

**Kiwanis Club of Skidaway**  
Regular Meeting of the Board of Directors  
Merrill Lynch Boardroom March 14,, 2016

Directors Present

Joyce Glenn	President
Ben Gustafson	President-Elect
Jay Ahrens	V.P. treasurer
Ron Weber	V.P. Secretary
Bob Norton	Past President
Dave Fox	Fundraising
Jan Wright	Marketing
Tim Baldwin	Grants
Charles Arraiz	Services
Kevin O'Neil	
Cecilia Russo	
Phil Van Ess	
Chris Butler	

Absent Director -

Tom Stephens	
Dan Umbel	Board Advisor

Invited Guests

Jeff Heeder  
Jim Overton

Call to Order -

Ms. Glenn called the meeting to order at 9:15am.

Corporate Sponsor Program -

Ms. Glenn asked Mr. Heeder and Mr. Overton to present their recommended change to the Corporate Sponsor Program. Currently there are 3 Diamond Level, 1 Gold Level, and 13 Bronze Level Sponsors. The total monetary contribution is \$22,000+. They would like to approach the Kessler and Carter Groups asking them to become Kiwanis Club Underwriters. They each would be asked to contribute \$25,000 each year for 4 years. Mr. Heeder and Mr. Overton are considering asking the two organizations to a 'coffee' at Park Place to present an overview of Kiwanis, our Agency's which we support financially, and the services these Agencies provide to the under privileged children. Jeff and Jim will report back to the Board on the specific path forward.

Secretary's Report -

Mr. Weber reviewed the February meeting minutes which were approved by voice vote.

The Board was presented with a New Member Application, Mr. Anthony Lembeck, whose application was approved.

#### Treasurer's Report -

Mr. Ahrens reviewed the February YTD Financial Report. Club is performing on Budget through February. Jay stated that the attendance at the Pancake Breakfast was down over 100 compared to the prior year. Fortunately, the Pancake Co-chairs did a great job in reducing expenses which resulted in net income equal to the budget. The Financial Report was approved by voice vote. There was further discussion relative to getting 100% membership participation in ticket sales, such as including 2 tickets to each event with the membership renewal letter, and adding the cost of the ticket to the dues. The Partner Program, which was cancelled several years ago, was also discussed. The reason for the cancellation was less and less participants. The program had included special seating and food at The Concert on the Green; but was not provided the final two years. **Mr. Umbel is scheduled to present a Fundraising Business Plan at the next Board meeting.**

#### President's Report -

Ms. Glenn reported the both she and Mr. Gustafson will be attending the International Conference.

Joy reported that Ms. Heather Wright has agreed to become the Editor of the Kiwanigram.

Mr. Gustafson reported the following nominees for the upcoming Board Elections:

- Ms. Jan Wright - V.P. Secretary
- Mr. Bruce Schneidewind - V.P. Treasurer
- Mr. Tom Stephens - President Elect
- Mr. Thom Green - Director (3 Years)
- Mr. Peter Pickerill - Director (3 Years)
- Mr. Jennifer Singeisen- Director (3 Years)
- Mr. Jim Smart - Director (2years)

Ben will introduce the Nominees at the May 5<sup>th</sup> Breakfast Meeting, and the voting will be on May 21.

**Mr. O'Neil reported that he and Mr. Mike Pavlis will Co-chair the event next year. He will update the Pancake Breakfast Operations Manual to reflect recommended changes.**

Ms. Glenn reported that she received a telephone call from a past President of Kiwanis International complimenting her on our Membership Growth and requesting a meeting at the International Convention to discuss our membership recruiting efforts.

#### New Business -

Mr. Baldwin reported on the Concert on the Green; both TLA and TLC are on schedule. The Military Orchestra is not yet able to commit, do to possible deployments. Tim anticipates a commitment be mid-April.

He then presented the recommended Grant Distribution Process for 2016 (see document on next page) and asked to Board to prioritize the 2016 Strategies being considered. He will present the voting results at the next meeting.

Ms. Glenn will contact the Agency Liaison's to schedule each to give a 5 minute overview of the Agency they represent and the role Volunteers play, to attract additional volunteers.

The next meeting is will be April 11, at 8:15.

## Grant Distribution Process

1. **COMPLETE:** The first week in March an email/letter will go out to the Member Liaisons whose non-profits received funding in 2015. The letter will request that they follow up to report how our funding was used, and what impact it had. This will feed into our 2016 decision-making.
2. 2015 grant distribution strategy:
  - a. Last year we went from 32 to 16 grants (not including Take a Chance on Kids)
  - b. We looked for non-profits that truly needed our funding based on budget and other sources of funding
  - c. We made a priority of non-profits who focused on the neediest and most disadvantaged children
  - d. We focused on non-profits who had active Kiwanian involvement
  - e. We looked for non-profits who could deliver a professional package of financials, audit reports and operational information
  - f. Tier 1 and Tier 2 Grants possibly not well understood:
    - i. Tier 1 is a grant to the bottom-line budget (9 granted in 2015)
    - ii. Tier 2 is for a program or project (7 granted in 2015)
3. 2016 Strategy?
  - a. Keep a focus on giving more money to fewer non-profits (e.g., keeping the number flat over last year or reducing the number based on other strategies).
  - b. Kiwanis grant is important to non-profit's bottom line (i.e., overall budget small; sources of income small; amount from donations large, etc.).
  - c. Disadvantaged/most needy children the priority for the non-profit (e.g., basic needs like food, clothing, safety, etc.).
  - d. Highest priority on non-profits who have high Kiwanian involvement (especially volunteer opportunities).
  - e. High priority on non-profits that have a professional package of financials, audit reports and operational information.
  - f. NEW: \_\_\_\_\_
  - g. NEW: \_\_\_\_\_
  - h. NEW: \_\_\_\_\_
  - i. NEW: \_\_\_\_\_