

Kiwanis Club of Skidaway

Minutes of the Meeting of the Board of Directors Merrill Lynch Board Room—November 13, 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
	None		✓	Walt VanBrunt
			✓	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 October 16, 2017, meeting were **approved** as written.

3. Treasurer's Report

Mr. Schneidewind provided an introduction to the club's finances and its administrative and service accounts for the benefit of new Board members.

He reviewed variance in our operating budget of \$5K, compared to budget, resulting from two one-time investments (Hixson awards and new name tags), breakfast costs to meet the guaranteed minimum sales to the Landings Club in return for the use of the ballroom, and member pins and awards.

He guided a discussion of the 2017-2018 budget, which anticipates an operating loss of about \$1K due to continued breakfast costs and the 25-breakfast guarantee now required by the Club. It was **agreed** that Mr. Stephens would talk to the Club about expressed concerns. Mr. Gillham moved and Mr. Fox seconded that the budget be approved; and it was **unanimously approved** by the Board.

Mr. Schneidewind reported on first-month results through October 31, 2017.

4. Liaison Reports

Membership. Mr. Gustafson described the process we will be following this year, as soon as the Board approves a new member's application:

1. The president calls the new member
2. The sponsor introduces the new member at the next breakfast meeting
3. The new member attends orientation at his/her earliest opportunity, if the new member has not already done so.
4. Mr. Gustafson will contact individual Board members to be sponsors for prospective members.

Mr. Gustafson presented three applicants for membership: Michael & June Klavon (sponsored by Greg Witbeck) and Alan Fleming (sponsored by Jeff Heeder). Their membership was **unanimously approved**.

New member applications are available on our website, from Mr. Butler at our sign-in table each Thursday, and from Mr. Gustafson.

Programs. Mr. Fox reported for Mr. Greenlaw:

- **Greeters.** Mr. Fox reported hearing women feeling underappreciated and it was **agreed** that at least one of our weekly greeters would be a woman. In the absence of a greeter schedule, Ms. Wright agreed to serve in that capacity through December. Directors encourage new members to be scheduled as greeters with their sponsor(s). Mr. Gustafson noted that official greeters are also responsible to help with set up and clean up for each meeting, per the job description and our iPlan.
- **Kiwanis/Rotary Golf Tournament.** Mr. Fox reported that there was no interest from the Rotary Club to have a tournament this year. Ms. Wright suggested that perhaps this could become an interclub activity with the downtown Kiwanis club.
- **30th Anniversary.** Ms. Wright reported on a planning session with Plantation Club banquet staff for a January 26 cocktail party and outlined options for \$50pp and \$60pp heavy hors d'oeuvres menus, with a member/cash bar charged separately. Discussion focused on having a good speaker, so that members would want to come and would be less concerned about the cost. Mr. Fox **offered** to explore speaker possibilities.
- **La Terra Natural Oils.** Mr. Smart reported on La Terra's request to host a small-group social gathering for our club in early December at their business. It was agreed that Board members would participate in the first event, and Mr. Smart would follow up with La Terra, one of our newest corporate sponsors.

Publicity/Marketing. Ms. Wright reported on having met with Lydia Moore on the reputation matrix for 2017-2018, efforts to recruit additional committee members, and progress in updating our website. She reported on plans to coordinate with the Corporate Sponsors team to help provide opportunities for sponsors to avail more of their publicity/marketing benefits, including receiving our bi-monthly Kiwanigram.

She noted that a team is being formed to update our club brochure, perhaps with a stronger membership focus, as it will need to be reprinted this year and companion documents from Kiwanis International are available. She mentioned plans to submit articles to the Georgia Kiwanian from time to time.

A suggestion was made to make our Kiwanigram available in the TLA office. Ms. Wright will follow up ahead of our next issue.

Sponsors. Mr. Wills reported on his meeting with Mr. Heeder, who he noted was doing an excellent job, and shared the **goal** to add 10 more sponsors this year by: (a) asking newer members to recommend prospective sponsors and (b) asking each Board member to recommend two prospective sponsors, which the sponsor committee would contact. There was a brief discussion about the need to provide more sponsor recognition throughout the year.

Service Projects. Mr. Stephens reported for Mr. Greenlaw on:

- **Richmond Hill Key Club.** Mr. Norton's reports good progress towards establishing a Richmond Hill Key Club, now that a faculty sponsor has been identified.

- **Bell-Ringing for the Salvation Army.** Mike Brown has learned from The Salvation Army that Belk's may not allow donations to be solicited outside their store this year. Consultations continue to see what can be done.

5. Fund Raisers

Chili Cook-Off. Mr. Gillham provided a recap on the expected \$17K net from this event, and insights for next year's event. Discussion centered on the value of having the golf cart raffle, ways to increase revenue and reduce costs for the raffle, marketing and event ticket sales, and event set up. It was **agreed** to move the event to the last Saturday in October (October 27, 2018).

Pancake Breakfast. Mr. O'Neil reported on progress to date and plans to launch marketing, perhaps with increased signage, and ticket sales in early January 2018. Discussion centered on ways to lower expenses, and possible scope to involve donors.

6. Old Business

New Fundraisers. Mr. Van Brunt will meet with TLA to review the activity year and identify prospective dates for new fundraisers.

7. New Business

Appreciation/Thank You for Chili Cook-Off Vendors. Mr. Gillham confirmed that framed letters with photos were prepared for all Chili Cook-Off participating restaurants and community groups. The Board meeting adjourned shortly after 9AM, and was followed immediately by a planning discussion led by Mr. Stephens.

Membership. Mr. Gustafson reported that our next meeting will focus on membership.

8. Adjournment and Next Meeting

The meeting was adjourned at 9:15 AM.

The next Board meeting will be December 11, starting at 8:05AM at the Merrill Lynch board room.

Respectfully submitted,
Jan Wright, Secretary