



Lawrence Central Rotary Board Meeting
1515 St. Andrews Drive, Lawrence

September 5, 2017

1. Members present: Fred Atchison, Jim Evers, Michael Steinle, Megan Richardson, Stephen Mason, Shelly McColm
2. Minutes from the last board meetings (Aug. 1, 2017 and Special meeting Aug. 16, 2017) were reviewed. Jim Evers moved the minutes be approved, Michael Steinle seconded the motion, and it was passed. Shelly McColm reported that minutes from the past year (7/16-6/17) were moved to the “Archived Documents” section on the LCR website and reminded everyone this year’s minutes will be in the Club Documents area.
3. Treasurer’s Report by Megan Richardson
 - Checking balance \$2812.49
 - Savings balance \$6437.59
 - Outstanding debt \$1267.29
 - Outstanding dues \$1305.00
 - Checking balance expected after expenses and dues collected:
\$2572.29
 - Surface Pro computer was purchased from Tobin Neis for \$300, which was approved at LCR Special Board Meeting 8/16.
 - Megan reported that this time last year we arranged for an audit of the Treasurer’s books to be completed by Janis Bunker. The board agreed we would like Megan to ask Janis if she is willing to perform an audit this year, also.
 - Last week at our regular meeting (8/30) we voted to send all of the Happy Bucks for this week, as well as last week, to victims of Hurricane Harvey.

4. LKC Update via email report from Audrey Coleman

- TRANSFER. Final transfer of LKC website from Beth McKeon's site to our own is scheduled for this Friday. Thanks to Tobin Neis for making this happen.
- CURATORIAL. Team is meeting this week to discuss post criteria and policies. Lots of new questions as sponsor commitments are made and unsolicited posts are submitting. These are all good problems to have, but just need to be worked through.
- DEVELOPMENT. We celebrated \$5000 in commitments and Jim Peters shows no signs of stopping! Optimistic at least two more large accounts will come in, including HyVee.
- MARKETING. Tobin is experimenting with Facebook as well as MailChimp integration with social media to boost visibility.
- OUTREACH. Audrey will man the LKC table at the bike ride next week. LKC flyers will be posted with upcoming bike ride flyers.
- September 27 LKC will present to ICE at Wednesday meeting.
- FUTURE CONSIDERATION: We are soon ending this first phase of implementation. We need to make plans for next phase of development, as well as marketing.
- Audrey recommends that future development plans, at minimum, if not also large-scale marketing and technology upgrades be passed to LCRF board for consideration and approval.
- FUTURE LCR boards will want to make plans with the foundation funds. We will want to make projections that we are all on board with and, as much as possible, support with individual action.

5. Other LKC discussion:

- Jim Evers suggested that we wait a while to allocate funds until we have received more income.
- Stephen Mason added we may have a lull in ads after Christmas, as companies tend to scale back spending that time of year.
- Jim Evers reported the development team is working to start selling Sponsored Posts on the website.
- Jim E. mentioned the possibility of adding a separate page on the website for day trips, like Science City, the Children's Museum, Royals Family Days, etc. Jim thinks these organizations would value the visibility on our site. Tobin Neis assured Jim E. that a new page would

not be a problem to add after LKC is transferred to our site and he has control.

- Fred Atchison mentioned he is encouraged by how LKC is progressing!

6. Shelterbox Update

- Fred reported that Lynn O'Neal heard from the District that our ShelterBox grant was approved.
- Thanks to Lynn for completing and submitting the grant again this year.

7. Membership update

- Plan a New Member Panel Discussion for new members Bob Ramsdell, Chip LaClair, and Kevin Kressig possibly at Oct. 4 Quarterly Planning Meeting.
- Gina Meier-Hummel will not be joining our club at this time.
- Fred would like new members to be taken for coffee by existing members to discover their expectations of LCR membership and determine how they would like to get involved with the club.
- Jim E. suggested we assign a mentor for each new member, possibly the member that invited them.
- Megan volunteered to mentor Kevin Kressig.
- Janis Bunker has met with Chip LaClair and a friend with mutual interest in piloting.
- Stephen Mason reported that Kade Meyer was referred by the Prime club as possible new member.
- Sally Zogry from Downtown Lawrence, Inc. has indicated Kate Blocker from Express Pros may be interested in membership.

8. Club Documentation

- Fred would like to explore documentation about the history of our club.
- The presenter at last week's meeting was Andrea Norris from the Monday club, Andrea spoke about the history of the Lawrence Rotary Club, which is celebrating its 100th Anniversary this year.
- Kate Campbell and Fred have discussed asking Nancy Hause to research the history of LCR.

9. Rotary and Friends Mixer

- Will be held Oct. 12 at the Rotary Arboretum from 4-7 pm.
- Funds raised will benefit the Arboretum.
- Poster was created by Christina Ostmeyer from the Prime Club.

- Tickets will be \$20 and will sell at each club's weekly meetings and at the door.
 - Will have three local wineries with samples, as well as live music.
 - Megan suggested advertising the event in the District Newsletter.
10. Upcoming Events:
- Christmas Party which Janis Bunker has agreed to organize again this year.
 - Adopt-a-Family for Christmas. Megan volunteered to help with this and Jim E. will get find a suitable family for our club to adopt.
 - Salvation Army Bell Ringing. Fred will ask if Vern Brobst will organize for our club again this year.
 - Fireside dinners Ideally held in February or March. No details as of yet and still seeking volunteer to organize.
11. Next meeting: Oct. 3, 2017 at 8:00.

Respectfully submitted Shelly McColm