



Lawrence Central Rotary
Quarterly Planning Meeting

April 12, 2017

1. A survey was emailed to the membership last week to vote on purchasing the Lawrence Kids Calendar (LKC) and to poll how they may be willing to help. Some members didn't receive the survey and it was suggested that we contact members to increase response. Jim Peters, Kate Campbell, Steve Lane, Lynn O'Neal, Fred Atchison, Audrey Coleman, and Shelly McColm volunteered to contact those members that haven't responded to the survey and answer any questions they have regarding the survey. Shelly will assign names to the volunteers today as we would like to have all members respond as soon as possible.
2. Steve Lane reminded the club the upcoming Community Bike Ride (CBR) is July 15 and rain date is July 16. The Roadshow for members and sponsors will be June 7. This year the rides will start 30 minutes later, 8:30 for longer ride and 9:00 for family ride. Steve reported thus far we have raised \$3250 in sponsorships and Kendra Kuhlman reported she has been in touch with four additional potential sponsors.
3. Audrey Coleman reported the board reviewed the purchasing agreement and bylaws for the LCR Foundation(LCRF). To purchase the LKC, the board determined we need a 501c3 Foundation. Paul Davis has been hired to set up the LCR Foundation and create LCRF bylaws.
4. Audrey C. met with Beth McKeon (current owner of LKC) yesterday. Beth reviewed the technical parts of the website, MailChimp account, and Wave account for invoicing. The LKC also has Facebook, Twitter, and Instagram accounts. Beth will meet with a few members on Saturday to guide us through the weekly curating and email compilation. Weekly emails from LKC are sent to subscribers on Sundays at 8 pm.

Beth has training documents and videos she will share with the club. Beth's deadline for posting each week is 5:00 pm on Friday.

5. How the LCRF money will be allocated has yet to be determined. The LCRF board will have six members and plans to meet quarterly after LCR weekly meetings.
6. Audrey listed tasks that need to be accomplished prior to closing if we purchase the LKC:
 - Go Daddy account set-up
 - Review and execute contract
 - Asset transfer and trouble-shooting
 - Hope to close April 17
7. After purchase:
 - Development committee needs to make a plan for the next 8 weeks (through July). They need to decide which companies to contact and when to contact. They will work with the Project Manager to schedule time to meet with Beth.
 - Marketing/Outreach committee will create a simple flyer incorporating the LCR logo. They will also review the website and make recommendations to update branding. Some upcoming opportunities include an event May 6 at the Humane Society and June 3 at the Lawrence Public Library Summer Reading Program.
 - Administration concerns are: insurance for the website, disclaimer for the website. Tobin Neis volunteered to research standard Terms and Conditions.
8. Survey responses regarding how members are willing to help with the LKC website are as follows:
Manager- Audrey Coleman
Development- Jim Peters, Jim Evers, Bob Swan
Curator- Kate Campbell, Shelly McColm, Lynn O'Neal, Kendra Kuhlman
Web Admin.- Tobin Neis, Jay Holley
Outreach- Fred Atchison, Kendra Kuhlman, Steve Lane, Margaret Weisbrod-Morris
Foundation- Audrey C., Janis Bunker, Fred A., Jim P., Steve Lane, Kate C., Jim E., Stephen Mason

Respectfully submitted, Shelly McColm