

Sunrise Rotary Club of Plattsburgh, NY Inc.

Board Meeting – September 12, 2018

Minutes

Present: Doug Kashorek, Michelle Senecal, Roger Black, Jim Snook and Libby Queguiner

Meeting:

President Kashorek called the meeting to order at 7:32 a.m. Due to the lack of a quorum, anything requiring a vote will be tabled until our next meeting.

Consent Agenda was tabled.

The Attendance Report for the period July-August 2018 was reviewed. Joel Arnone, Edward Kehn, Thom Loreman, Ron Marino, Shirley O'Connell, Pat Russell, Joan Sterling, PJ Whitbeck and Fred Woodward were those with low attendance over this period. Ron Marino and Shirley O'Connell should both be moved to 85 status per our bylaws.

Calendar of Meetings/Events

- 9/18, 7:30 a.m. Club Assembly at CVPH Topic: Membership
- 9/25, 7:30 a.m. Legion, Paul & Connie re: therapy dogs & Rotaract members will be in attendance.
- 10/2, 7:30 a.m. Legion, Pam Damour: sewing mission in Peru, South America
- 10/6, End Polio Bike-A-Thon @ Champlain Centres
- 10/11, 7:30 a.m. Board Meeting at Hulbert Supply
- 10/26-28, 7:30 a.m. District Conference in Kington, ON
- 10/30, 7:30 a.m., Legion, Great Adirondack Ghost & Tour Company

Discussions

- Contributions Committee will be holding a fundraiser at Chipotles. Doug reported that the Youth Exchange Committee is also interested in hosting a spaghetti dinner fundraiser at Beekmantown School.
- Marketing & Links On Site – A button has been added to our Sunrise website that will provide the link to the Rotary application. It has been noted that the process of moving from red to blue badge is also on the website.
- Mayor's Cup – Our Mayor's Cup event netted \$9,640.54 which was down \$1,000 over last year's Mayor's Cup. One area that we were down in was t-shirt revenue. We sold less downtown and also sold less pre-sale. The City securing underwriters this year did slightly affect our number of underwriters.
- Fundraising Update – The Fundraising Committee has chosen a chance to win money raffle. Tickets will be \$20 which gives you three chances to win \$1,000, \$500 or \$250.

Sunrise Rotary Club of Plattsburgh, NY Inc.

- Joint-Club Project – Doug presented an idea for a joint Sunrise Rotary and Noon Rotary project. Twice a year a committee, made up of three Noon member and three Sunrise members, would organize a community forum on an important local topic.

New Business

- Sanitation Project – Tabled.
- Speakers are needed for the October 9 & 23 meetings.
- Legion & Club Assemblies – We are still looking for another venue for our weekly meetings except for the third Tuesday of the month where the meetings will be held at CVPH thru 2019.

Other

- On September 9th Doug sent an e-mail to all Sunrise Rotary members asking them to please try to arrive to the meetings on time. It has recently been noted that people are arriving late and others are leaving early which is disrespectful to the speaker. At Noon Rotary if members have to leave early, they have to apologize to the speaker. Should we implement a similar rule or charge a fee? It was noted that attendance at the meeting following Doug's e-mail was up as compared to recent meetings.

Meeting was adjourned at 8:40 a.m.

Plattsburgh Sunrise Rotary Treasurer's Report

September 30, 2018

Assets

Cash on Hand	\$	-
Checking Account - GFNB **	\$	463.77
Checking Account - Community Bank	\$	29,144.36
Savings Account - Community Bank*	\$	26,899.18
Total Checking & Savings	\$	56,507.31
Fixed Assets		
Projector/Screen/Stand	\$	500.00
Total Assets	\$	57,007.31

Liabilities

50/50 Raffle 9/30/18	\$	439.00
Foodshelf	\$	749.00
Paul Harris Fellow Award - Community Member	\$	1,000.00
Total Liabilities	\$	2,188.00

*Community Bank includes \$3000 for the Pavilion Project

Plattsburgh Sunrise Rotary Treasurer's Report

September 30, 2018

Expenses since August 31, 2018 Report

Mire Nishimura	\$	100.00
Rotary District 7040 Youth Exchange (Inbound Fee)	\$	550.00
Rotary District 7040 (Mire Conference Reg - CAD \$\$)	\$	290.00
Rotary District 7040 Youth Exchange (Rebound Fee)	\$	80.00

Annual Membership Dues

Members Billed	42
Members Paid	29
% Collected thru 9-30-2018	69%

SUNRISE ROTARY

Budget 2018-2019

	Final Budget	Actual
	Jul '18 - Jun 19	Jul '18 - Aug'18
Income		
4000 · Member dues	\$6,000	\$3,848
4010 · Mayor's Cup	\$6,000	\$4,993
4015 · Contributions Fundraiser	\$1,000	\$0
4025 · Youth Exchange Fund Raiser	\$1,000	\$0
4037 · International Service	\$1,000	\$0
4037 · District Grant	\$500	\$0
4037 · Foundation Fundraiser	\$1,000	\$0
4040 · 50/50 Raffle, Fines	\$1,500	\$221
4041 · World Polio Day	\$2,500	\$1,689
4100 · Interest income	\$50	\$17
Total Income	\$20,550	\$10,767
Expense		
4050 · Holiday Party/Annual Dinner	\$200	\$0
4060 · Paul Harris Award	\$1,540	\$0
5000 · Charitable donations & projects	\$4,000	\$0
5001A · St. Peter's Soup Kitchen	\$500	\$0
5002 · Membership Committee	\$250	\$0
5003A · World Polio Day Expense	\$200	\$0
5003B · World Polio Day Donation	\$2,500	\$0
5003C · Speaker Foundation Donation	\$600	\$0
5004 · Literacy Challenge	\$300	\$0
5005 · International Service Donations	\$4,500	\$0
5007 · Youth Exchange	\$3,000	\$1,146
5009 · ARC Festival of Trees	\$200	\$0
5010 · Dues	\$6,000	\$3,690
5011 · RYLA	\$550	\$0
5012 · Sponsorships Community Events	\$1,400	\$750
5013 · Outdoor Art Project	\$1,000	\$0
5015 · Miscellaneous	\$1,500	\$0
5023 · Bank Service Charges	\$500	\$10
5025 · Conference expense	\$600	\$0
5030 · Supplies	\$250	\$16
5035 · Insurance	\$396	\$0
5040 · Postage	\$100	\$0
5045 · Website	\$750	\$675
Total Expense	\$30,636	\$6,288
Net Income	-\$10,086	\$4,479

10:41 AM

10/09/18

Accrual Basis

SUNRISE ROTARY

Profit & Loss Prev Year Comparison

July through September 2018

	Jul - Sep 18	Jul - Sep 17
Income		
4000 · Member dues	3,847.50	4,590.50
4010 · Mayor's Cup		
4019 · Mayor's Cup 2017 Income	0.00	7,420.88
4019A · Mayor's Cup 2017 Expense	0.00	-3,175.16
4021 · Mayor's Cup 2018 - Income	7,640.00	0.00
4021A · Mayor's Cup 2018 - Expense	-2,647.30	0.00
Total 4010 · Mayor's Cup	4,992.70	4,245.72
4040 · 50/50 Raffle, Fines	221.00	440.00
4041 · World Polio Day	1,689.00	0.00
4100 · Interest income	16.94	13.52
Total Income	10,767.14	9,289.74
Expense		
4060 · Paul Harris Award/Annual Dinner	0.00	0.00
5005 · International Service Donations	0.00	1,000.00
5007 · Youth Exchange Program	1,145.85	1,049.99
5010 · Dues	3,690.01	4,161.02
5012 · Sponsorship - Community Events	750.00	750.00
5023 · Bank Service Charges	10.30	2.00
5025 · Conference expense	0.00	225.00
5030 · Supplies	16.20	0.00
5045 · Website	675.40	675.40
Total Expense	6,287.76	7,863.41
Net Income	4,479.38	1,426.33

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10/09/18

Accrual Basis

SUNRISE ROTARY
Balance Sheet
As of September 30, 2018

	<u>Sep 30, 18</u>
ASSETS	
Current Assets	
Checking/Savings	
1000 · Checking - Glens Falls National	463.77
1010 · Checking - Community Bank	29,144.36
1020 · Savings	26,899.18
Total Checking/Savings	<u>56,507.31</u>
Total Current Assets	<u>56,507.31</u>
TOTAL ASSETS	<u>56,507.31</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
2005 · Due to Foundation	100.00
2007 · Paul Harris Award - Community	1,000.00
2010 · 50/50 Raffle	439.00
2015 · Food Shelf	749.00
2016 · Annual Dinner (Paul Harris)	-70.00
Total Other Current Liabilities	<u>2,218.00</u>
Total Current Liabilities	<u>2,218.00</u>
Total Liabilities	2,218.00
Equity	
32000 · Unrestricted Net Assets	49,809.93
Net Income	4,479.38
Total Equity	<u>54,289.31</u>
TOTAL LIABILITIES & EQUITY	<u>56,507.31</u>

Date Range: Aug 01, 2018 To Sep 30, 2018

Total: 43 members

Name	Aug 07, 2018	Aug 14, 2018	Aug 21, 2018	Aug 28, 2018	Sep 04, 2018	Sep 11, 2018	Sep 18, 2018	Sep 25, 2018	%	Current Type	Notes
Prescott, Jeff	✓	M	✓	✓	✓	✓	M	✓	100.00 %	Active	
Queguiner, Libby	✓	✓	✓	✓		✓	✓	M	87.50 %	Active	
Raino, Paul	✓		✓	✓	✓	M	✓	✓	100.00 %	Active	Exempted Members Aug 24, 2015
Russell, Pat						✓			100.00 %	Active	Exempted Members Aug 24, 2015
Senecal, Michelle		✓	✓	✓	✓	M	✓	✓	87.50 %	Active	
Snook, James	M	✓	M		M	✓	✓	✓	87.50 %	Active	
Sterling, Joan		✓		✓			✓	✓	50.00 %	Active	
Tourville, Aaron	✓	✓	✓	M	✓		✓		75.00 %	Active	
Watson, DJ Watty		✓					✓		25.00 %	Active	
Whitbeck, PJ						✓		✓	25.00 %	Active	
Woodward, Fred									100.00 %	Active	Exempted Members Aug 24, 2015
Total: 43 members											

Note: ✓ indicates that the member attended this meeting.
 M indicates that the member has a makeup assigned to this meeting.
 [Empty] indicates that the member missed this meeting.
 Purple indicates that the member was on Leave of Absence during this meeting.
 Blue indicates that the member is Exempted or Excused as of this meeting.
 Gray indicates that the member was inactive during this meeting.

Member Attendance Alerts for August/Sept. 2018

Mark Hamilton	12.5%
Edward Kehn	12.5%
Rebecca King	37.5%
Thom Loreman	37.5%
Shirley O'Connell	0%
Pat Russell	37.5%
DJ Watty	25%
PJ Whitbeck	25%
Fred Woodward	0%

End Polio Events — Fall 2018

Summary

Rotary Clubs of Plattsburgh including Plattsburgh Noon, Plattsburgh Sunrise and the Rotaract Club of Plattsburgh State planned and presented two fundraising events for The Rotary Foundation Polio Plus Fund in September and October of 2018.

The first event was held at Plattsburgh State College on Parents Weekend, September 22, outside in front of the Angell College Center and was conducted by members of the Rotaract Club of Plattsburgh State. It was assigned \$320 from major sponsors for stationary bike riders and also collected \$239 in public donations.

The second event was held at Champlain Centre on October 6 for the combined Plattsburgh Noon and Plattsburgh Sunrise Clubs. It was assigned \$1,330 of the major sponsor money for stationary bike riders and also collected \$325 from public donations.

In total, the two events raised \$2,214 which, when matched with a 2:1 grant from the Melinda and Bill Gates Foundation, became \$6,642 for The Rotary Foundation Polio Plus Fund.

Major sponsors included sponsorship from:

- After Hours Imaging (A.H.I.) - \$500
- Mountain View Pediatrics - \$100
- Liquor & Wine Warehouse - \$500
- SeaComm - 250
- Brown Funeral Home - 100
- Abbott, Frenyea & Russell - \$250
- Lake Champlain Pools - \$50
- Lake Champlain Roofing - \$50

Total sponsorship	\$1,750
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Expenses	(50)
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Net sponsorship	1,700
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80% for combined clubs (\$1,700)	1,280
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Per rider/15 minute block	@ \$32 (2 bikes x 4 quarter-hour blocks x 5 hours = 40 riders)
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20% for Rotaract (\$1,600)	\$320
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Per rider/15 minute block	@ \$10 (2 bikes x 4 quarter-hour blocks x 4 hours = 32 riders)
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The Concept

The Bike-a-thon fundraiser was designed to primarily raise funds from local businesses in the community and assigned to stationary bikes pedaled by volunteers at two events, one conducted by the Rotaract Club of Plattsburgh State and a

second by the combined Plattsburgh Noon Club and Plattsburgh Sunrise Club. Public Donations would also be solicited at each event.

Planning

Planning began around June when the End Polio Event Committee formed a yet to be chosen team of four people, two from Noon and two from Sunrise, assigned to creating a campaign to solicit funds from local businesses. While Jim Snook volunteered to represent the Sunrise Club, the planning stalled out on finding additional volunteers from either club. Eventually, in August, Jim Snook took on the solicitation effort himself, creating sponsor packages and a sponsor mailing. Other members of the committee under the leadership of Rich Jarrette made follow up calls to the recipients of the letters asking for their financial support.

In late August we were informed by the Plattsburgh Noon Club that they would not participate in the sponsor solicitation effort as they were just winding up their business solicitation efforts for their own fundraising efforts.

The major sponsor support campaign resulted in \$1,750 from 7 local businesses.

Serious planning for the events got underway in August by committee members including members of Rotaract. The events would include public display and education about the Rotary District Iron Lung. Transportation and storage of the Iron Lung was and continues to be a challenge for committee members.

Emily Mooseman of the Noon Club was very helpful with promotion and making arrangements with Champlain Centre.

The Events

The committee felt that both events were successful offering high visibility to why rotary's efforts to eradicate polio are so important and raising money for the End Polio Campaign.

The energy of the Rotaract members was incredible and the participation of college students that they inspired was very satisfying.

The event held at Champlain Centre looked good, was well attended, enjoyed participation by members of both clubs and was enjoyed by all.

Thoughts for the Future

The committee's experience planning and carrying out the End Polio events offers insight into what could be done better and what else could be brought into the event to improve it:

- The major sponsor solicitation can be vastly improved but nevertheless showed that what we did does work. If we do it better the results should also be much better. Starting the effort in June is fine but it has to be ready to go from the start. The sponsor packages can be improved and the sponsor mailing needs to begin immediately. Importantly, follow up calls need to be assigned and executed promptly and efficiently.
- More emphasis, perhaps including signage at the event, should be given to the notion that riding the stationary bike for 12 minutes results in an actual amount of money being donated toward ending polio.
- The Rotaractors were successful promoting "ride the bike or donate a dollar to end polio." This is something we should consider for the combined club event.
- It may be worth exploring whether an actual bicycle ride could become part of the fundraising event.

Sponsor	Amount	Deposit Date
Brown Funeral Home	\$100	8/28/2018
Seacomm	\$250	9/24/2018
Abbott, Frenyea, & Russell	\$250	9/4/2018
After Hours Imaging	\$500	9/24/2018
Mountian View Pediatrics	\$100	9/24/2018
Liquor & Wine Warehouse	\$500	9/24/2018
Lake Champlain Roofing	\$50	10/9/2018
Sponsor Total	\$1,750	
Polio Event 9/22/18	\$239	Cash
Polio Event 10/6/18	\$236	Cash
	\$90	Checks
	\$326	
Kathy Duley	\$50	Check
Total Sponsors & Donations	\$2,365	
Expenses		
Loreman's	\$50	Banner
Expense Total	\$50	
Net	\$2,265	

MISSION:

The mission of the Plattsburgh Sunrise Rotary Club is to make a positive impact in the lives of our members, and within our communities, by providing opportunities for service and leadership at the local and international levels. We achieve this through a committed, diverse and knowledgeable membership made stronger through project work, fellowship and fun.

VISION:

The Plattsburgh Sunrise Rotary Club, with committed, motivated members and strong community partners, is the area's pre-eminent community service club.

VALUES:

Service

Fellowship

Diversity

Integrity

Leadership

STRATEGIC PRIORITIES:

1. Define club governance and committee structure
2. Develop and maintain membership
3. Focus on local and international service
4. Promote member participation
5. Promote community partnerships

Goal 1. Define club governance and committee structure

Objective A. Revise club bylaws and create club constitution.

Strategy 1A1. Draft documents

Strategy 1A2. Documents approved by Board and club membership

Objective B. Refine committee organizational structure

Strategy 1B1. Create committee organizational chart

Strategy 1B2. Communicate the structure to the club (ie- through Club Runner)

Goal 2. Develop and maintain membership

Objective A. Improve on-boarding new members

Strategy 2A1. Define expectations of members

Strategy 2A2. Define club messaging (elevator pitch)

Strategy 2A3. Set up a mentor program

Objective B. Develop a marketing piece (one page “sell”)

Objective C. Improve membership retention

Strategy 2C1. Engage members with committees

Strategy 2C2. Offer fellowship opportunities

Goal 3. Focus on local and international service

Objective A. Determine a local club project for club support

Strategy 3A1. Investigate/research opportunities

Strategy 3A2. Club discussion and approval.

Objective B. Discuss protocols for local and international giving

Strategy 3B1. Discuss with local giving and international service committees.

Objective C. Continue to improve transparency on club giving

Strategy 3C1. Report regularly on donations to club at meetings and electronically

Objective D. Consider a club fundraising plan

Goal 4. Promote membership participation

Objective A. Improve communication of ongoing activities

Strategy 4A1. Committees scheduled to report on activities regularly

Strategy 4A2. Establish a calendar of activities

Objective B. Improve committee planning for the year

Strategy 4B1. Officers meet with committees and discuss needs for year and report back to club

Goal 5. Promote Community Partnerships

Objective A. Continue to investigate partner opportunities in the community.

Strategy 5A1. Invite speakers to the club as opportunities present

Strategy 5A2. Invite partners to share activities in order to expand events and make bigger community impacts

12/20/16