

CULTURAL ARTS ROTARY CLUB

Strategic Planning Session



August 24, 2013

“Cultivate Creativity Through Service”

ROTARY INTERNATIONAL - *“Engage Rotary - Change Lives”*

facilitated and reported by
Jackie Ryle



CULTURAL ARTS ROTARY CLUB

2013-14 Strategic Planning Session
Joint CARC and Club Foundation Boards
August 24, 2013

Present:

Jerry Palladino, Club President (Foundation Board)
Laurel Ashlock, Club President Elect and Youth Next Generation (Foundation Board)
Jill Harmon, Youth Next Generation
Karen Eten, Immediate Past President (Foundation Board)
Sandy Silva, Treasurer, Club Service and RI Foundation Liaison (Foundation Board)
Jackie Ryle, Community Service
Sally Caglia and Shirley Savala-Rubiolo, Program
Brook Frost, Foundation Board Chair
Nathan Wahl, Foundation Board

Absent:

Terri Broderick, Secretary (Interim)
Mark Smith, International Chair
Don Jorgensen, Membership (Foundation Board)
Linda Hightower, Vocational Service
Danielle Gilbert, Foundation Board
Tom Amos, Foundation Board
Dave Iwanaga, Foundation Board
Jess Saldana, Foundation Board
Paul Pierce, Board Liaison/Advisor
Richard Lindstrom, Board Liaison/Advisor (Foundation Board)

President Jerry thanked everyone for attending and participating, and stated Jackie would facilitate the session.

To begin the session, each participant shared how long they've been in Rotary, one word they feel in connecting with Rotary, and what they wished to come out of today's session. With some 53 combined years of membership in CARC, the words of meaning for those in attendance were:

Enthusiastic
Grateful
Camaraderie
Pride and Enthusiasm
Cautiously Optimistic
Unique
Accepted and Valued
Unique
Understanding
Exciting

What participants wanted to come out of the session:

Learn about what we do as club; our long range goals

Clear direction for next year

Vision and mission for the club and foundation

Know the mission and vision

Know goals and objectives; form teams

Defined benchmarks for the coming year; public programs and timeline

Beginnings of budget; real focus on finding roles for new members

Ways to communicate our goals to the whole club

Clarity of purpose, structure and mechanism for informing the club

ESTABLISHING GOAL THEMES:

Jackie reviewed the goals in the existing strategic plan, and that discussion was used to formulate the following goal themes for 2013, which correspond to the Rotary International Avenues of Service:

ONE: CLUB SERVICE - Chair: Sandy Silva

Incorporates all aspects of the Club:

MEMBERSHIP - Chair: Don Jorgensen

GOAL: Track, engage, grow, retain, communication among members

OBJECTIVES:

Quarterly update of current members to all members

Mechanism to inform members at end of leave of absence

Orientation include "nuts and bolts of Rotary" handout

Follow up mentorship process - Jerry, Laurel and Karen will design

Club Secretary is responsible for attendance and reporting to RI

Sandy furnished report of current members:

46 active; 20 in other categories; total membership 66

PROGRAMS - Co-Chairs: Sally Caglia and Shirley Savala-Rubiolo

OBJECTIVE: Weekly programs which inform, educate and entertain members; include Founder's Program; focus on CARC members

FUND RAISING: All members participate: Chairs by event

OBJECTIVE: Raise funds to support community projects

FELLOWSHIP: Chair: Karen Eten

OBJECTIVE: Develop and implement activities to include and value members

Recognize and celebrate birthdays, Rotary anniversaries, etc.

OBJECTIVE: Have holiday event for CARC members and families

STORYLAND AND JAZZ 2014: Chair: Sandy Silva

OBJECTIVE: Increasingly successful event to raise funds, awareness and partnerships

TWO: COMMUNITY SERVICES Chair: Jackie Ryle

Programs and projects to serve our local community. Examples include:
Musical Instrument Loan Project
AJ Parker-Foster Annual Musical Instrument Gift Project
Bell Ringing for Salvation Army
Annual Holiday Family Gift Basket Project
Focus Forward, Party for the Parkway, annual FAC Arts Festival; annual HandsOn Central California Human Race, and new, mission-related projects

OBJECTIVE: Continue the above projects. Identify and support additional projects

OBJECTIVE: Communication/Circulation of Request for Funds Application Process to all members - Mark Smith will continue to coordinate

THREE: YOUTH SERVICES: NEXT GENERATION Co-Chairs: Laurel Ashlock and Jill Harmon

Youth are our primary focus, and this avenue runs through everything the club does. Includes:

Youth Exchange
Camp Royal
Scholarships

OBJECTIVE: Start Interact Club (middle or high school campus youth Rotary) in Central Unified School District

OBJECTIVE: Continue existing projects listed above

OBJECTIVE: Identify other possible projects to support youth

FOUR: VOCATIONAL SERVICES: Chair: Linda Hightower

Incorporates member professional sharing and advocacy

OBJECTIVE: Continue Student of the Month Project with Tehipite Middle School
Chair: Terri Broderick

OBJECTIVE: Support and participate in Steve's Scholars Community Service Component at Tehipite

FIVE: INTERNATIONAL SERVICE: Chair: Mark Smith

Coordinates service for international impact

OBJECTIVE: Identify and support international project

OBJECTIVE: Connect with sister city Uji, Japan

SIX: PUBLIC RELATIONS/VISIBILITY: Chair: Brooke Frost
Responsible for all aspects of public relations and information
OBJECTIVE: Current, informative, attractive website - Jim Page
Target up and running by January, 2014
Effective use of social media
OBJECTIVE: Increasingly high visibility of CARC and its activities

SEVEN: CLUB FOUNDATION: Chair: Brooke Frost
Responsible for stewardship of funds collected for 501(c) 3
Reviewed and discussed. Consensus that Foundation operate under mission and vision of the club; operate solely to manage and disburse funds collected by club activities
OBJECTIVE: Redefine and clarify responsibilities; update bylaws

2013-14 CLUB BUDGET

Sandy distributed and reviewed copies of budget framework. Each Team Leader will need to develop estimate of costs and submit to Sandy to develop budget

STORYLAND AND JAZZ FOLLOW UP

Report to Club in one or two weeks
Thank you plaques being ordered
Invite restaurants to visit club as our guest on September 10 to accept
Those which cannot attend on September 10 will have plaques delivered to them by Jerry and Shirley

FOLLOW UP TO THIS SESSION:

Club Assembly Tuesday, August 27

AGENDA

Call to Order - usual ministerial activities
Introduction of visiting Rotarians and guests
Induction of Sarah Foster and Kristen Rust
Jerry announce there will be summary report on S&J in 1 or 2 weeks when all info in
Jerry give contextual statement for 2013-14 strategic plan
(NOTE: Flip chart pages headed with Goal Areas will be posted for people to sign up for Team in area of interest)
Each team will be given 3 minutes to report - Brooke power point runs a little longer
Order of presentations: Each includes overview of area and response to questions

1. Club Foundation/TRF - Brooke present power point with hand outs
2. Community Services - Jackie report
3. Club Services - Sandy give overview of Avenue
 - Sally report on programs
 - Sandy report on Storyland & Jazz 2014
 - Karen report on Fellowship
 - Don report on membership
4. Youth-Next Generation - Laurel report (Jill out of town)
5. Public Relations/Information - Brooke report
6. International Service - Mark report
7. Vocational - Linda and Terri report
8. SAVE THE DATE CALENDAR - Laurel report

Board meetings every third Tuesday following regular meeting

District Governor visit Dec. 10, 2013

5230 District Conference May 4, 2014 Reno

Rotary International Conference Sydney, Australia June 1-4, 2014

Registration due by December 16, 2013

Transition Celebration Saturday, June 28, 2014

Storyland and Jazz - August 16 or 23, 2014 (to be confirmed)

EVERYONE SIGN UP FOR AN ACTION TEAM!



Your facilitator thanks you for a great meeting

