

**Rotary Dream Team Meeting Minutes
October 21, 2008**

Attendance: DG Pam Russell, Louise Andres, Dale Bailey, Linda Bailey, Barbara Baldwin, AG David Ballesteros, AG Scott Cadwallader, Luene Corwin, AG Dianne Crawford, Alison Cummings, Maureen Eberle, Lloyd Flanders, AG Jim Hughes, Mary Geerdes, Sharon Greene, Carl Kruse, AG Dave Kulchin, PDG Philippe Lamoise, Dan Malloy, Eric Miller, Rob Mullally, AG Kathy Olsen, Scott Peck, Josie Perpetua, Liz Raines, PDG Sandi Rimer, Ted Rutter, Linda Stouffer, AG Larry Sundram, Dan Sundquist, Ken Tranbarger, AG Peter Wolf

Call to Order: DG Pam Russell called the meeting to order at 4:15 PM. She welcomed the club presidents as well as the District Leadership. All in attendance introduced themselves.

Minutes of August 12, 2008 meeting: The minutes were approved as presented.

Treasurer's Report: Scott Peck reported \$49,715.98 in the unrestricted operating account and \$18,342.74 in the restricted accounts. Dues have been received from all but three clubs for a total of \$47,964. (The three clubs with unpaid dues are Old Mission, Paradise Valley, and San Marcos.) The treasurer's report was approved as presented.

Membership Report: Carl Kruse reported that he continues to send the one page "Kruses Membership Muses" to all club presidents and membership chairs monthly. He encouraged club presidents to send him ideas of things that work. Clara Harris is receiving incoming prospective transfer member proposals from RI and passing them on to appropriate clubs. Attendance information is due by the 5th of each month.

The District has 3542 members; down 54 members from the start of the year. In 2002-03 there were 3671 members. Attendance that year was at 67%; now it is 61%. Two new clubs are forming: Miramar and Vista New Generations.

Strategic Planning Committee Report: Louise Andres reported that the committee had conducted its first strategic planning session with the Vista Rotary Club. Jack Wood, the AG for Vista, reported that he thought it was helpful to be at the session as an observer. The session went well. A session will be held with the Del Mar club on October 27. The Committee will then evaluate, regroup, and ask other clubs if they are interested in participating.

Ecuador Visit: David Ballesteros reported that the group of 20 people from D5340 was the largest contingent out of 300 people attending the Ecuadorian Project Fair. The group had visited projects that D5340 clubs had already funded and learned about other needs. Progress was also made in setting future GSE dates and seeking an ambassadorial scholar.

Financial Crisis: A letter from Ed Futa, General Secretary of RI was distributed. He described the diversified portfolio of investments made with Rotary funds. Also The Rotary Foundation Investment Advisory Committee has met and advised the Trustees to continue diversifying the portfolio. He assured Rotarians that the investment and reserve policies of Rotary International and The Rotary Foundation will allow Rotary to continue its good work around the world.

Club presidents, and others, described ways they were handling membership for persons in financial crisis. Clubs were encouraged to involve members who request a financial leave of absence in low and no cost activities. Sponsors of these members should keep in touch so the leave of absence does not become the first step out the door. Other options are an area for members to sit who will not eat and reduced or waived dues. Ramona is trying additional meetings at 6 PM on Wednesdays for small business persons who can't miss work because they have had to lay off employees. El Cajon Breakfast has been having additional evening meetings.

The Rotary Foundation: A budding group of Rotarian Wealth Advisors raised \$385,000 for the Permanent Fund last year, according to Sandi Rimer. The total contributions to The Rotary Foundation from District 5340 was \$1.3 million. The Annual Program Fund is a little behind so far this year. A form for taking \$10 a month on a credit card can be obtained from Sandi. Matching Grants continue as usual this year. A group of ten people will analyze grants currently open to see how they have been successful and then chart the course under Future Visions. Sandi described how her mother had saved dimes so Sandi could have eye surgery as a child. She suggested collecting loose change is one way that the \$1000 each year per club for Polio Plus can be achieved.

There will be two Inbound GSE teams this year. Steve Brown is currently in Afghanistan trying to get visas for the one-way GSE from there. The GSE for East Africa (D9200) will take place in January for Outbound and May for Inbound. Unfortunately Chuck DuVivier, who was to have led the outbound GSE, suffered a bad accident and is still hospitalized in Germany. Dale Barnes will take over as leader of the Outbound team.

The Foundation Gala: A very enthusiastic Maureen Eberle described all that is underway on the "Wizard of Oz" themed Gala to be held January 10 at the Omni. A DVD promoting the event will be sent to all AGs. Registration is available on the District Website, as are flyers with graphics developed by Kim Muslusky. Raffle tickets can be downloaded from the Foundation News Center. Hotel rooms at reduced rates are going fast. Information is on the Website. Paul Jester, of Mira Mar Sign works, will help make posters that tell what clubs are doing. These will be showcased at the Gala and then can be sent to the airport, museums, etc. Each club will be asked to contribute a raffle prize. Anyone knowing potential sponsors should contact Maureen.

Rotarians at Work Day: The opportunity to list what each club is going to be doing on April 26, 2009 is available now at www.rotariansatwork.org.

Actions to Implement District Goals: Led by Louise Andres, the remainder of the meeting was devoted to brainstorming actions that would implement the four goals of the District Strategic Plan. The format used was similar to that used in a club strategic planning activity: ideas were written by scribes on easel paper and then participants put sticky dots on the ideas they thought were best.

Following are all the ideas that were put forward. Those listed first had the highest number of votes.

Brainstorming Results

Recruit, Retain, and Extend Membership

- Partner with Hispanic Chamber of Commerce. Get to know the needs of your community. Partner on local projects. Hispanic business and professional people will be attracted to Rotary if we are relevant to their community. Do this in all areas of District 5340.
- Look for members that are in the category of community volunteers (PTA, homeowners board, etc.)
- Institute Club 15 get-togethers (the 15 newest members)
- Plan monthly club fellowship events
- Institute meeting time flexibility
- Recruit online via Club Web link
- Use Facebook and other technology to attract members
- Have a table at meetings for members under 40 years of age
- Invite newspaper owners and editors to visit and join club
- Invite community organizations (eg firefighters) as speakers; advertise, have members hand out invitations
- Announce community service projects in the newspapers

Promote Cooperation Among Clubs

- Hold joint club meetings
- Have club presidents (like size or neighboring clubs) meet quarterly
- Allow time at PETS for networking
- Clubs co-host hospitality type events
- Clubs team up for Rotarians at Work Day
- Co-host District events
- Team up for Matching Grants
- Goal for club interaction in whatever form for each DG's year
- AG to act as liaison to promote club interaction
- Have a less formal post-PETS get together for presidents
- Create bog for club presidents for suggestions, problems, questions
- Sponsoring clubs help clubs they founded (Use District family tree)

Leadership Development at All Levels

- Mentors explore talents of new members
- Have co-chair for each club office/position-backup and train for next year
- Club pays tuition for Leadership Development Academy
- Table spotlight with silly questions in a regular meeting – get to know all members
- Use own members for program speakers
- President elect hold one-to-one discussion with each club member on service opportunities and what they want to do
- Add a new club member to the club Board to serve as “member at large”
- Post all District jobs
- Have members highlight their talents and skills in two minutes in meeting
- Two year limit on same job on club Board

District Events That Provide Value to All Rotarians

- Make District Council the club meeting of the week
- Have entertainment instead of a speaker
- Meet in different locations in the District
- Icebreaker at District meetings to help new people get to know others
- Have a different venue each time
- Hold dinner or event without program – just social
- Club subsidize District Council cost
- Have New Generations host District Council – less stodgy program
- Add tailgate party of other event to Rotary Day at Petco
- More bars at events
- Add variety, different content to draw more people to District Council

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