**The Rotary Club of Lebanon (Noon)**

**Board of Directors Retreat and Planning Meeting**

**Held at Working Man’s Winery, 402 E Main St, Lebanon, TN 37087**

**Tuesday, June 25, 2024**

Susan called the meeting to order at approximately 5:25 PM and asked Cynthia Seifert to give the invocation.

In attendance: Susan Shaw (President), Andy White (immediate Past President), Lyn Williams (President-Elect), Greg Butler, Rusty Richardson, Gaye Lynn Wilson, Larimore Warren, Scott Harris (Fundraising Committee), Cynthia Seifert, Kaileigh Dunn (Public Image Committee), Scotty Ricketts.

Directors unable to attend: Elaine Nawiesniak, Amanda Crowell, Jason Lawson

Committee Chairs unable to attend: Whitney Simpson (Public Image), Ryan Bennett (Service Projects), Bob Daniel (Membership)

Susan opened the meeting by welcoming all directors and committee chairs. Dinner was provided by Demeter’s Common and the key lime pie dessert was from Costco’s. Our host for the evening was Working Man’s Winery, owned by Rotarian-to-be Connie Kondrat.

Susan shared the meeting’s multi-purpose of gathering the new team together, hearing and discussing the RI Action Plan and discussing the Club’s potential activities and fundraising.

Under the heading of “Committees”, Susan noted that both the Service Projects Committee (Ryan Bennett) and the Membership Committee (Bob Daniel) need more Rotarians as members on those respective teams. Susan asked those present to think about who would make a good fit on each committee. It was discussed that we need to be more intentional about reaching out to our existing members and our new members so that all are “hyperaware” of our Club’s significant activities and events. Greg Butler will serve as Event Budget Manager to help take a load off of Rusty. Susan also noted that as President-Elect, Lyn Williams is responsible for the weekly programs. Every attempt will be made to line up program speakers with the timeline of Rotary International themes. That said, all are welcomed to bring program ideas to Lyn.

Under the topic of “Rotary Action Plan”, Susan reviewed several points:

1. Rob Dansereau, our 2024-2025 District Governor, will visit our club on Tuesday, July 30. We need to attend this meeting if at all possible. Rob will be in Lebanon for the day so we may schedule a meeting with community leaders (Mayor Hutto, Mayor Bell, John McDearman, Judges Hagan and Daniel, Clark Boyd, Mark Pody were mentioned).
2. The 2024-2025 RI theme is “The Magic of Rotary”, which led to much discussion on “how do we make it magic”?
   1. Post funny videos on social media, < I minute
   2. Post fair booth selfies
   3. Post on Instagram and TikTok.
3. Club Experience Matter Most and Growing Membership for Greatest Impact (interesting speakers on a variety of topics from business, government and non-profit, overcome normal 15% attrition)
   1. Invite younger guests as potential members
      1. Invite Regina Girten (Gaye Lynn Wilson)
      2. Reach out to businesses not represented in our membership
      3. Kenny Sallis leads the Chamber’s “Young Professionals”. Reach out to that group.
   2. Target “classifications” not represented in our membership (such as manufacturing)
   3. Using a picture of the Badge White Board, contact those members (retention effort)
4. RI Action Plan: (overall, to initiate goals to increase our impact, to expand our reach, to enhance participant engagement and to increase our ability to adapt). With these overarching desired results, we discussed 2024-2025 Club Goals:
   1. Consider social media action groups and fellowship groups, the latter a collection of those with similar hobbies and/or interests)
   2. Promote use by our membership of “My Rotary” (RI) and “DACdb” (district Rotary database).
   3. Add QR codes to picnic tables at fair booth (teaser ads to generate interest in joining Rotary).
   4. Continue work on Authors” Grove grant project, “Read to Succeed” project and “Dolphin Tank with LSSD.
   5. Continue Christmas Basket for Seniors
   6. Continue Neon Bus (stuff the bus project)
   7. Discussed a “Member Care” committee to formally reach out to members who have experienced significant “life” events, including significant Rotary achievements.
   8. Discussed this year’s “Bourbon & Bacon” event, currently planned for October 25, 2024 at Tucker’s Gap. Follow-up planning meeting is needed ASAP.
   9. Fair Booth Service – the SignUp Genius has been distributed. August 6, 2024 at 4:00PM is a planned work day to get the booth ready for the fair, with final walk-through on 8/13/2024. Bobby Naylor and Mike Kurtz are the booth leaders again this year.
   10. In planning next year’s golf tournament, need more buy-in from club members, as well as more help with its planning, fundraising and implementation.

Unless special-called meetings are necessary, meetings of the Board of Director are held at the First United Methodist Church in Lebanon from 11:00am – 12:00pm on the third Tuesday of each month, right before that Tuesday’s regularly scheduled Rotary Club meeting.

President Susan Shaw rang the Rotary bell at 7:40PM and the meeting was adjourned.

Respectfully submitted,

Greg Butler