

# **PLATTSBURGH SUNRISE ROTARY**

Board of Directors Meeting  
Thursday, September 1, 2016

## **Call to Order**

## **Minutes of the Previous Meeting**

## **New Business**

- Strategic Planning Process

## **Action Item**

- Revised 2016-17 Budget
- Local Rotary Signs

## **Treasurer's Report**

## **Attendance Report**

## **Membership Report**

## **Other Business**

- Fall Events and Upcoming Speakers

## **Adjournment**

# Sunrise Rotary Club of Plattsburgh, NY Inc.

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## Board Meeting - August 4, 2016

### Minutes

**Present:** Joanne D, Jim S., Doug K., Jessica S., Roger B., Jack B., Libby H., Allison H.

#### **Meeting:**

President Joanne Dahlen called the meeting to order at 7:33 am. Joanne D. stated that either the Sept. or Oct. meeting and later meetings would be moved to The Development Corp. so that ClubRunner could be accessed and viewed by the entire board and relevant documents could be displayed. Joanne also welcomed new at-large members Allison Hubert-Bruce and Libby Hyatt. Joanne D. said it was her hope that the board meetings would become more forward-looking once a new strategic plan was updated and implemented.

#### **Secretary's minutes accepted:**

- Motioned by Jim Snook, seconded by Jessica Sears, Board approved

#### **Treasurers Report:**

- Treasurer Jessica Sears said she had not yet seen an invoice from the Strand Center for the Arts for co-sponsoring Jumpin' in July. She is going to check with the Noon Club to see if they have been invoiced.
- Acceptance of the Treasurer's Report was motioned by Jim Snook, seconded by Jack Brown, Board approved

#### **Attendance:**

- Roger Black said that since the new Rotary year began July 1, attendance records were being entered into ClubRunner and reports including overall attendance percentages and individual attendance percentages were being generated by ClubRunner. It was agreed these reports would be included in the monthly board meeting packet and would be forwarded to the Membership Committee.

#### **Membership:**

- Jim Snook said club member Patrick Garsow had contacted him, paid his last year and current year's club dues and requested a leave of absence while he sorts out business and personal issues. A motion to grant the request was made by Roger Black, seconded by Doug Kashorek and approved by the full board.
- Jim S. set a schedule of monthly meetings of the Membership Committee during the week prior to the board meeting.
- The board discussed the need to develop a membership recruiting brochure, separate from the new member packets.
- Allison H-B observed that the visibility of the Sunrise Club at the July 27 Jumpin' in July event, co-sponsored by the Sunrise and Noon clubs, was significantly less than the efforts of the Noon

# Sunrise Rotary Club of Plattsburgh, NY Inc.

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Club. Follow-up discussion included the need for the Sunrise Club to better coordinate with the Noon Club's Membership Committee when joint programs are held. Joanne D. also mentioned that the Sunrise Club needed to get more of its members involved in the Membership Committee. It was also observed that everyone in the club is in some ways a member of the club's membership recruitment efforts.

## Old Business:

- **District Conference Presentation** — A presentation featuring Sunrise Club members about the significant global impact a small club can have will be offered at the fall 2016 District Conference. Presenters and their topics will include: Kjell Dahlen (India), Tom DeFayette (Africa), Kathy Eppler (Nicaragua), Victoria Zinser-Duley (Jamaica). The presentation will also be offered to the full membership during a regular weekly meeting.
- **Review 2016–17 Budget Presentation** — Mark Hamilton is developing a presentation for an upcoming club assembly on the 2016-17 budget. When Mark finishes preparing it, Joanne will distribute it to board members for feedback.
- **Fall Events and Upcoming Speakers** — A December After Hours event is scheduled. Other future events being considered include wine tasting, kayaking with the Town of Plattsburgh Rec. Dept., working with area volunteer fire departments to help with their recruitment efforts or other needs.

## New Business:

- **Strategic Planning Process** — Joanne D. said Victoria Zinser-Duley is working on an updated Strategic and Fundraising Plan that she hopes to present to the September board meeting. Joanne added that she is also working on a new committee structure.
- **Marketing** — Joanne announced that Libby Hyatt has volunteered to become Club Bulletin Editor. A meeting is scheduled for immediately following the August 9 meeting to include Joanne Dahlen, Jim Snook, Roger Black and Libby Hyatt. Among the topics to be discussed include developing new bulletin/website content, the publishing frequency of the bulletin and the Meeting Responsibilities email.

## Board Discussion:

- The Strategic Plan should include an emphasis on more member involvement in community service events. The thinking is that community service can and should be substituted for attendance at the weekly breakfast meetings and that community service can be more uplifting for some members than just attending regular weekly meetings. It should also encourage more education of club members about all the services and donations provided to the community.
- The Sunrise Club should look into an ongoing program of maintenance and club social events involving the Champlain Monument Gazebo and the Wilcox Dock Community Pavilion. Roger Black suggested a committee be formed to oversee the program. Joanne D. said the sign for the Healthy Lung Trail also needs maintenance.



**PLATTSBURGH SUNRISE ROTARY CLUB**

**2014-2015 STRATEGIC PLAN**

**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 vision of the Plattsburgh Sunrise Rotary Club is to support community and to provide for continuous growth of its members by focusing on the following areas:

*Service:* We focus on service, carrying out visible projects that substantially improve our community and the world.

*Membership:* We ensure a dedicated membership through continual engagement and recruitment.

*Leadership:* We support opportunities for personal leadership and growth.

*Partnerships:* We successfully partner with other organizations to carry out local and international projects.

VALUES:

Service

Fellowship

Diversity

Integrity

Leadership

STRATEGIC PRIORITIES :

- 1) **Foster Public Relations** through internal and external communications and outlets.
- 2) **Develop and Maintain Our Membership**, including recruiting, on-boarding and retention/member development.
- 3) **Focus on Service** through community partnerships and committee structuring to sponsor both local and international service efforts.
- 4) **Improve Meetings** by examining format and flexibility, presentations and club culture.

## 1. Foster Public Relations

<u>Objective:</u>	<u>Timeline</u>	<u>Responsible Party</u>	<u>Update</u>
<p>A. Continue to develop a club Public Relations (PR) plan.</p> <ul style="list-style-type: none"> <li>i. Continue to use and find new uses for ClubRunner.</li> <li>ii. Continue to improve use of Face Book.</li> <li>iii. Increase press releases.</li> <li>iv. Continue to improve internal PR.</li> </ul>	June 2015	PR Committee	Huge progress made in terms of Face book and ClubRunner use. Press releases have increased. ClubRunner and Face Book use has increase internal PR.

## 2. Develop/Maintain Membership

<u>Objective:</u>	<u>Timeline</u>	<u>Responsible Party</u>	<u>Update</u>
<p>A. Develop a comprehensive Membership Plan.</p> <ul style="list-style-type: none"> <li>i. Create a formal process to move new members from red to blue badge in a timely manner.</li> <li>ii. Develop a formal mentor process.</li> <li>iii. Use ClubRunner for membership processes.</li> </ul>	January 2015	Membership Committee	Formal process has been created. Mentor process still n ongoing. Use of ClubRunner has increased and is still ongoing to improve use.

### 3. Focus on Service

<u>Objective:</u>	<u>Timeline</u>	<u>Responsible Party</u>	<u>Update</u>
A. Maintain and make available to the club a list of prioritized club projects.	Annually (July/August)	Board of Directors	Information is there, but not easily accessible. Suggestions: use club meetings for short snippets on ClubRunner use and meet with committee chairs to increase there ability to contribute information.
B. Create a Finance Committee. i. Develop budget process. ii. Formalize submittal, review and approval process of club project participation.	Sept. 2014 Jan. 2015 Jan. 2015	Board of Directors	Committee created. Budget process and submittal process nearing completion.

## Joanne K. Dahlen

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**To:** Peter Ensel  
**Subject:** RE: Rotary signs

-----Original Message-----

**From:** Peter Ensel [mailto:enselpj@gmail.com]  
**Sent:** Tuesday, August 16, 2016 9:05 AM  
**To:** Joanne K. Dahlen <jkdahlen@thedevelopcorp.com>  
**Subject:** Rotary signs

Joanne:

At our club's board meeting yesterday, it was brought up that the 4 Rotary road signs posted on the roads leading into the city are outdated and need to be changed. The Rotary logo is outdated, as is the meeting information. We were wondering if your club would like to share the cost of updating. We don't anticipate the total project exceeding \$1000. Please let me know what you and/or your club decides.

All the best,  
Peter

Sent from my iPad

## SUNRISE ROTARY Budget 2016-2017

	Actual	Revised Actual	Budget	Revised Budget
	Jul '15 - May '16	Jul '15 - May '16	Jul '16 - Jun 17	Jul '16 - Jun 17
<b>Income</b>				
4000 · Member dues	\$6,208.75	\$6,208.75	\$6,000.00	\$6,000.00
4010 · Mayor's Cup	\$13,315.38	\$13,315.38	\$11,339.00	\$11,339.00
4020 · Radio Days	\$8,745.00	\$8,745.00	\$8,000.00	\$8,000.00
4038 · Honey Sales	\$2,426.00	\$2,426.00	\$4,400.00	\$4,400.00
4038 · Winter Carnival		\$1,750.00	\$1,750.00	\$0.00
4040 · 50/50 Raffle, Fines	\$1,804.75	\$1,804.75	\$2,000.00	\$2,000.00
4100 · Interest income	\$49.18	\$49.18	\$50.00	\$50.00
<b>Total Income</b>	<b>\$32,549.06</b>	<b>\$34,299.06</b>	<b>\$33,539.00</b>	<b>\$31,789.00</b>
<b>Expense</b>				
4050 · Holiday Party	\$322.65	\$322.65	\$600.00	\$600.00
4060 · Paul Harris Award	\$1,221.00	\$1,221.00	\$1,500.00	\$1,500.00
5000 · Charitable donations & projects	\$2,441.00	\$2,441.00	\$5,000.00	\$5,000.00
5002 · Membership Committee	\$0.00	\$0.00	\$750.00	\$750.00
5004 · Literacy Challenge	\$600.00	\$600.00	\$600.00	\$600.00
5005 · International Service Donations	\$6,385.17	\$6,385.17	\$9,000.00	\$9,000.00
5006 · Winter Carnival	\$459.72	\$2,209.72	\$2,420.00	\$670.00
5007 · Youth Exchange	\$2,495.09	\$2,495.09	\$3,500.00	\$3,500.00
5009 · ARC Festival of Trees	\$153.32	\$153.32	\$200.00	\$200.00
5010 · Dues	\$5,053.85	\$5,053.85	\$6,000.00	\$6,000.00
5011 · RYLA	\$750.00	\$750.00	\$800.00	\$800.00
5015 · Miscellaneous	\$1,020.00	\$1,020.00	\$1,000.00	\$1,000.00
5016 · Contingency	\$0.00	\$0.00	\$1,600.00	\$1,600.00
5025 · Conference expense	\$250.00	\$250.00	\$550.00	\$550.00
5030 · Supplies	\$557.14	\$557.14	\$500.00	\$500.00
5035 · Insurance	\$396.00	\$396.00	\$396.00	\$396.00
5040 · Postage	\$0.00	\$0.00	\$100.00	\$100.00
5045 · Website	\$638.65	\$638.65	\$750.00	\$750.00
<b>Total Expense</b>	<b>\$22,743.59</b>	<b>\$24,493.59</b>	<b>\$34,666.00</b>	<b>\$32,916.00</b>
<b>Net Income</b>	<b>\$9,805.47</b>	<b>\$9,805.47</b>	<b>-\$1,127.00</b>	<b>-\$1,127.00</b>

**SUNRISE ROTARY  
Budget 2016-2017**

Actual	Revised Actual	Budget	Revised Budget
Jul '15 - May '16	Jul '15 - May '16	Jul '16 - Jun 17	Jul '16 - Jun 17

**Winter Carnival Updates:**

2015-16 actual income was changed to accurately reflect that income was received for the Winter Carnival that was not forecasted (budgeted)

2016-17 budget for income was changed to reflect that no income is anticipated.

2015-16 actual expense was changed to reflect actual expenses.

2016-17 actual expense was changed to accurately reflect the committee's forecasted (budgeted) expenses.

5:47 PM  
08/30/16  
Cash Basis

**SUNRISE ROTARY**  
**Balance Sheet**  
As of August 31, 2016

	<u>Aug 31, 16</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
1000 · Checking	30,769.42
1020 · Savings	26,778.14
<b>Total Checking/Savings</b>	<u>57,547.56</u>
<b>Total Current Assets</b>	<u>57,547.56</u>
<b>TOTAL ASSETS</b>	<b><u>57,547.56</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Other Current Liabilities</b>	
2005 · Due to Foundation	200.00
2007 · Paul Harris Award - Community	1,000.00
2010 · 50/50 Raffle	186.00
2015 · Food Shelf	159.00
<b>Total Other Current Liabilities</b>	<u>1,545.00</u>
<b>Total Current Liabilities</b>	<u>1,545.00</u>
<b>Total Liabilities</b>	1,545.00
<b>Equity</b>	
32000 · Unrestricted Net Assets	50,605.54
Net Income	5,397.02
<b>Total Equity</b>	<u>56,002.56</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>57,547.56</u></b>

5:58 PM

08/30/16

Cash Basis

**SUNRISE ROTARY**  
**Profit & Loss Prev Year Comparison**  
**July through August 2016**

	<u>Jul - Aug 16</u>	<u>Jul - Aug 15</u>
<b>Income</b>		
4000 · Member dues	3,847.50	3,947.50
4010 · Mayor's Cup		
4015 · Mayor's Cup 2015 Income	0.00	11,093.50
4016 · Mayor's Cup 2015 Expense	0.00	-6,144.37
4017 · Mayor's Cup 2016 Income	8,746.00	0.00
4018 · 2016 Mayor's Cup Expense	-3,284.94	0.00
<b>Total 4010 · Mayor's Cup</b>	<u>5,461.06</u>	<u>4,949.13</u>
4040 · 50/50 Raffle, Fines	348.00	334.00
4100 · Interest income	4.53	9.08
<b>Total Income</b>	<u>9,661.09</u>	<u>9,239.71</u>
<b>Expense</b>		
4060 · Paul Harris Dinner	211.68	81.00
5010 · Dues	2,047.72	3,500.85
5012 · Sponsorship - Community Events	375.00	0.00
5030 · Supplies	1,050.27	0.00
5045 · Website	579.40	579.40
<b>Total Expense</b>	<u>4,264.07</u>	<u>4,161.25</u>
<b>Net Income</b>	<u><u>5,397.02</u></u>	<u><u>5,078.46</u></u>

Plattsburgh Sunrise Rotary Treasurer's Report  
August 31, 2016

**Assets**

Cash on Hand	\$	-
Checking Account - GFNB **	\$	30,769.42
Savings Account - Community Bank*	\$	26,778.14
Total Checking & Savings	\$	57,547.56
Fixed Assets		
Projector/Screen/Stand	\$	500.00
<b>Total Assets</b>	<b>\$</b>	<b>58,047.56</b>

**Liabilities**

50/50 Raffle 8/31/16	\$	186.00
Foodshelf	\$	159.00
Rotary Foundation - Member Donations	\$	200.00
<b>Total Liabilities</b>	<b>\$</b>	<b>545.00</b>

\*Community Bank includes \$3000 for the Pavilion Project

# Plattsburgh Sunrise Rotary Treasurer's Report

## August 31, 2016

### Expenses since July 31, 2016 Report

Rotary International - Dues	\$	2,047.72
Loreman's - Tent & Sign	\$	985.00
Russell Hampton - Badge	\$	14.15
Kjell Dahlen - Reimburse MC Expenses	\$	144.49
Jennetix - MC Website	\$	127.50
Strand Center for the Arts - Jumping in July Sponsor	\$	375.00

### Annual Membership Dues

Members Billed	47
Members Paid	30
% Collected thru 7-31-2016	64%

# SUNRISE ROTARY

## Budget 2016-2017

	Budget	Actual
	Jul '16 - Jun '17	Jul '16 - Jun '17
<b>Income</b>		
4000 · Member dues	\$6,000	\$3,847.50
4010 · Mayor's Cup	\$11,339	\$5,461.06
4020 · Radio Days	\$8,000	\$0.00
4038 · Honey Sales	\$4,400	\$0.00
4038 · Winter Carnival	\$0	\$0.00
4040 · 50/50 Raffle, Fines	\$2,000	\$348.00
4100 · Interest income	\$50	\$4.53
<b>Total Income</b>	<b>\$31,789</b>	<b>\$9,661.09</b>
<b>Expense</b>		
4050 · Holiday Party	\$600	\$0.00
4060 · Paul Harris Award	\$1,500	\$211.68
5000 · Charitable donations & projects	\$5,000	\$0.00
5002 · Membership Committee	\$750	\$0.00
5004 · Literacy Challenge	\$600	\$0.00
5005 · International Service Donations	\$9,000	\$0.00
5006 · Winter Carnival	\$670	\$0.00
5007 · Youth Exchange	\$3,500	\$0.00
5009 · ARC Festival of Trees	\$200	\$0.00
5010 · Dues	\$6,000	\$2,047.72
5011 · RYLA	\$800	\$0.00
5012 · Sponsorships Community Events	\$0	\$375.00
5015 · Miscellaneous	\$1,000	\$1,050.27
5016 · Contingency	\$1,600	\$0.00
5025 · Conference expense	\$550	\$0.00
5030 · Supplies	\$500	\$0.00
5035 · Insurance	\$396	\$0.00
5040 · Postage	\$100	\$0.00
5045 · Website	\$750	\$579.40
<b>Total Expense</b>	<b>\$32,916</b>	<b>\$4,264.07</b>
<b>Net Income</b>	<b>-\$1,127</b>	<b>\$5,397.02</b>

\*Please note Fall into Pink & Polio Plus activities will be funded through their own fundraising

\*\*Operation Warm will not be funded by the club at this time



Rotary Club of Plattsburgh Sunrise

## Club Attendance Report by Month

Current Year: Jul 01, 2016 - Aug 31, 2016

Month	Total Members at End of Month (Incl. Honorary)	Total Members Reported (Not Incl. Honorary)	New Members	Terminated	Closed Meetings	Gain/Loss	YTD Gain/Loss	MTD %
07 16	48	48	0	0	4	0	0	69.64 %
08 16	48	48	0	0	5	0	0	63.84 %

Generated by ClubRunner – www.ClubRunner.ca

Report Date: Aug 30, 2016



Rotary Club of Plattsburgh Sunrise

## Customized Attendance Report

**Date Range: Aug 01, 2016 To Aug 30, 2016**

Name	Aug 02, 2016	Aug 09, 2016	Aug 16, 2016	Aug 23, 2016	Aug 30, 2016	%	Current Type	Notes
Alterie, Yvonne		✓	✓	✓	✓	80.00 %	Active	
Black, Roger	✓	✓	✓	✓	M	100.00 %	Active	
Brown, Jack	✓	✓	✓	✓	✓	100.00 %	Active	Exempted Members Aug 24, 2015
Dahlen, Joanne	✓	✓	✓	✓	✓	100.00 %	Active	
Dahlen, Kjell	✓	✓		✓	✓	100.00 %	Active	Exempted Members Aug 24, 2015
DeFayette, Tom			✓	✓	✓	60.00 %	Active	
Desnyder, Jake		✓	✓		✓	100.00 %	Active	Exempted Members Aug 24, 2015
Duley, Kathy	✓				✓	40.00 %	Active	
Duley, Victoria Zinser	✓		✓		✓	60.00 %	Active	
Eppler, Kathy		✓	✓	✓	✓	80.00 %	Active	
Fisher, Connie	✓	✓		✓	✓	80.00 %	Active	
Frederick, Melissa						0.00 %	Active	
Garsow, Patrick						100.00 %	Active	Leave of Absence Jul 05, 2016 - Oct 04, 2016
Giltz, Randall G.	✓	✓	✓	✓		80.00 %	Active	
Glasgow, Thomas E.	✓	✓	✓	✓	✓	100.00 %	Active	Exempted Members Aug 24, 2015
Gosrich, Thomas	✓		✓			40.00 %	Active	
Grindle, Bruce						100.00 %	Active	Exempted Members Aug 24, 2015
Hamilton, Mark	✓	✓		✓	✓	80.00 %	Active	
Hammond, Priscilla	✓	✓	✓	✓	✓	100.00 %	Active	
Hulbert-Bruce, Allison	M		✓	✓	✓	80.00 %	Active	
Hyatt, Libby		✓	✓	✓		60.00 %	Active	
Jarrette, Rich						0.00 %	Active	

Kashorek, Doug	✓		✓	✓	✓	80.00 %	Active	
Kehn, Edward						0.00 %	Active	
Kehoe, Kevin	✓				✓	40.00 %	Active	
Kelly, Gerard E.	✓	✓	✓	✓	✓	100.00 %	Active	Exempted Members Aug 24, 2015
Kennedy, James		✓	✓	✓		60.00 %	Active	
King, Rebecca			✓		✓	40.00 %	Active	
LaBombard, Tom	✓			✓		100.00 %	Active	Exempted Members May 01, 2016
LeBlanc-Durocher, Susan	✓	M	✓	✓	✓	100.00 %	Active	
Lesser, Cheryl	✓			✓	✓	60.00 %	Active	
Loreman, Thom			✓	✓		40.00 %	Active	
Marino, Ron	✓		✓			100.00 %	Active	Exempted Members Aug 24, 2015
Marvin, Laurie L	✓		✓	✓	✓	80.00 %	Active	
O'Connell, Shirley	✓			✓		40.00 %	Active	
Perry, Maxine	✓		✓	✓	✓	80.00 %	Active	
Raino, Paul		✓			✓	100.00 %	Active	Exempted Members Aug 24, 2015
Recore, Gail						0.00 %	Active	
Russell, Pat		✓				100.00 %	Active	Exempted Members Aug 24, 2015
Sears, Jessica	M	✓			✓	60.00 %	Active	
Senecal, Michelle		✓	✓	✓	✓	80.00 %	Active	
Snook, James	✓		✓	✓	✓	80.00 %	Active	
Sterling, Joan						0.00 %	Active	
Tardelli, Karen	✓					20.00 %	Active	
Taylor, Kerry P	✓	✓			✓	60.00 %	Active	
Volkman, Karen E.	✓	✓	✓		✓	80.00 %	Active	
Whitbeck, PJ	✓				✓	40.00 %	Active	
Woodward, Fred	✓					100.00 %	Active	Exempted Members Aug 24, 2015
Total: 48 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.

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Report Date: Aug 30, 2016