Minutes of District 5500 Corporate Board

Third Quarterly Meeting

February 10, 2020

The quarterly meeting of the District 5500 Corporate Board was called to order by District Governor Ellie Patterson at shortly after 4:00 PM. As we were nearing Valentines’ Day, DG Ellie asked each person present to tell when and where we fell in love with Rotary.

**Attendance:**

Corporate Board Members present:

* Ellie Patterson, DG
* Diane Ventura-Goodyear, DGE
* Joe Hentges, PDG, Vice-Governor
* Kirk Reed, PDG
* Randy Brooks, PDG, Foundation Chair
* Frank Presson, PDG, Finance Chair
* Joyce Finkelstein, Member to 2021, Membership Chair

Also present: Candyce Pardee, District Secretary; Wendy Hobbs, District Governor Aide; Julie Reppenhagen, PDG; Anita McDonald, DG Nominee Delegate.

1. The minutes of August 12 and November 11 meetings were reviewed and approved.
2. Three critical elements—Membership, Foundation, and Brand update:
3. Membership numbers current as of 1/13/2020 showed District membership at 1434 with a net gain of 12. Membership data for 12 years from our Zone showed that 12 years ago our membership in District 5500 was at 1832.
   * Emphasis is on starting new clubs like satellite clubs and passport clubs where the population of the area can support the additional options to membership. Other new models to encourage membership is having special interest focus groups –one example was a hiking club.
   * Membership retention is another area where we need to focus. Joyce, in her dual role as Membership Chair, held a Zoom membership retention webinar on Dec. 12 with 15 attending. This presentation can be accessed through Zoom meeting.
   * Kudos to the Maricopa Club which is now thriving and the Benson Club with membership now at 13. Unfortunately, other clubs are at critical membership numbers.
4. The Foundation welcomed 3 new “triple crown” members—Benefactors/Bequest Society/Major Donors. In addition to these 3 new Benefactors and Bequest members, there were a total of 11 new major donors (8 more over the 3 “triple crown-ers!).

Year to date giving:

* + Annual fund is at $95.93 per person for a total of $136,411.00. 14 clubs are not contributing to the annual fund.
  + Polio Plus-$73,901.00
  + Endowment- $2,000.00

1. Public Image chair Gary Hirsh and committee member Rebecca Craig presented a webinar about FaceBook on February 5 with 18 people attending. Clubs attending received input about their FaceBook pages. Another webinar may be offered in May to discuss common Public Image issues in many clubs.
2. PDG Randy Brooks lead a discussion on microcredit grants. District 5495 offered partnerships on microcredit grants in Mexico. Randy went to Mexico and discovered one example of a microcredit grant was to a tortilla factory that is producing 10K tortillas per week. The interest paid on the microcredit grant is 22%, but on the average would be 10%. Randy explained that the track record for microcredit grants shows a default rate of less than 2%. PDG Frank asked about oversight on the loans. Randy stated that there is oversight—the Mesa and Valley Verde clubs monitor 10% of the microcredit grants and Micro-Finance Institution (FinReg) also provides monitoring. The Micro-Finance Institution indicated the possibility of expanding more into Sonora Mexico including possible areas of Agua Prieta, Guaymas, San Filipe and Puerto Penasco, depending upon finding Rotary partner clubs in Arizona and the determination of the annual project reviews in October. Gary will be approaching clubs about the opportunity for microcredit donations. Randy suggested trips down to Mexico to encourage participation. PDG Kirk moved, Joyce seconded to approve the microcredit concept. Motion passed.
3. Follow-up on the SW Rotary PETs training: 43 presidents-elect were present (well, maybe 42 because the Globe Club sent 2 since they couldn’t decide on which one would be president and which would be president-elect). Joe and Randy commented favorably about PETs this year. DG Ellie echoed the comment from Zone 2617 RID Johrita Solari, “MEMBERSHIP, MEMBERSHIP, MEMBERSHIP!”
4. Comments and requests on District 5500 events that took place since the November meeting—RTEP, RLI, RYLA. Great comments from the RYLA participants (once they got over the shock of turning over their cell phones). The Ride to End Polio had 125 (I wrote lawyers—but I’m pretty sure it is “riders”)—the Ride is not losing riders, but it is losing donors. The indoor ride was popular for those not up to the ride.
5. Openings for Leadership Positions: PDG Anne Fisher accepted the Peace Fellows chair, but other openings include: RLI Chair, Youth Exchange Inbound Coordinator. Filled positions are: Rotaract Co-Chairs are Mike Kloehn and Tom Nelson; RYLA Chair is **MR**. Page Misenhimer from the Yuma Club.
6. DG Ellie reported that she had completed her DG visits to all the clubs—and that this was the most enjoyable part of the District Governor position.
7. The RI Convention is scheduled in Honolulu, HI—and to date 58 Rotarians and guests from D5500 had registered. There had been 23K paid, 3K unpaid and 1,000 hotel rooms left.
8. Upcoming projects:
   * 4/4: Day of Peace
   * 4/18: 4 Way Test Speech Contest
   * 4/25: Rotarians at Work Day—Rotary Clubs having signature service events are encouraged to hold them on 4/25.
   * Peace Projects—need to get job descriptions of what is being done, who is leading each club’s peace project.
   * Partnerships—Toastmasters? Others?
9. Miscellaneous items: Next meeting would be May 11, 2020. DGE Diane indicated that her installation would be at the Arizona Sonora Desert Museum on June 28. Further details would follow.
10. **Adjournment.** With no additional old or new business being brought up, meeting was adjourned by DG Ellie at 5:00 PM.

Respectfully submitted,

Candyce B. Pardee

District Secretary, 2019-2020