

ROTARY CLUB OF CINCINNATI

BOARD OF DIRECTORS' MEETING MINUTES

January 14, 2021

1:30 PM – via Zoom

Brett Lebhar, President

MEMBERS:

Brett Lebhar, President - P

Carl Kappes, Foundation President -- P

Ken Saunders – Secretary-Treasurer – E

Melinda Kelly, President-Elect - P

Dave Carlin, Past President – E

Scott Hoberg – P

Molly Reidel - P

Steve King – P

Larry Cunningham – P

Mark Romito – P

Kelly Mahan – P

Tim Hershner – P

Nancy Riesz –E

Steve Rogers – P

Ali Hussain, President-Elect Foundation (ex officio – non-voting) – P

Sam Scoggins, Legal Advisor to the Board (ex officio – non-voting) – E

(P=Present, E=Excused, A=Absent)

Call to Order

President Brett Lebhar called the annual meeting of the board of directors to order at 1:38 p.m.

Treasurer's Report

Brett Lebhar shared the December 2020 financial statements.

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

Approval of Minutes

Motion Approved: that the minutes of the December 10, 2020, meeting be approved with the following changes:

- P1. Under **Approval of Minutes:** 'follow' needs to be changed to following.
- P.2 Under **NEW PROPOSAL FOR MEMBERSHIP:** 'Berry, Terry' should be Berry, Timothy
- P3. Under **Tim Hershner – International Service:** Toni Otchere' words should be enclosed in quotation marks.
- P.4 Under Fire Firefighter Recognition Day: 'off' on the last line should be deleted.
- P.6 Under **New Business:** 'the' on the last line should be they.

Classification Committee Report

REQUEST FOR CHANGE IN STATUS

Motion Approved: that the following requests for a change in status be approved:

HUBBARD, Ali

From: Active – YP

Start Date: 1/21/2017

*Aged out of YP as of 12/19/2020

To: Active

KINDELL, Gary

From: Active

Start Date: 3/18/1985

*Qualified with 10+ years membership and age 65+

To: Senior Active

NEIDHARD, James

From: Active

Start Date: 5/8/2008

*Qualified with 10+ years membership and age 65+

To: Senior Active

VILARDO, Michael

From: Active

Start Date: 5/9/2013

*Qualified with 10+ years membership and age 65+

To: Senior Active

WADE, Mariette

From: Active – YP

Start Date: 7/28/2018

*Aged out of YP as of 10/19/2020

To: Active

REQUEST FOR TERMINATION

Motion Approved: that the following requests for termination be approved:

BECKMAN, Daniel R.

Status: Senior Active

Joined: 2/11/1988

Line of Business: Physician

Sponsor: Russell Coburn (previous member)

*Moved

PELLER, Sara L.

Status: Senior Active

Joined: 5/26/1998

Line of Business: Human Services, Adult

Sponsor: Pat Effensohn (previous member)

*Attendance/Travel

ZENNI, Brenden I.

Status: Active – YP

Joined: 11/19/2016

Line of Business: Construction

Sponsor: Rich Dineen/Don Keller

*Attendance

REQUEST FOR LUNCH LEAVE

Motion Approved: that the following requests for a Lunch Leave be approved:

Name	1st LOA	2nd LOA	NOTES
Bilott, Rob	Jul-Dec 2020	Jan-Jun 2021	Attendance
Devoid, Jody	Jan-Jun 2021		Attendance
Fellows, Charles	Jul-Dec 2020	Jan-Jun 2021	Attendance
Lewis, Victoria	Jul-Dec 2020	Jan-Jun 2021	Business
Moussa, Tania	Jul-Dec 2020	Jan-Jun 2021	Attendance
Nieter, Chad	Jul-Dec 2020	Jan-Jun 2021	Attendance
Scherger, Jay	Jul-Dec 2020	Jan-Jun 2021	Business/Attendance
Slovin, Scott	Jul-Dec 2020	Jan-Jun 2021	Attendance
Smiley, Mary	Jul-Dec 2020	Jan-Jun 2021	Health/Attendance
Smitson, Trish	Jul-Dec 2020	Jan-Jun 2021	Attendance
Swonger, Roger	Jul-Dec 2020	Jan-Jun 2021	Business/Attendance
Wade, Mariette	Jan-Jun 2020	Jan-Jun 2021	Attendance
Walters, Mary Beth	Jul-Dec 2020	Jan-Jun 2021	Personal
Weil, Melody	Jul-Dec 2020	Jan-Jun 2021	Attendance
Young, Tammy	Jul-Dec 2020	Jan-Jun 2021	Health/Attendance

President Report

Pres. Brett reviewed Club 17's recent commitment to St. Joseph School's "Farm 2 School" program for 2021-22. A question was raised as to whether our Rotary volunteers there would need to go through the "Virtues" training program which may be required by the diocese. Brett will ask St. Joe's Development Director, Mary Beth Knight, if this is required so we can build it into our plans. Pres. Brett thanked Board members (and via Mark Romito, our Retention Committee) for completing calls to 79 Club members who were active pre-COVID, but have been inactive since. Progress is also very good on contacting members who requested a call when responding to the October 2020 Member Survey. Brett reviewed

recent changes to our Club's Strategic Plan which include: (1) the Signature Project date being pushed back until sometime in 2022 because potential non-profit partners aren't able to commit to any service projects in 2021 due to COVID, (2) adding a Membership Development goal of 36 new members joining our Club in 2020-21, and, (3) the Social Media engagement goal being reviewed (it will remain at 1% for now while the Social Media Committee, led by Angie Fischer, analyzes it). No feedback has been received from Club members about the Board's recent decision to have virtual-only Thursday Rotary meetings for this month due to COVID. Regarding our upcoming Club Assembly on January 28, 2021, Brett reviewed the agenda and presenters. Based on discussion, we'll include a presentation of the great work our Club has accomplished through Hands-on Service projects this year. We'll also include one or more short videos from agencies which have received allocations from our Foundation this year.

Executive Director Report

Linda Muth shared an update of the Bumper Car event that is scheduled for January 21, 2021. Our goal was to use this as a prospective member event, but because of the increase in COVID cases, it was decided to pivot and use it as a Member Appreciation event. We have up to 80 spots and only about 50 are taken; so, it would be great to have board members attend if you are comfortable.

Linda informed the board the negotiations with Carew Tower are on-going, but Greg Power FINALLY agreed to let us move into Suite 4192. Linda was able to secure the current furniture - for free - from the former office renters. Painters will be in next week and carpet will go in over the following weekend so we should be able to move in on Monday, January 25, 2021. Linda spoke with Sam Scoggins, the club's attorney about the situation, and he said it was okay not to set the funds aside in another account/escrow because corporate real estate doesn't require it. He also said it was best to work it out with Carew Tower Realty because getting anything done in the courts is impossible right now due to the backlog in cases due to the pandemic.

Linda reported we have 68 unpaid members as of Wednesday afternoon.

We will host the Large Club Conference Oct. 13-16, 2021. This will be the first time in Cincinnati since 1960. Linda is asking Board members to please add it to their calendars. This year's conference will be held virtually in February. Linda shared the video that will be shown during the Large Club Conference which will be held virtually in Austin, Texas February 5-6. She has already confirmed several speakers for the conference which Club 17 will host in October where she's anticipating 150-200 guests. There will be breakout sessions and if any Board members are interested in taking an active role, please let Linda know. She may, however, contact you directly.

We need to vote next month for the Wally Emmerling Day recipient. We need to think about potential candidates and Kristy needs to update the list. Traditionally, we reveal the recipient's name in May. Mike LeVally and Steve Haber need time to be able to work with the recipient's family to prepare the presentation.

Committee/Director Reports

Dave Carlin – Corporate Membership

Corporate Member Roundtable - The initial Roundtable meeting was held on December 18, 2020, and included representatives from the following Corporate Members:

Frisch's (Sheri Harper)

AAA (Cheryl Parker and Dan Scroggins)

Lauber & Will Insurance (Bob Will)

Richwood Investment Advisors (Deb Caley)

Girl Scouts of Western Ohio (Roni Luckenbill)

Cornerstone Retirement Advisors (Gary Mitchell)

Brett and Melinda also attended the meeting. After introductions, we discussed the purpose of the roundtable and discussed future meeting frequency. We will be meeting again in February, March and April, and then move to every other month meetings.

Corporate Member Luncheon Events - Several industry focused luncheons are being planned by Doug Bolton and Jack Scott that will feature a marquis speaker (likely virtual) followed by a discussion of locally invited experts. The idea behind this is to create engaging content for our members, but also create a recruiting environment for other corporate members. The schedule for these events has not been determined and may depend upon when we can safely gather in larger numbers in the Hall of Mirrors. We will start out with Jefferson Awards in March.

Frisch's Corporate Membership - Frisch's has been hit very hard by the pandemic of course, so they have had little time to focus on their Rotary corporate membership. Brett and Dave have been working with them for months to create more value in their membership, including the formation of the Corporate Member Roundtable. They were on Leave of Absence during the July-December 2020 period. Unfortunately, CEO Jason Vaughn doesn't have the time to devote to Rotary due to the pressures of running the business. Sheri Harper has more time but would like the relationship to be strategic. Both are squarely behind the Rotary mission and want to continue. Working with Brett and Melinda, and with consultation from Linda, Dave developed a list of options to present to Sheri to continue their membership. Sheri agreed with the following option and has committed to adding a 3rd member in the coming months:

1. Adjust current corporate membership – continue on a Lunch Leave thru 6/30/21
2. Move Jason to CEO role
3. Can visit and participate as he desires, but no dues are charged for him
4. Sheri pays dues only of \$226.50
5. We make a COVID exception to not require a 3rd person until 7/1/21
6. These changes require Rotary board approval

Motion Approved: that based on the circumstances surrounding the pandemic effect on Corporate Member, Frisch's, we allow Frisch's to continue on a Lunch Leave for a final 6-month period and make an exception to waive the requirement for a third member through 6/30/21.

Tim Hershner – International Service

Tim shared that he gave a detailed presentation last month ~ nothing else to add at this time.

Mark Romito – Membership Engagement

Mark stated that there's nothing new to report from last meeting. Everything else holds true. He will ask committees about their plans for the remainder of this year and for follow through.

Scott Hoberg – Fundraising and Fun

Scott shared that with Split-the-Pot and Club Sponsorship – there is not much activity going on right now. Don Keller is working on and looking for dates in March for the Annual Fund-Raising event. Linda mentioned that the time frame has been changed to mid-April. Scott stated that that gives them more time to plan.

Steve King – Youth Services

Steve King stated that not much has changed recently. Jim Brooks has jumped into with enthusiastic efforts regarding UC Rotaractors. They are planning to become involved with and participate in the Rotaract Positive Peace Workshop. Mackenzie Bennett and perhaps, Corbin Scherzinger will assist in this endeavor.

Madeleine LaJeunesse – Walnut Hill High School – is currently looking for a faculty sponsor. It's a bit challenging right now with schools.

Steve Rogers – Club Meetings

Steve Rogers – Club Meetings

Steve and Susan Snodgrass discussed having a Zoom meeting with a focus on improving our Club Zoom experience. A meeting took place the first week of 2021 and included each of the Club Meeting chairs. Susan also invited new member Mariette Wade to join in since she had been a greeter for our club Zoom meetings and is a person who has had some experience with Zoom meetings. The meeting was very informative in sharing each of our experiences with Zoom. One area of discussion was the use of chat and how we could get participants involved by using chat. We ended with the need to set up a future meeting to discuss more ideas that will improve the experience. Yesterday we had 43 Club Members on Zoom up from an average under 30. I think this was a result of being off for a while and members' desire to see each other. From the 01/14 Zoom meeting I found we need to be sure to have each member post their name. Steve will reach out to Susan to schedule another meeting with the chairs hopefully before our 01/28 Club Assembly meeting. This will be a good opportunity to get more members involved in Zoom. An idea I had is to have our Zoom greeter announce upcoming programs. Steve will reach out to member Jack Scott about his committee to get Big Name Speakers this year. Doug Bolton our chair is involved in this effort. Important future event: The Large Club Conference will be held in Cincinnati in October, and we all will be needed to help in some capacity.

Kelly Mahan – Community Service

Kelly Mahan shared that Angie Fischer is new to the Social Media Committee. She is working to schedule and plan upcoming meetings. Kelly knew it would be a slow start to project implementation and needs someone who can assist with the LinkedIn platform. If you know of someone, please let Kelly know.

Fire-fighter Appreciation Day typically happens in November.

Hands-on Service – Bill Stille thanks all for the Christmas Eve dinner deliveries. A blood drive will be done during the month of February. He encourages the Board and members to attend. Camp Allyn Clean up, Ronald McDonald House, Condon School and Norwood City Schools are some possible upcoming projects currently being reviewed.

Linda made a request for some help with the Carew Tower move. There would be some 'tool time' involved.

Kelly will communicate with Julie Poyer and Ali Hubbard regarding the Women in Rotary Committee.

Carl Kappes – Foundation Matters

Carl stated that next Wednesday there will be a Foundation meeting. Closing on Camp Allyn has not happened, but looks like it will in February. Believe to Achieve(B2A) is just starting up, with a meeting scheduled either Jan. 24th or 26th. Please let Carl know if you are interested in being on the B2A committee. Carl mentioned the 'end of year' ask and shared some members received their notices later than usual through the US Postal Services. The Foundation Grant Application deadline dates are February 12 and May 9.

Melinda Kelly – Membership Development

Membership Outreach & Process: DeAnn Fleming continues to work with Dan Long regarding monthly drawings for members who bring a prospective member to a meeting/event. She has plans to combine the months of January and February for the next drawing for the \$100 gift certificate to Montgomery Inn; therefore, the first drawing of the new year will be done at the end of February. She is planning a January 21st membership engagement 'Bumper Car' Event at Fountain Square, of which the rink has been reserved exclusively for Rotary Club 17 from 6:00 p.m. to 7:00 p.m. Food and drinks will be provided and admission is free. ALL Social Distance Measures must be followed. There are also plans for a 'warming tent' to be available during the event. There are three additional activities of which she is working:

1. BIG-PIG GIG - membership engagement activity is scheduled to run through March. It will highlight our corporate members and plans to be a fun activity for members. The grand prize give-away - culminating activity - is scheduled to take place in March.
2. Looking ahead - she's beginning plans for the Purple Pinkie Donut Fundraiser, which will be held in October 2021.
3. Facebook new member announcements are in process as well.

Social Media Liaison: Lisa Blaney-Gasaway is reviewing analytics regarding current activity on Facebook, Instagram and LinkedIn to gather baseline data. She will then begin to drive/direct new prospective members to our social media sites. She is engaging and

making collaborative efforts between the Membership Retention and Social Media Committees.

General Recruiting & Marketing: Dan Long was scheduled to pull for the winner - drawing – of the Rotarian who brought a new prospective-member to a meeting during the January 28th meeting; however, the committee has decided - the next drawing will be the end of February. Members are encouraged to invite prospective members to attend our Zoom meetings. Contact Kristy in the office with the invitee's name and contact information. Their name will be recorded, and a Zoom link will then be sent to them.

Nancy Riesz – Onboarding

RoadMap for Success: All new members have been assigned an advisor.

DeAnn and Dan Ricciardi will continue to urge all of our New Member Advisors to stay in contact with their new member to encourage them to be active participates in Club #17.

New Member Reception: No report.

New Member Project: By end of month, Barbara Dickerson will update the membership list to add new members and remove names of those who've completed the project. Also planning sometime in February to call a Zoom meeting and start brainstorming for a spring project.

New Member Orientation: Four new members need to complete Orientation. Russell Smith will be in touch with these members by end of January.

Molly Reidel – Club Social Activities

Molly stated that there's nothing to report due to COVID. The bowlers are not bowling and the card players are not playing euchre. The golf outing and Keeneland only take place once a year, and no plans have been made to schedule those events yet.

Larry Cunningham – Special Activities

Larry shared information about the Professional Development Series. Today's presenter was Betsy Kent. Her topic was, *What's Your Elevator Speech*? The next two sessions are February 11 and March 11th. Pres. Brett added that Betsy Kent did a nice job today.

Old Business

None.

New Business

Steve shared his concern about vaccines being brought to people and or assisting people to get to a vaccine distribution location. Would we want to plug into organizations that distribute vaccines or assist? Scott mentioned that there may be a way to search the nearest location to where people are; and perhaps, we could do a phone outreach to others. It would be great if we could collaborate with others who are already involved in the process. Pres. Brett stated that we should 'keep our ears' open to any kind of service that we would like to propose. If we learn about areas of which we can be of service, please share those ideas with Kelly Mahan, Steve King and/or share with the Board.

Adjournment

There being no further business:

Motion approved: that the meeting be adjourned at 3:29 p.m.

Brett Lebhar
President

Melinda Kelly
President-Elect