

ROTARY CLUB OF CINCINNATI

BOARD OF DIRECTORS' MEETING MINUTES

April 9, 2020

4:00 PM – Zoom Video Conference

Dave Carlin, President

MEMBERS:

Dave Carlin, President	P	Claudia Cagle	P
Mary Ronan, Sec/Treasurer	P	Melinda Kelly	P
John Fahrmeier, Foundation President (via phone)	P	Ken Saunders	A
Rick Flynn, Past President	P	Tim Hershner	A
Brett Lebhar, President-Elect	P	Steve King	P
Carl Kappes, Foundation President-Elect (ex-officio)	E	Nancy Riesz	P
Janet Burns	P	Sam Scoggins, Legal Advisor to the Club Board (ex-officio)	E
Drew Emmert	A		
Bryan Vielhauer	P		

Members who will be joining the board on July 1, 2020 also participated in the video conference: Larry Cunningham, Molly Reidel, Mark Romito, and Steve Rogers

Call to Order

President Dave Carlin called the meeting to order at 4:05 p.m.

Approval of Minutes

Motion Approved: that the minutes of the March 18, 2020, meeting be approved with three typographical errors on page three corrections.

Treasurer's Report

Mary Ronan shared the March 2020 financial statement report as prepared by Mary Ronan. Steve King raised a question as to why the investment value was unchanged. Linda Muth said this question was raised previously and she would share the email with the explanation with the board.

Motion Approved: that the March 2020 financial statements be received.

Concerning Membership: Classification Committee Report

Classification Committee Report

REQUEST FOR CHANGE IN STATUS

Motion Approved: that the following change in status for the final payment of the January-June dues period be approved:

ALPER-SEDGWICK, Cyd
From Services, Residential
Full Circle Feng Shui and Life Design
Joined: 7/27/2006

To Dues Waived

NOTIFICATION OF LOSS OF MEMBER

STEINBERG, Ivan R.
From Status: Dues Waived
Retail, Hard Goods
Joined: 9/12/1991

Deceased 4/3/2020

New Business

Brett Lebharr shared the importance of keeping in touch with our members during this challenging time. He detailed a program to have board members call all members of the club to see how they are doing and let them know we are thinking of them. He asked the board members to make the calls within the next week. There will be a talking points document sent to each board member for their calls.

Another discussion took place as to how to address the next four weeks of pre-paid lunches. Linda Muth proposed the plan to have members donate their pre-paid lunches for the four missed meetings to the Girl Scout troops within the district our Corporate Member, the Girl Scouts of Western Ohio, to purchase cookies, which will be donated to LaSoupe for use in the meals they are preparing for the Cincinnati Public Schools families. The club will match the member donations up to \$10,000. Steve King suggested leveraging the club and member donations through social media to increase the donation amount.

Motion Approved: that the Rotary Club of Cincinnati will ask members to donate their prepaid lunch monies and senior active members to donate to create a fund purchase Girl Scout cookies from troops whose sales were negatively impacted by the COVID-19 pandemic. The cookies would then be donated to LaSoupe to be distributed with the meals they are serving to Cincinnati Public School families. These funds will be matched by the club up to a maximum of \$10,000.

Steve King brought up for discussion if the club should apply for the Paycheck Protection Loan Program through the federal government. Rick Flynn shared the details of the program. The program is set up as a loan and can be forgiven if all the criteria are met. The issue is our payroll is paid through the club and not the foundation so as the club is not a 501c3 it would not qualify.

President Report

President Dave Carlin discussed today's virtual meeting and the issues with the general's last minute cancellation and Brad Wenstrup being unable to upload his pre-recorded video in time for the meeting. He thanked Rotarian, Ed Acheson, for helping to use his new company's technology to help us get better at producing our meetings. We will certainly improve even more next week.

Dave shared the club's Dashboards

1. Finance - Expenses and revenue below budget
2. Website Data - 1162 new visitors; 224 returning visitors; pages hit include our SVDP gift and grants
3. Social Media – 67 new fans in last 2 weeks; 70,000 impressions compared to 13,200 for the previous 30 days; engagement 3585 vs. 809; clicks 2394 vs 705; shares 208 vs. 65. Engagement Rate is the number of comments, shares, clicks, likes expressed as a percentage of the total people a post reached. An engagement rate of above 1% is good, 0.5% to 0.99% is average, and anything below 0.5% needs improvement. Last month engagement rate = $3585/70,205 = 5.1\%$.

Dave reported on the last session of Elections 101 that was held yesterday, April 8, 2020. It went well with three members attending, Dan Riccardi and Barbara Dickerson along with Nancy Riesz and Jerry Riesz. He emphasized the two dates – May 1st to send Melinda Kelly an email on interest to serve on the Nominating Committee and July 3rd to Dave for interest in serving on the board. He said a total of 6 members attended the two sessions and 1 member has indicated an interest to serve on the board thus far.

In talking with Brent Seelmeyer during his Rotarian Spotlight session, Dave said there is interest in collaborating with the Boys Club Girls Club when we're on the other side of the pandemic.

Dave shared several points from the article "4 Behaviors That Help Leaders Manage a Crisis" with the board members and will email everyone a copy after the meeting.

Executive Director Report

Linda Muth shared the budgeting process with the board members in that she will be compiling the budget numbers in the next two weeks with the finance committee meeting to review the draft by the end of the month and approval of the final budget occurring in May for the foundation board of trustees and May or June for the club board of directors.

Committee/Director Reports

Rick Flynn – Club Executive Matters/Nominating Committee

No Report.

Brett Lebar – Membership Development

Year to Date, we've added 33 new Club members. Prospective members are still applying to join our Club, with the next Classification Committee meeting scheduled for May 7 (to be done via Zoom).

DeAnn has sent individual emails to each of our 20 higher probability prospects, updating them on the good work our Club has been doing to address the needs in our community caused by the coronavirus outbreak. We've offered them the opportunity to join the Club - and join us in these efforts. DeAnn will be sending out a newsletter soon to 175 additional prospective members and visitors.

Membership Development Committee members have been asked to stay in touch with any prospective members they have.

Nancy Riesz – Onboarding

Nancy Riesz asked for ideas as to what to do about the spring New Member project. Kat Steiner and Barbara Dickerson, who chair the committee, are concerned about not being able to get their project underway this year. Several ideas were suggested, but everyone came to the conclusion after the discussion that it would be better to postpone it until the group could meet in person so as not to lose the bonding experience that takes place during the project.

Melinda Kelly – Membership Engagement

Melinda Kelly shared that the Rotarians@Work committee has rescheduled the meeting for June 18, 2020. They have received confirmation for the businesses for that date. Marc and Patty are still calling members who have not attended recently. The Rotary After Hours and Women in Rotary committees are waiting to see when their activities can be resumed.

Ken Saunders – Club Meetings

No report.

Claudia Cagle – Community Service

No report.

Tim Hershner – International Service

No report.

Steve King – Youth Service

No report.

Bryan Vielhauer – Club Social Activities

No report.

Janet Burns – Fundraising and Fun

Janet Burns reported the chairs of the Wally Emmerling Day luncheon are waiting to see if they are going to be able to have the event on May 14, 2020.

Drew Emmert – Special Activities

No Report.

John Fahrmeier – Foundation Matters

John shared the information on the first responder and hospital worker dinner program at the local YMCA pandemic childcare. The foundation committed over \$90,000 for the program to pay for dinners through local restaurants for the families whose children are enrolled at the YMCA pandemic childcare centers. Over 800 meals have already been served in the first three days. The program is currently scheduled to run through May 1, 2020, but we are exploring grant opportunities to extend into May if necessary. We will begin a publicity campaign on the program tomorrow.

Old Business

Adjournment

There being no further business:

Motion approved: that the meeting be adjourned 6:17 p.m.

Dave Carlin
President

Linda Muth
Executive Director