

Putnam County Rotary
Board of Directors Meeting
January 20, 2004

Board Members Attending: Lana Newhouse-Taylor, Don Broyles, Richard Slater, Tom Midkiff, Sam Sentelle, Peter Faulkner, Mary Keely, Cheryl Rust

Board Members Absent: Tom Moore

Lana opened the meeting by stating that she and Don, as co-chairs for the Fund Raising Committee, had met that morning, and suggest that our mission statement be "Mission Possible." The members present agreed. Lana and Don want one of the goals of the Fund Raising Committee to be that our Annual Golf Tournament raise \$10,000.00 for the club. That goal will include a challenge by Lana for each member to become a "hole sponsor" for \$150.00. Lana will provide a chart that will track the income for our golf tournament.

The board discussed possible new members for the Board of Directors since we now have a vacancy.

Lana stated that we need to pursue a donation to the local food pantry. Tom has been unable to make contact with them, and Don has had difficulty with communication as well. We will continue to provide support for their mission if possible.

Rick presented the information for the Public Relations Committee, noting that his daughter helped prepare the colorful brochure that was presented. The Public Relations Committee is defined as:

Objective (Mission): To enhance the visibility and notoriety of the Putnam County Rotary Club via the prudent use of our website, limited advertising of events, and utilization of various media outlets to highlight our working agenda.

Process: In order to achieve the goals and aspirations of the Putnam County Rotary Club and to achieve the ultimate success of making gainful contributions to the community around us, we resolve to:

Enhance and refresh our Rotary website

- Challenge navigation
- Improve and update the content
- Provide names of all members
- Add "Lists of Accomplishments" section

Engage in the use of limited advertising

- Publicize important events
- Use free medium where available

Intelligent utilization of Media Resources

- Use of Daily Mail & Gazette to announce speakers
- Make contacts with TV station for our premium events
- Work in conjunction with membership committee to explore mediums to actively recruit and retain our Rotary volunteers

Putnam County Rotary – Join us for a Fresh Start!

At the rollout next week, Mary will need to provide a list of current members noting committee assignments of members who have already volunteered to participate on specific committees. She will also provide a one-page summary of the new structure of our four committees. That information will be compiled and sent to the Board members for their approval prior to our "rollout."

Mary noted that we have received the membership application of Jacquelin S. Chaney, Director of the Putnam County Library. Her name will be read at the next two meetings before being accepted into membership.

Lana noted that she still does not have information on the cost of the Y project that she is supporting. However, she will have more information following their board meeting this week. She would like for our club to financially support the purchase of items that are not provided by Parkline in their construction.

A discussion was held on the process of engaging the committees. The consensus was that committee meetings need to be scheduled outside of our regular Rotary meetings. Reports of the activities of the meetings will be presented at our regular club meetings least every two months by allowing a few minutes for each committee to make a presentation. The first report of our committees will be held on April 6th. Committee reports will be presented every two months following.

Lana noted that we would hold our Annual Installation of Officers at a regular noon meeting during June; the date will be chosen later.

Meeting adjourned at 1:50 PM