



Lawrence Central Rotary Board Meeting  
Dole Institute, 2350 Petefish Drive, Lawrence  
March 5, 2019

1. Members present: Audrey Coleman, Megan Richardson, Fred Atchison, Jim Evers, Paul Radley, Shelly McCollm, Stephen Mason, Lynn O'Neal, Chip LaClair.
2. The meeting was called to order by President Audrey Coleman.
3. Minutes were reviewed from the February 5, 2019 Board meeting. Megan moved the minutes be approved, Jim seconded and the motion passed.
4. Treasurer's Report, by Megan Richardson:

- February Income:

Dues	\$519.00
Lunch guests and meals	\$66.00
Happy Dollars	<u>\$94.40</u>
Total	\$673.40

- February Expense:

Intuit- QB online	\$20.00
The Eldridge	\$825.14
Downtown Lawrence, Inc. annual membership	<u>\$150.00</u>
Total	\$995.14

- Checking Account Balance \$4596.83
- Savings Account Balance \$4534.03

- Outstanding dues as of February 28, 2019 \$235.00
- Outstanding Checks totaling \$776.60
- Jim Evers will handle bank deposits in Megan's absence the next couple of weeks.
- Fred moved and Jim seconded a motion to approve the financial report. The motion passed.

5. Membership Report, by Jim Evers:
  - Megan reported that Kendra Kuhlman will be moving to Manhattan this summer. If we do not receive a request to transfer her membership by June 30, we will remove her from our membership prior to invoicing for RI dues.
  - Jim reported he spoke with Michelle Derusseau and she is unable to attend many LCR meetings due to conflict with County Commission meetings. She will attend when she is able and wants to continue membership.
  - Recent speaker, Lorie Vanchena, from the Max Kade Center at KU indicated an interest in membership in the future.
  - Paul Davis is another prospective member.
  - Shelly reported the issue with our membership on Club Runner vs. Rotary International has not been resolved.

6. PETS Report, by Stephen Mason:
  - Stephen felt well-informed as an incoming President compared to others at the training due to Foundation information from Michael and education from Audrey and past presidents.
  - Clubs were divided by size and those of his group will stay in contact.
  - Marketing campaign and branding seems directed at District and Zone level- billboards and PSA's, etc.
  - Governor-elect owns a brewery and plans to have a "Pints for Polio" event(s).
7. Birthday Dinner tomorrow night at S&S Artisan Pub and Coffeehouse
  - Will celebrate birth of LCRCF with obtainment of non-profit status.
  - Lynn O'Neal printed photos of the club since it's founding and will pass them around tomorrow. He will also bring Charter document.
  - Lynn will take a group photo of members tomorrow night.
  - Audrey wants a special edition of Happy Dollars with theme of why we are happy to be in the club. Shelly volunteered to start the discussion.
  - \$500 budgeted for the dinner. Plan 2 members will pay \$12 and guests are covered by the club.
8. St. Pat's Committee Report by Stephen Mason:
  - Meeting tomorrow at noon.
  - Current committee members are Janis, Lori, Scott, and Stephen.
  - Audrey suggested having a point person from the club for each event and getting people involved.
9. LCRCF/LKC update by Chip LaClair:
  - Set up an operations team consisting of tech, marketing, and curating.
  - Drafted LKC Technology Roadmap including Long-Term Goals and Strategy, Architecture, Current state, Short-Term Roadmap, and Long-Term Roadmap.
  - Drafted LKC Marketing Roadmap including Long-Term Marketing Goals and Strategy, Pricing Strategy, Outreach and Advertising Strategy, Short-Term Roadmap, and Long-Term Roadmap.
  - Met with Jay about tech and he is adding a "Donate" button to the website soon for the LCRC Foundation.
  - Feels social media is an untapped resource for the LKC. Sent an email to Rotary Prime members to find a member that may be interested in helping.
  - Site stats-Google analytics was knocked offline. Started a new account to track.
  - Mail chimp open rate is 40% and that is very good.

#### OLD BUSINESS:

1. New dues form is on club website.

#### NEW BUSINESS:

1. Eldridge meeting site- Megan:
  - Eldridge is increasing the charge per person to \$11.00 plus gratuity and tax. The charge has been \$9.43.
  - Eldridge requested members RSVP so they don't waste food.
  - There have been set up issues recently, screen not up, light bulbs out.
  - Megan requesting more variety in food choices and faster replenishment of food.
  - May check prices with other businesses.
  - Megan will meet with Pam Van Roekel and report at next meeting.
2. Projector issues
  - Failed recently
  - Small image on screen and very pixelated
  - Chip may have an old projector we can use.

3. Fred suggested new method to recruit for committees.
  - At his former club in Manhattan, each year the incoming President passed around a list of committee work and members were expected to sign up for committees or they were assigned.
  - Method to get new members involved soon after joining the club.
  - Our club doesn't have training or orientation for new members.
  - Discussed asking for additional information on membership application to see skill set.
4. Audrey/Stephen working on club meeting calendar through December 2019.

Next LCR Board meeting will be April 2, 8:00 am, at the Dole Institute.

Respectfully submitted Shelly McColm