

Rotary Club of Green Valley
Board Meeting Minutes
Regular Meeting Tuesday, March 17, 2009

I. Call to Order: President Jerry Ochs called the meeting to order at 1:13 PM at St. Francis.

Attendance:

x Jerry Ochs	Pres.	x Mike Pease	Secretary	x Becky Roberts	Membership		Guests
Mark Dugan	Past Pres.	x Jim Mack	Treasurer	x Ray Colony	Admin		
x Mitch Salyers	Pr. Elect	x Donna Gallagher	Service	Fr. Mike Shay	Foundation		
x Joyce Finkelstein	VP	Noble Rose	PR				

II. Secretary's Report – Michael

- a. February minutes approved as presented, msc.
- b. Board accepted resignations of Will Bennett and Maureen McCarthy.

III. Treasurer's Report – Jim Mack

- a. February report from Terry Cogan in error (repeat of January). Will update at next meeting.

IV. President's Report – Jerry

- a. Foundation approved new memo of understanding. 10% of income from Brats, Ebooks, and Spaghetti Spree will go to Foundation, the rest into Club treasury.
- b. Jim Nelson, VP nominee, will go to Leadership Institute April 18. Kathy Simpson is interested in the future.
- c. We won't earn a Presidential Citation this year – we've lost as many members as we've gained.
- d. Food Bank fundraiser ran into difficulty organizing entertainment, so food and donations will just be dropped off.

V. President-elect Report – Mitch

- a. MedianGreen safety program will be this week. We'll give them the check and sign papers.
- b. Jim Nelson nominated as VP in 09-10. *Michael will email Noble.*

VI. Vice-President Report – Joyce – no report

VII. Directors Reports

- a. Administration – Ray
 - i. 24 signed up for social
 - ii. Ray has birthday and anniversary list from Joyce for the next 2 weeks.

VIII. Service Projects – Donna

- i. International Service -- \$1350 going to District for Adopt-a-Village.
- ii. Adult Literacy asked for \$2100 to pay costs for 3 new citizens. Board approved \$675 for 1.
- b. Foundation Representative – Fr. Mike
 - i. Paul Harris point transfer tabled until next meeting.
 - ii. All-time contributions \$343,169.47. Current member contributions \$111,262.00.
 - iii. Club has 4,272 recognition points. Current members have 52,302 recognition points. Former members have 84,788 points.
 - iv. To date \$6125 toward our \$9,000 goal, right on target.
- c. Membership – Becky – no report
- d. Public Relations – Noble –
 - i. Michael forgot to email report with Board minutes. Will follow up after meeting.

IX. Old Business – none

X. New Business –

- a. Michael will take a good look at feasibility of ClubRunner.
- b. District dues are up to \$48 but due in 2 parts, \$28 in July, \$20 in December.

XI. Adjournment: 2:18 PM.

Date: March 9, 2009
To: Mike Pease, Sec'y
The Rotary Club of Green Valley
From: Noble Rose
Re: Public Relations report

Activities since February 17, 2009

Wrote up PR piece re: Joyce Finkelstein's February 10th club program

- Consulted with Joyce asking for some personal commentary on her years at GVCCC
- Forwarded the piece to Dan Shearer, Editor of the GV Sun as I had said I would
- Dan responded it would be published, probably Wednesday February 25th
- To date, it has not been published

Spaghetti Spree

- Ads in GV Sun were published twice as previously discussed
- Median signs apparently not used - The cost of these need to be amortized anyway possible
- I forgot to get an article on the Spaghetti Spree in the GV Sun - Once we advertise, this is a foregone conclusion
- Information sent to Joey Lessa at KGVY

What's Happening section in the GV News

- Sent Pat Rueter information on all programs (March 10th through April 28th)
- Thanks to Anndrea for planning so well ahead

KGVY PSAs

- Joey was copied program information through April 28th also

Quail Creek presentation 02/24/09

- Informed Dan Shearer the program lacked historical content as billed and was mostly a sales oriented talk
- Suggested he might be interested in a story tying Dave Sirota's real estate expertise as commentary on the apparent success of QC
- Also suggested Ellen Sussman, as a resident, might be interested in writing about QC success

George Hanson presentation 03/17/09

- Informed Dan Shearer "this should be a biggie." See what happens
- Called Dave Appleton to see if the Symphony PR people could supplement anything I might write
- Told Dan Shearer he would be welcomed as my guest anytime

Dick Walden (President FICO) presentation 03/31/09

- Informed Dan Shearer this program would be one of great interest
- History:
 - Previous owners of the Continental Farms included Bernard Baruch, Queen Wilhelmina and Joe Kennedy
 - Jan Walden, an environmentalist and former chief of staff to Senator Bill Bradley

Work in Progress - I have been pushing these PR pieces since I took over PR in late 2008

- Thailand - Father Mike to write the story after Gene Friesen and group returns from Thailand in March 2009
- Niger (Plumpy'Nut now a water project) to be written by Sojourner Jill Leach
- Now awaiting final story (Dr. Tom's) - Jill probably not available
- Niger (Tilton's project) - Not local enough - no story here

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