as well as “amount paid” and “deposit date” columns. These columns will be used to help manage better communications with our sponsors including more timely collections.

6. New Business

Social Programs (Wine Tasting): Mr. Smart has researched having a wine tasting at the Plantation Club. Cost would be approximately \$25 for the tasting including hors d’oeuvres. He will come back with a firm proposal next month.

Grant Distribution Process: Messrs. Greenlaw and Baldwin said that they would meet to transfer documentation and process to Mr. Greenlaw in March.

Kiwanis Georgia District Buck-N-Ear Project: Mr. Gustafson explained the annual Georgia District request for funding, including Buck-N-Ear, Tomorrow’s Leaders, Key Leader, District Foundation and Kiwanis International Foundation. We collect money in membership dues to contribute to these efforts, but many clubs do not support all of the District requests for funding. The Board **voted** to continue funding at our current level through 2017-2018.

7. Adjournment and Next Meeting

The meeting was adjourned at 9:15 AM. The next meeting will be **April 10**, at the Merrill Lynch board room, starting at 8:05 AM.

Special thanks to Tim Baldwin for taking minutes.

Jan Wright
Secretary