**October 16, 2017 7:00 PM Hilton Garden Inn, Evanston**

**In Attendance:** Marv Edelstein, President; Marisa Naujokas, Public Image; Steve Steiber, Fundraising Chair; Helen Oloroso, Club Service Chair; Michael Merdinger, Youth Service Chair; Susan Prout, Treasurer; Dave Simmons, Web Site Coordinator; Linda Gerber, International Service Chair; Jean Saunders, Membership Chair; Elaine Clemens, Community Service Chair; Linc Janus, Secretary; Brad Weiss, past president; Steve Carlson; Harold Bauer; Sri Sakthivel; Kea Gordon.

**Absent:** John Osterlund, Rotary Foundation; Albert Menard, Sergeant at Arms;

Bill Glader, Public Image; Fran Caan, Program/Greeter Chair

The meeting was called to order at 7:10 p.m.

Marv began by asking committee chairs to update their membership lists on the Club’s website.

**Secretary Report: Linc Janus**

The Board approved the meeting minutes from September 2017.

We have 86 (80 Active + 6 Honorary) members as of 10/16/17.

Linc reported that on average 48 members have attended the last four breadkfast meetings.

Linc re-ordered 4 name badges recently after our vendor failed to receive the previous order due to an Internet server glitch.

**Our Committees’ Reports**

Listed below is information received from the chairpersons for our committees.

**Treasurer’s Report: Susan Prout**

Susan provided the following treasurer’s report:

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **ELRC Treasurer's Report** |  |  **Budget**  |  **Current**  |  |  |  **Budget**  | **Current** |
| **2016-17** |  | **2016-17** |  **YTD**  | **Percent** |  |  **2017-2018 PROPOSED**  |  |
| **Club Revenues** |  |  (70 Members)  |  |  |  |  (80 Members)  |  |
| Dues  | 70 |  $ 19,320.00  |  $ 21,040.98  | 109% | 80 |  $ 22,080.00  |  |
| Meals | 65 |  $ 40,560.00  |  $ 43,226.39  | 107% | 70 |  $ 45,500.00  |  |
| Dues adjustment | 7 |  $ 966.00  |  |  |  |  $ 966.00  |  |
| Meals adjustment | 7 |  $ 2,184.00  |  |  |  |  $ 2,184.00  |  |
| Paypal fees |  |  $ (400.00) |  $ (513.59) | 128% |  |  $ (525.00) |  |
| Makeup credit |  |  $ (400.00) |  $ (468.00) | 117% |  |  $ (475.00) |  |
|  |  |  |  |  |  |  |  |
| Guest meals |  |  $ 2,000.00  |  $ 2,080.00  | 104% |  |  $ 4,700.00  |  |
| Initiation Fees |  |  $ 280.00  |  $ 400.00  | 143% |  |  $ 300.00  |  |
| Misc |  |  |  $ 745.55  |  |  |  $ 656.50  |  |
| **Total** |  |  **$ 64,510.00**  |  **$ 66,511.33**  | 103% |  |  **$ 75,386.50**  |  |
|  |  |  |  |  |  |  |  |
| \*Dues + Meals: $69/qtr dues, #12/week meals (13 weeks) = $225/qtr. | $238  |  |  |  |  |
| \*Credits: Paypal charges, makeup credits, discounts & deals |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| **Club Expenses** |  |  |  |  |  |  |  |  |
| Meeting Expense |  |  |  |  |  |  |  |  |
| Meals - Hilton |  |  $ 49,362.50  |  $ 42,211.01  | 86% |  |  $ 51,582.50  | 50 weeks\*  |  |
| Meals - Other |  |  |  $ 1,019.38  |  |  |  $ 1,273.05  | 18-Jul |  |
| Holiday Party |  |  $ 1,000.00  |  $ 331.43  | 33% |  |  $ 500.00  |  |  |
| Picnic |  |  $ 1,000.00  |  $ 734.58  | 73% |  |  $ 953.50  | actual |  |
| New Member Reception |  |  |  $ 141.00  |  |  |  |  |  |
| Officer Installation |  |  |  |  |  |  $ 500.00  |  |  |
|  Noon Club share |  |  |  |  |  |  |  |  |
| Board - Dist Gov meeting |  |  |  |  |  |  |  |  |
|  \* 57 Avg attendance as of  | July 31 |  |  |  |  |  |  |  |
| **Other** |  |  |  |  |  |  |  |  |
| Board Meeting Expense |  |  |  |  |  |  $ 500.00  |  |  |
| Membership Marketing Costs |  |  |  |  |  $ 300.00  |  |  |
| July 4th Supplies |  |  |  |  |  |  $ 250.00  |  |  |
|  |  |  |  |  |  |  |  |  |
| Dues - district |  |  $ 5,500.00  |  $ 5,402.00  | 98% |  |  $ 6,700.00  |  |  |
| Dues - RI |  |  $ 5,500.00  |  $ 5,455.38  | 99% |  |  $ 6,160.00  |  |  |
|  |  |  |  |  |  |  |  |  |
| Travel-Conferences |  |  |  |  |  |  |  |  |
| PETS |  |  $ 275.00  |  | 0% |  |  |  |  |
| District Assembly |  |  |  |  |  |  |  |  |
| RI Int'l Convention |  |  $ 2,500.00  |  | 0% |  |  $ 2,500.00  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  **Budget**  |  **Current**  |  |  |  **Budget**  | **Current** |  |
|  |  | **2016-17** |  **YTD**  | **Percent** |  |  **2017-2018 PROPOSED**  |  |  |
|  | Computer |  |  |  |  |  |  |
|  | Software |  $ 123.00  |  $ 122.18  | 99% |  |  |  |  |
|  | Banner stands |  |  |  |  |  |  |
|  | Audio system |  |  |  |  $ 1,000.00  |  |  |
|  |  |  |  |  |  |  |  |  |
| Badges, Awards. Supplies |  |  $ 1,400.00  |  $ 1,737.20  | 124% |  |  $ 1,800.00  |  |  |
|  |  |  |  |  |  |  |  |  |
| Public Relations |  |  |  |  |  |  |  |  |
| Community picnic |  |  |  |  |  |  |  |  |
| Chamber of Commerce |  |  $ 250.00  |  $ 250.00  | 100% |  |  $ 250.00  |  |  |
| Evanston Public Library |  |  $ 1,000.00  |  $ 1,200.00  | 120% |  |  $ 1,200.00  |  |  |
|  |  |  |  |  |  |  |  |  |
| Speaker Expense |  |  $ 300.00  |  $ 200.00  | 67% |  |  $ 300.00  |  |  |
|  | Speaker book |  |  |  |  |  |  |
|  | Singers |  |  |  |  |  |  |  |
| PO Box |  |  $ 68.00  |  | 0% |  |  $ 102.00  |  |  |
| Clubrunner |  |  $ 560.00  |  $ 551.40  | 98% |  |  $ 560.00  |  |  |
| Misc |  |  $ 300.00  |  $ 771.15  | 257% |  |  $ 775.00  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| Other |  |  |  |  |  |  |  |  |
| Youth Exchange Stipend |  |  $ 750.00  |  $ 825.00  | 110% |  |  Foundation Expense  |  |  |
| YE District fee |  |  $ 1,400.00  |  $ 1,400.00  | 100% |  |  Foundation Expense  |  |  |
|  |  |  |  |  |  |  |  |  |
| Transfer to Foundation |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| **Total** |  |  **$ 71,288.50**  |  **$ 62,351.71**  | 87% |  |  $ 77,206.05  |  |  |
|  |  |  |  |  |  |  |  |  |
| **Surplus (Loss)** |  |  **$ (6,778.50)** |  **$ 4,159.62**  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| **Cash on Hand** |  |  |  $ 10,500.00  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |

**Membership Committee – Jean Saunders**

The committee met on September 9, 2017. Jean, Kristin Brown, Marv Edelstein, Mike Merdinger, and Ann Searles attended. Jean supplied the following report:

 **Academic Membership**

The committee reviewed the recommendation from Youth Programs Committee for ELRC Academic Membership. The italicized items were recommended by the Membership Committee.

**Academic Membership Proposal as Prepared by the Young Leaders Committee**

This Academic Membership is designed to attract support from local educational institutions such as ETHS and Northwestern University. An educational institution is defined as an entity whose principle endeavor is the education of people. Our Club has a growing number of programs that are focused on school-aged children and young adults. It is on our Club’s best interest to nurture direct connections with these institutions to foster sustainability of the programs we sponsor that involve these institutions.

This is a great way for educators and younger people to get involved without having to bear the full expense of joining our Club.

**EVLRC Academic Membership**

1. The leader or other senior official of the institution joins EVLRC as a regular, dues-paying member of EVLRC. The dues would equal the amount charged an active, dues-paying Club member including meal costs. This member would be considered the Primary Member for the Academic Membership.
2. EVLRC would waive all attendance requirements for the Primary Member. *Primary Members would not be obligated but would be encouraged to attend ELRC Club meetings once per quarter. Primary Member would be encouraged to attend Club meeting with a student.*
3. The primary member would designate a number of individuals (this is an arbitrary number the Club should agree on; however**, the recommended number is three additional**) from her/his organization to be members of EVLRC. Any one of these designates can attend our meeting as the Primary’s representative. (The designates could or could not be full members of EVLRC.)
4. If they are considered Members, they would pay only the RI and District Dues
5. If more than one person from the organization attends a meeting, the additional attendees will pay for their breakfast as would a guest.
6. The Primary Member billing will include the amounts for the designates (if any) and would be arranged with her/him and paid by the Entity if desired.
7. *Academic members (either Primary Member or others from the academic institution) would be expected to volunteer for a in a service activity within the first six months of membership.*

Mike shared:

* ETHS and Northwestern represent the best opportunities for Academic Membership. Beacon is interested but may not have the resources.
* There’s an opportunity to explore meeting at the schools’ location once or twice a year (when we cannot be at the Hilton).
* Schools like our approach. Rather than go into schools and tell them what we have to offer, we go in and ask how we can support their objectives. They see this a being a good foundation to work with us.

Other discussion:

* + Evaluation criteria are required, to determine if this pilot was successful.
	+ The new member orientation program would not be relevant. Perhaps these members would have a special color badge.

Committee asked Jean will present the recommendation with added items at the next Board Meeting (10/16).

The Board voted unanimously to allow for academic membership.

**Spousal Membership**

* Malu Simon has requested that the Club consider a spousal membership – which would allow her husband to attend in her place when she is out of town.
* The committee discussed a scenario where both would be members of Rotary, just one would be charged for meals. In the event both came to the meeting, the second would pay the guest fee.
* Committee asked Jean to present this option at the up-coming Board meeting. At that meeting the Board discussed a concern about additional individuals attending breakfast meetings and increasing breakfast expenses.

**Membership communications resources** – update

* Club membership brochure – Jean and Marissa are working on creating a Club brochure, using the template on Brand Center.
* What else do we need
* Meeting with Marisa – Thursday 9/28 @ 7:30

**Special membership update to Club** – will take place at a November Club Participatory meeting (date TBD). Target 15 minutes.

* To announce new membership types
* To share membership materials (Club brochure, how to propose a new member)
* To engage all Club members in membership development

**Member update**

* Member transfer - Patrick Mbullo, member of Kisumu Winam Club in Kenya, PhD student @ NU, would like to transfer his membership to our Club. Kathy Tate-Bradish requested a reduced price option (e.g. coffee only when it is adopted). Committee asked Jean to find out more about Patrick’s situation and process to determine if there are ‘angels’. The Board determined that Patrick should be asked what he can afford to pay.

**Prospective members**

* Erin Splan; Marv Edelstein, sponsor – Marv will submit member proposal form

**Public Image/Publicity** **–Marisa Naujokas**

We have a team of people working on publicity: Marisa Naujokas, Linda Gerber, MaLu Simon, Kristin Brown, Jean Saunders, and Bill Glader.

**Tasks:**

--**Post regularly on the Club FB page**, particularly with “Rotarians at work” themes. A post for the tree plantings is in the works.

--**Develop a team to share in posting on FB**. Linda Gerber has been a big help.

--**Create a Club brochure** using new tools available on the RI website that Jean’s team developed at RI. Jean wants to use the tool for our Club to showcase what the tool can do, and we hope to have a brochure that we can hand out during holiday sales to help publicize the Club.

--**World Polio Day plans are taking shape**. Paul Brown is coordinating the city’s declaration of World Polio Day on October 24, 2017 to be announced at the city council meeting on Oct. 23rd. We hope for a good showing of Rotarians. There will also be a live streaming of the RI polio eradication festivities from Washington State at Temperance in collaboration with the noon Club. We need to get press releases out and FB publicity.

--**Keep the Taste of Evanston FB page lively** by posting items about our sponsors and restaurants on a regular basis. This effort would have to be coordinated and tracked so that we cover everyone at least once and avoid favoring any particular partner too much. It could be as simple as checking in on FB when eating at a partner restaurant and taking a photo of your table and the food. We need to build a team, and develop a plan and tracking system.

.**Foundation Treasurer’s report: Marisa Naujokas**

The current balance in the Foundation account is $50,579.94.

We are still waiting for checks from a few TOE sponsors, thought the checks might be in the PO box, just not in my hands. The Club just received the Northwestern University Taste of Evanston sponsorship check. .

Other notable disbursements or income:

* International Service Committee disbursed $1,250 for two projects.
* Rotary Means Business costs ($280) were dispersed for their 9/21/2017 event, most of which was covered by fees collected at the event. Zbig and Yves decided they will no longer hold RMB meetings due to lack of sufficient interest. That leaves $832 intended for RMB that they will not spend. This money will stay with the Vocational Committee toward fully funding their budget request (“dream level”).
* The tree planting implemented last week will cost about $1,100. Zbig’s plan is to plant as many trees as monies raised allows in our joint effort with the noon Club.
	+ I propose that one Club process all of the donations and bills from both Clubs through one account, and I’m willing to do that.
	+ We need to decide how/whether to split the $1,100 cost from this first round planting between the two Clubs. I propose that we split the bill proportionally based on membership.

**Rotary Foundation: John Osterlund**

 No report was made.

**Fundraising report – Steve Steiber**

Steve reported that Flower Power raised $343. The fundraising committee (Marisa, Steve Carlison, Bruce Baumberger, Joan Borg, and Steve Goranson) met October 16 and is working on promotional materials for the holiday sale, updating the Club website to make it more user friendly, and trying to get more members involved.

**Community Service Committee – Elaine Clemens**

 Thank you to Linda Gerber for coming to share with us information about the Taste of Evanston process and ways that our committee can help the ToE committee.

Things discussed at the October meeting:

Ten Rotarians and other community members cleaned Lighthouse Beach, under John Searles' leadership. John is "retiring" from this responsibility. Thanks, John, for all the years you headed up this community project.

Ten Rotarians recently bundled diapers at First Methodist Church, organized by Susan Prout. Thanks, Susan!

Neil Gambow announced at our meeting this morning that for the next 2 weeks, members are invited to bring old eye glasses that will be donated to St. Nick's church and will be taken to Bolivia. Thanks, Neil, for organizing this.

Jean Saunders reported that 20 trees were recently planted by 7 of our Rotarians (+ noon members) in Evanston parks.

In November, Kate Collinson will head up the collection of children's winter hats and gloves for ESCCA.

The committee has been contacted by First Night to help defray cost for tickets that are gifted to clients of social agencies so that they can attend First Night. The committee voted to donate $500 to First Night.

The committee voted to set aside $10,000 for spring grants, and to set aside $5,000 for a community service discretionary fund for things that might come up that we would like to financially support but would not fall under our grant process focus.

NEXT MEETING WILL BE HELD AT ELAINE'S PLACE ON TUESDAY, NOVEMBER 14.

Most of the meeting time in November will be spent on discussing the grant process, and ways to update that process. At last night's meeting, we discussed topics that we would like to include in that discussion.

**Program Report - Fran Caan**

There was no report; however Marv raised the issue of whether the Club has successfully rescheduled speaker David Hirsch who was unable to make a presentation because the Club had cancelled the meeting at which he was scheduled to appear due to the picnic.

 **Young Leaders Committee: Mike Merdinger**

 Mike reported that he is meeting with the noon Club on coordinating efforts with respect to students. Mike also reported that we have funding for one Rotary outbound exchange student, but we have two qualified candidates. He will reach out to another Club to sponsor the second student.

**Vocational Service: Kea Gordon**

Kea reported on JJslist and its training program for those with disabilties. She also said we are interested in a March panel with a Northwestern University sociologist highlighting local non-profits doing vocational training.

**International Service: Linda Gerber**

 Linda reported on three grants that were approved at a September 25 meeting of her committee totaling $4075.

**Club Service – Helen Oloroso**

 This is the summary of Club Service Committee activities:

1.  Club Service has provided the members with the framework for considering a third option to the opening ceremony for meetings:

a.  Sing America the Beautiful/recite the Pledge of Allegiance;

b.  Recite a Rotary "Statement of Purpose" developed by the Club;

c.  Do nothing.

   The consensus of those present at the last Club meeting deferred to the President to open the meeting according to his/her preferred practice.

2.  The next fellowship dinner for the Club will be at 6:30pm on Wednesday, October 25th at Jennifer's Edibles Restaurant in Evanston.  Seating is limited to 12 people sign-ups are underway.

3.  Brad and Tiffany Weiss have agreed to host the Club's Holiday Party and discussions are underway as to a date.

4.  Three new scribes have joined the rotation:  Neil Gambow, Kathy Tate-Bradish, and Jean Saunders.  Katherine Adams-Delgado will join the team after her maternity leave ends and she is able to return to meetings.

5.  New AV equipment will need to be considered by the Club:  projector (at least the bulb) and speaker system both need to be replaced.

**New Business for Discussion**

A further discussion was held concerning the proposed budge and balancing that budget. The budget passed unanimously; however, per Marv, it is now subject to further review.

A further discussion ensued over offering a breakfast-only option to Club members and the impact of such an option on the Club’s expenses. Steve Steiber offered to do a study to determine the level of interest in such an option and how it would impact the number of members paying for a full breakfast and overall membership levels.

The next meeting will be held on Monday, November 20 at 7:00 p.m. in the Board Room of the Hilton Garden Inn.