

Rotary Dream Team Meeting Minutes August 12, 2008

Attendance: DG Pam Russell, DGE Marge Cole, DGN Dave Breeding
Mark Allyn, Louise Andres, Trudy Armstrong, Dale Bailey, Scott Cadwallader, Luene Corwin,
Diane Crawford, Bob Franz, Jim Hughes, Jim Kelley, Jean Kerr, Carl Kruse, Dave Kulchen, Mark
Lee, Sylvana Meeks, Kathy Olsen, Scott Peck, Sandi Rimer, Nancy Russian, Mike Stelman, Bill
Stumbaugh, Larry Sundram, Peter Wolf, Jack Wood, Steve Yerxa

Call to Order: DG Pam Russell called the meeting to order at 4:30 PM. She explained that each
time persons would be invited to the meeting who had strategic information.

Minutes of June 24, 2008 meeting: The minutes were distributed by e-mail ahead of time for
review. There were no changes. The minutes were approved as presented.

Treasurer's Report: Scott Peck reported \$52,088.51 in the unrestricted operating account and
\$18,342.74 in the restricted accounts. Dues have been received from the majority of clubs for a
total of \$43,190. Additionally \$7,238 is expected to be collected. AGs were requested to contact
delinquent clubs (Borrego Springs, Carlsbad Hi-Noon, La Mesa Sunrise, Lemon Grove, Mission
Valley, National City, Old Mission, Rancho Bernardo Sunrise, Rancho San Diego/Spring Valley,
San Diego Paradise Valley, San Luis Rey, San Marcos, Shelter Island)

\$3,500 is expected to be received from RI as an attendance rebate from the LA Convention. This
money was from registrations. Since our attendance goal was not reached we will not receive a
refund on the funds D5340 has been contributing for three year.

DG Pam reported that the budget approved by the Presidents was pretty much on track with a
few minor overages in some categories and a few where the full amount was not needed.

Membership Report: Carl Kruse reported that he has sent the one page "Kruses Membership
Muses" to all club presidents and membership chairs monthly starting July 1. (He will add AGs to
the mailing, per request.) A District Membership Seminar was held July 26 for which 87 signed
up. He has membership presentations scheduled for Fallbrook, Camp Pendleton, and San Luis
Rey. Twenty-nine "Lost Member" reports have been received. Clara Harris is receiving incoming
prospective transfer member proposals from RI and passing them on to appropriate clubs. Some
clubs have not submitted membership and attendance date for June. Attendance information is
due shortly after the end of each month.

Carl Kruse, PDG Mike Stelman (Club Extension), and RB Sunrise member Tom Richards (Navy)
held the fourth meeting with personnel at Miramar Marine Corps Air Station on July 26. Mike is
very optimistic about formation of a new club. They will soon start meeting every Tuesday.

Water Resources Group: Bill Stumbaugh and Neil Black are co-chairing this area. Bill attended
a session of the Water & Sanitation Rotary Action Group (WASRAG) at the LA Convention and
received a "Best Practices" paper. These include domestic as well as international; sanitation as
well as water. Of avoidable deaths of children under five, 80% are due to bad water. A survey
was sent to club presidents asking what clubs have done, or are currently doing, in the areas of
WAS. Replies were few but nine people have been identified as being interested.

Bill and Pam attended a reception at the SD Natural History Museum for the new exhibit "Water:
H2O = Life". Bill will send a schedule of speakers. Clubs can promote attendance by individuals
and groups. Bill and Neil will help with matching grants.

Health Resource Group: Steve Yerxa is heading this group. They are sorting through what
local and international initiatives make sense for D5340 Rotary. They are in touch with the Council

of Community Clinics that work with Rady Children's Hospital and USD Pediatrics. A speakers bureau is being put together for club use. RI has a resource brochure titled "Infant & Maternal Mortality Project Proposals for Rotary Clubs and Districts." One idea is to collaborate with schools and PTAs; possibly connect with dictionary projects.

PolioPlus: Mark Lee described effort of Rotary International to work with other world organizations to eliminate polio. Each club should contribute \$1000 and large clubs should be able to contribute more. Mark is willing to talk to clubs and would like to schedule two nearby clubs on the same day (e.g. breakfast and lunch).

Strategic Planning: This effort will continue past the 08-09 year. Louise Andres reported that Marge Cole and Dave Breeding have endorsed the strategic planning effort. Twenty-one people have been trained as facilitators of a process that will take a single 4 to 5 hour session for a club. If AGs know of clubs that needs planning assistance they should encourage them to volunteer. Vista and Torrey Pines are already pressing to be included among the three to four that will be done this year.

Public Relations: An enthusiastic group from 15 clubs took a tour of the SD Union Tribune on August 1. Nancy Russian distributed photos. Twelve clubs have signed up for a tour of the North County Times, Escondido, that will take place August 28. Three more people can be accommodated. Nancy also sent an e-mail in early July to all Chair/Presidents about announcing a new club president.

The PR workshop will be held August 16. Rob Weinberg (RB Sunrise) will offer a revised PETS presentation; Larry Rothacher (Fallbrook) will describe that clubs strategies; Riahard Philips from an agency in LA will talk about internet marketing.

Foundation Seminar: Trudy Armstrong expressed appreciation for being able to co-chair with Dan Gensler. She distributed paper copies of the flyer that has been made available on the Internet. The keynote speaker, Sister Ethel Normoyle of South Africa, is being underwritten by Rotarian Terry Caster. She was a featured speaker at the RI Convention in Copenhagen in 2006. Pam asked AGs to encourage attendance through personal phone calls to club presidents.

Council on Legislation: Mike Stelman is representing District 5340. PDG Marty Peters, PDG Wayne Cusick, DG Pam Russell, DGE Marge Cole, and DGN Dave Breeding are serving on a committee. Although the Council on Legislation is not until April 2010, resolutions must be in the RI office by December 31, 2008. AGs should talk with clubs about issues, international in scope, that they would like to see addressed (e.g. one club is putting forward a resolution on global warming.) A timeline was distributed.

Foundation: Sandi Rimer reported that 10 wealth advisors are being invited to dinner to talk about the Permanent Fund. There will be a donated scholar from District 9200 but there have been lots of hurdles.

Literacy: Jean Kerr distributed a sheet of ideas for possible projects for clubs. (She is having problems sending attachments.) She circulated copies of "Apple Dumpling Adventure" developed by a Rotary Club in Ohio that teaches the Four Way Test. She suggested it could be purchased for a school library. The SD County Office of Education will train club members who want to volunteer to spend an hour a week in schools to help children learn to read. Clubs may want to "adopt a school" as a Rotarians at Work project. Diane Crawford commented that the new superintendent of schools in San Diego is a Rotarian from South Carolina.

Assistant Governor Discussion: (This discussion was short because of a requirement to vacated the room.) Sylvana Meeks, and some AGs, reported a need for ideas for clubs that have less than ten members. Bill Stumbaugh described an event held by SD Spring Valley at a local

bar. Fancy invitations were sent; Rotarians were available to talk about Rotary. El Cajon Breakfast is holding two evening meetings a month. in addition to their breakfast meeting, to see if that might invigorate the club. Camp Pendleton tried evening meetings but decided to stay a noon club. Jim Hughes reported that Point Loma's move of the meeting location to the San Diego Yacht Club has improved club vitality and resulted in new members. La Mesa Sunrise is excited about its new meeting site and El Centro has also moved.

To go toward PolioPlus, one club is collecting pocket change from members at meetings. El Camino Real sponsored an ethics conference with a local high school. Bob Franz reported that Escondido does not usually have many at District Events but they had cancelled their noon meeting and have a very large group attending the Aug 12 District Council in Escondido. Diane Crawford reported that South East San Diego has gone to area companies for co-sponsorships for dictionaries resulting in more buy in to the project and interest in Rotary.

District Governor Elect: Marge Cole distributed copies of the application form for District Leadership in 09-10. Her desire is to get more involvement from many clubs. There is a September 1 deadline. Bill Stumbaugh, Chief Assistant Governor 09-10, asked all current AGs to let him know if they would like to continue.

Chief of Staff: DG Pam Russell has visited 25 clubs to date. He requested that requested information about clubs be provided at least a week in advance so that Pam can incorporate it into her presentation.

Padres Baseball: Mike Stellman reported that Santee Lakeside will be the next sponsor of a game. There are six games available for sponsorship each season and it is a great way to get the word out about Rotary.

Minutes prepared by Luene Corwin, 08-09 Rotary District 5340 Secretary