**\*\*\* Meeting held via ZOOM Webinar \*\*\***

**Minutes**

**Call to Order**

The meeting was called to order at 12:00 pm by Sung Lee, who recognized that there was a Board Quorum.

**Board Members in attendance**: Bill Armstrong, Mark Henne, Sung Lee, Steve Melnyk, Ody Norkin, Chris Nugent, Ger Schultink, Kristin Shelley, Bill Webb

**Board Members Absent**: Keith Thomas

**Other Members in Attendance**: Ingrid Nova (ex-officio), Joe Osypczuk (ex-officio)

**Approval of Minutes of Previous Meetings**

MOTION by G. Schultink, second by W. Armstrong, to accept the minutes from the July 9, 2020 Board Meeting. Motion PASSED.

**Treasurer’s Report**

The 2020-2021 Budget has been completed. Armstrong reported that we will, in theory, start with in-person lunches in October 2020.

Membership dues- Bill Armstrong worked the budget with a potential of 32 active members, with half paying $103, and the other half paying full dues.

Much of the budget is an educated guess, as there are many unknown variables. Expenses are self-explanatory.

This is an overall “break even” budget, with a deficit of $81. Overall last year, we were down about $3,100.

There was correspondence from the UClub, regarding their new restrictions (limit of 10 people, etc).

Steve Melnyk reported that perhaps there should be three budgets- one budget that is the current budget, one budget that is “optimistic” and one budget that is “pessimistic.” There are many assumptions that being made, but those assumptions are based on unknown factors.

Discussion was held regarding what is contributing to the deficit? It was reported that the two biggest things that are hurting us regarding the deficit is the membership (getting new people to join) and the lunch costs.

There was discussion regarding a potential change in the number of meetings per month, and where meetings are held. Those variables will affect the overall budget.

Until the EL Rotary Club resumes “normal operations,” the club will actually be saving money.

One item for discussion is the survey that was taken in July. Based on the survey, where are we and where do we want to go?

Overall, people seem to want to fewer meetings overall and fewer meetings in the summer. Also, the EL Rotary Club dues are at the top of the region, at $1,030 annually. Overall, it appears that people are willing to pay $72.50 for dues, and $32.50 for administrative costs. With more members, costs may actually go up, unless something is adjusted.

People are willing to pay the amount for the dues and administrative costs, but that leaves meal costs as a variable. Overall, we need to retain (and gain) members.

Bill Webb proposes that we leave the dues at $72.50 per quarter and look seriously at the meal costs. We need to look at adjusting potentially both the number of meetings and the meal costs.

The number of meetings could be adjusted in the summer, perhaps by combining meetings with other Rotary Clubs. If we integrated virtual meetings into the equation, perhaps having four virtual meetings per year (with updates for our members), that may be an option. In order to maintain the $1,030 annually, we need to have fewer and/or virtual meetings. Critically, there are 6-7 Rotary Clubs in the area, so we must know that we are competing for members and speakers. We need to have excellent speakers in order to engage members.

Sung reported that the area clubs had already talked about potentially combining meetings, but that will not happen at this point, due to the various meeting days and times.

There was continued discussion that virtual meetings may be a viable option to replace meetings.

The question was raised that if we cut back to fewer meetings, wouldn’t members want their money refunded as there will be fewer meetings/lunches? The answer- in that case we would need to raise dues or find another venue. There have been many options explored, but there are not many (any) that would work as far as acceptable to membership and will be in budget.

We have five topics that need to be addressed:

* Number of meetings
* Speaker topics- we need better speakers- quality over quantity
* Meals- need to explore alternative venues
* Networking- many digital opportunities- virtual discussion boards? Explore hwo to use the virtual platform
* Need to think about modernizing things- would it make sense to allow people to advertise?

Need better meetings, better topics, opportunities for networking, and drive the idea that members are gaining something from attending a meeting

Something that may be lost in changing to a different venue, is that a nices venue (such as the Kellogg Center, UClub, etc) may help us attract high end speakers. We need to keep that in mind.

We need to think of the root cause- either raise dues or reduce expenses.

Ger Schultink reported that over the past two months, they have explored 7-8 new potential venues. None of them worked, as far as parking, meals, costs, etc.

Discussion was held regarding the importance of holding the meetings within the City of East Lansing. There was also discussion regarding switching the meeting venue depending on the speaker. The East Lansing Library may be a potential venue as well.

Motion by S. Melnyk, second by G. Schultink, to accept the Treasurer’s report as written. Motion PASSED.

**President’s Report—Sung Lee**

No formal report, but thank you everyone for participating and making this club dynamic.

Good news is that Nanda Joshi is ready to join the club.

**President-Elect Report—Chris Nugent**

We have had good speakers in August. DG Triplett is coming on the second Monday in September. The last two programs had 24 and 19 attendees. August attendance has been better, but we really need to push our members to attend meetings in September.

**Secretary Report—**

No report

**Community Service- Chris Nugent**

We are building the committee. The Club has received the funds from the District for the Salvation Army. We will ask a representative from the Salvation Army to give a brief presentation at a meetings.

**International Committee—Ger Schultink**

We may be getting $3,000 in matching funds from the Lansing Rotary Club for the Guatemala smokeless stove project.

On the Ghana project, the requests for funding has been nearly doubled, and are now at nearly $250,000. Will require partnering with other clubs and the District.

**Membership Committee—Bill Webb**

**East Lansing Rotary Club Foundation—Joe Osypczuk**

The Foundation, through the Board of Directors, has already changed the Articles of Incorporation so that we can do international projects. The changes were sent into the State of Michigan and are now on record there. Still awaiting financial reports.

**Public Image—Steve Melnyk**

Vital question: is there an awareness that there needs to be a change in the club? If there is no awareness, then there will be no results. Need a direction.

The East Lansing Rotary Club needs a mission statement. The Mission statement is what we are. A Vision Statement is where we want to be.

President Sung would like to propose a new Committee to create the Club’s Mission and Vision. PE Nugent will assist Steve Melnyk to create the committee. Jim Folkening was proposed as a potential committee member. There is still a Visioning Committee in place that can be built upon.

Need to publicize the club’s successes more often, both internally and externally.

President Sung will invite Steve Gonzalez and Jim Folkening to join Steve Melnyk with the Visioning Committee in order to create/update the East Lansing Rotary Club’s Mission and Vision Statements.

Jim Folkening and his Visioning Committee are formally thanked for all of their past efforts.

**New Business**

Duck Race- There has been discussion of collaborating with Michigan State University for a duck race. This is not a possibility for this year due to COVID. We hope to revisit the issue next year and join the International Studies Program for some joint fundraising.

Survey Results- the survey results PowerPoint was reviewed and general discussion was held. The survey will be discussed in detail on Monday with the Club membership. The two main points to look at changing would be the day of the meeting and the number of meetings. Mondays may not be the best day going forward.

**Adjournment**

The next regular Board Meeting will be held on September 10, via Zoom webinar unless otherwise noted.

There being no further business to conduct, Sung Lee adjourned the meeting at 1:30 PM.

Respectfully submitted,

**Ingrid Nova**, Club Administrative Secretary