



**Rotary District 7690
Executive Committee Meeting Minutes
September 14, 2023**

- I. Call to order: The in-person meeting was called to order by Van Lankford, DG at Pinewood Country Club at 9:00 AM.
- II. District 7690 Executive Committee members present:
Voting members: Debbie Scott, IPDG; Van Lankford, DG; Ron Pierce, DGE; Chris Justice, PDG; James Gouty, DRFC; Jon Spillman DRMC; Randy Perkins, Vice Governor; Andy Chused, Dist. Treasurer, Mark Brandon, DGN
Non-voting members: Cathy Harpster, Gov. Aide; Steve Dolat, Dist. Admin; Brent Holmes, YS Chair.
- III. Approval of last meeting minutes (July 13, 2023): The minutes of the last meeting were presented. Chris Justice moved to approve the minutes, James Gouty seconded the motion and minutes were approved.
- IV. Reports from Committee Members
 - A. Foundation Report: James Gouty, DRFC
 1. The Rainbow Report was presented. It was noted that the annual fund has dropped in the last 5 years. Almost all the reduction can be attributed to reallocation from the district annual share fund to the polio plus fund. There was a discussion about Paul Harris Society and the suggestion was made to talk to club members about invoicing \$85 / month to reach \$1000 per year. There was also a discussion about splitting giving between local club foundations and the district rotary foundation.
 2. An update on the Fall Foundation Training seminar was given.
 3. The Return Policy on carryover from the DDF will change in 2024. Any money not used after 5 years will not be able to be rolled over as it was in prior years. Most members felt this should not affect our district because we distribute our funds, and they are used for the intended purpose long before 5 years elapsed.
 - B. Membership Report: Jon Spillman, PDG, DMC
Jon stated that membership for the past year has been excellent. Our district placed second in a region that was the best in the nation. Jon attributes most of the membership growth to the 12 innovative clubs. The recent Membership Summit was a great success. He has received the membership plans from 44 of 46 clubs. He plans to keep in touch with the clubs and monitor their progress. The membership report is attached.



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- C. Youth Services Report: Brent Holmes, YS Chair
 - 1. Brent listed the chairs of his YS committee. He voiced a major concern regarding the method of annual reporting of Interact club advisors. For RYLA, a separate bank account has been set up under the district operating budget. We have not confirmed dates or locations for this year's camp. Van has allocated DDF funds for the District Youth Peace Initiative scheduled for January 15, 2024.
 - 2. It was suggested that we hold an Interact / Rotaract Fall Summit. Ron Pierce volunteered to try and find his notes from a previous summit.
 - 3. The full YS report is attached.
- D. Public Image: Tim Johnson, PI Chair
 - Even though Tim was not present, in his written report (attached), he highly suggested each club begin a "Content Ad" fund for monthly ads and unique events for each respective club.
- V. New Business
 - A. District Administrator Replacement Update: Steve Dolat, Crescent Club, was hired as the new district administrator.
 - B. MOP updates on the DG Nomination Process: Chris Justice will have the update ready for the District Training Assembly in May 2024.
 - C. HOPE grants: Van Lankford, DG. Send applications to Tom Corbin
 - D. Satellite Clubs: For Triple Crown recognition, the parent club will not be penalized for having satellite club members. The committee stressed that Satellite club members need to be "rotarized" through more and better orientations. Also, look at an incentive program for satellite clubs through DAA.
 - E. Disaster relief: The Maui donations were briefly discussed. A committee was formed (with Ron as the chairman) to devise a disaster relief policy. It will be presented at the next Executive Committee meeting.
 - F. Super Area for AGs: We decided to eliminate the title "super area".
- VI. Old Business: The auditor for Global Grants will present at the next Executive Committee meeting.
- VII. Meeting Adjourned. Next Meeting: January 11, 2024 (zoom)



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Membership Report

II Membership Results through 8/31/23 - +28

19 Clubs with Positive Growth

	07/01/2023	09/01/2023	Net Gains/Loss
1. Clemmons -	58	62	+4
2. Jonesboro -	50	54	+4
3. Troy -	16	20	+4
4. King-	33	36	+3
5. Randolph	68	71	+3
6. Reynolda	86	89	+3
7. Winston-Salem	156	159	+3
8. E-Club Global	15	17	+2
9. Guilford	38	40	+2
10. High Point	107	109	+2
11. Kernersville	99	101	+2
12. Liberty	17	19	+2
13. Reidsville	38	40	+2
14. Siler City	30	32	+2
15. Stratford	39	41	+2
16. Mocksville	32	33	+1
17. Pinehurst	46	47	+1
18. Southern Pines	82	83	+1
19. Thomasville	90	91	+1

18 Clubs Even

1. Alamance	36	36	0
2. Asheboro	59	59	0
3. Burlington	16	16	0
4. Carthage	30	30	0
5. East Greensboro	12	12	0
6. Graham	22	22	0
7. Greensboro Airport	36	36	0
8. Greensboro	183	183	0



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9. Jamestown	21	21	0
10. Lexington	14	14	0
11. Madison- Mayodan	21	21	0
12. Midstate	36	36	0
13. Sandhills	38	38	0
14. Sanford	39	39	0
15. Southern Guilford	26	26	0
16. Stoneville	14	14	0
17. Surry Sunrise	46	46	0
18. Yadkin County	57	57	0

10 Clubs Negative

1. Downtown GSO	54	53	-1
2. Eden	52	51	-1
3. Furnitureland	40	39	-1
4. Pittsboro	50	49	-1
5. Summit	117	116	-1
6. Yadkin Valley	39	38	-1
7. Gate City	56	54	-2
8. Western Forsyth	32	29	-3
9. Crescent	98	92	-6

III Membership Summit Recap

- 1) 158 people registered
- 2) 46 out of 47 clubs
- 3) 43 Membership Summit Plans



District 7690 Youth Services Committee Report

- Youth Services/Interact Chair – Brent Holmes
- 4-Way Test – Kathy Homiller
- Youth Exchange – Ed ‘Woody’ Woodall
- Youth Peace Initiative – Lynn Thompson
- RYLA – Debbie Scott/Kristi Kinsey

Quarterly Worldwide District Interact Chairs Association Meeting

- ‘How to Create an Interact District Council’
- MAJOR CONCERN - review and revise the current Board Policy regarding the method of annual reporting of Interact Club Advisors, which is resulting in the automatic termination of so many club charters
- Next meeting – November 4, 2023

Virtual District Interact Chair Panel Discussion and Networking Session

- How to recruit students for Interact Clubs?

Zone 33/34 – Who are the Youth Services resources? I can’t find them!

RYLA

- 2024 Dates/Location – TBD
- RYLA Board to meet to confirm Dates/Location

Youth and Peace in Action

- District Youth Peace Initiative – January 15, 2024



Interact

- Interact Clubs
 - 2021-2022 – 10 Active Interact Clubs
 - 2022-2023 – 31 Active Interact Clubs
 - 2023-2024 – 47 Active Interact Clubs
 - Advisor Update Complete – 23 Interact Clubs
 - Advisor Update Pending - - 22 Interact Clubs
 - New Interact Clubs Pending Approval - 2
- Rotary Citation for Interact Club submissions due by August 15, 2023
- September – December 2023 Focus
 - Complete Advisor Update
 - Start Interact Club Meetings – determine goals and action plan
 - World Interact Week – October 30 – November 5
 - District Youth Peace Initiative – January 15, 2024
 - Mount Airy Club (Phillip Brown and Polly Long developing template for other Clubs to use)

Youth Exchange

- Two students sponsored by the **Mount Airy** club, Benjamin Delacruz and Avery Pace, completed short-term exchanges this summer in Italy and The Netherlands, respectively.
- The **Yadkin Valley** club has been assigned an inbound student from Argentina for long-term exchange over the 2023-24 academic year



4-Way Test

- Reviewing feedback to improve 4-Way Test
 - Diversity of judges
 - Scoring/criteria
 - Too many contestants??
 - Conduct Area 4-Way Test
 - Conduct 4-Test for 12 Area Winners
 - Follow-up meeting TBD – Van, Ron, Mark, Kathy, Brent, others??



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#7690 PUBLIC IMAGE

Current Report:

Social Media Growth

At this point our district social media presence is critical. Our official Facebook page is up and operational! The focus of the page, in my vision, is to not only highlight our district. But to provide value to those who come across our page. Engaging as the district's page with other Rotary clubs in our state could come in handy. Using motivational quotes, sharing reels from other rotary projects will give our clubs ideas going forward.

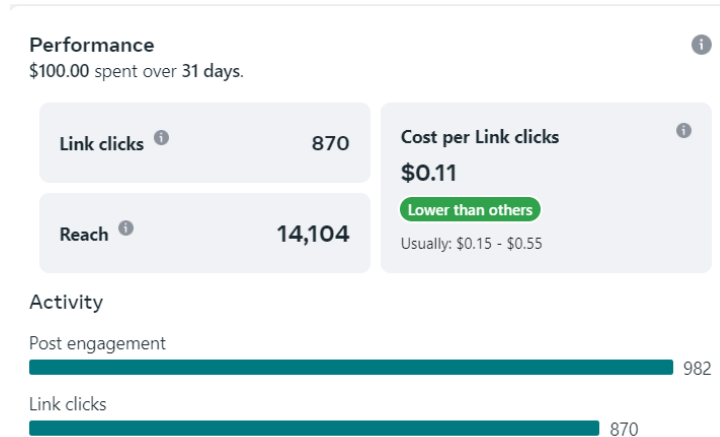
Instagram and YouTube will be the next established platforms. By the DC in April, we will be on **Facebook, YouTube, Instagram & Tik Tok!** These platforms are extremely comfortable for me so training/assisting with other clubs will be easy to do.

Targeting for Membership

Running ads will be a 'must' going forward as well. The better you know the target audience (i.e. working professionals) the more interactions you will gain per dollar.



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I highly suggest each club begin a “Content Ad” fund for monthly ads and unique events for each respective club. Even if they run a \$60 @2/day for 30 days (about 4 and a half weeks), that’s around a thousand folks who just found you.

Outlook Report:

Training Campaign

Our impact as a district hinge on our individual clubs. That means each club needs to have at least 2-3 members that are comfortable with creating content on a smartphone. This will require a training campaign for each club to use for each PI officer for their respective clubs. I will create a video that will be attached to our YouTube channel so a link will always be available. The estimated time of completion should be before Christmas.

Our district needs a podcast! Planning that will take time, but it would be a wonderful way to enhance our social media presence and make our clubs feel relevant in what they do!