



### Summer Board Meeting

Meeting began on July 29<sup>th</sup> 2018 at 1:05 pm, Governor Marisa Hoenig called this meeting to order.

#### **Attendance:**

Board Members in Attendance: Marisa Hoenig, Amanda Lang, Emmie Landford, Amanda Stewart, Olivia Harris, Trey Dolder, Lucy Zheng, Mina Jeong, Yesuel Heo, and Julia Tang

Board Members in Attendance Remotely: Leah Reiser, Linda Qui, and Mary Grace Watson

Board Members Absent: None

Administrators Present: Brent Leslie and Stacey Fountain

Administrates Present Remotely: Ginny Braswell

Administrators Absent: Anla Ethridge

Guests Present Remotely: Subregion G International Trustee Billy Hackett

#### **Voting Items:**

Amanda Lang moved to approve the agenda. Olivia Harris seconded. No discussion. Motion carried.

Trey Dolder moved to approve the DOTC minutes. Amanda Lang seconded. No discussion. Motion carried.

#### **Executive Board Reports:**

Marisa Hoenig presented the Governor's report. Marisa stated that things have been going well but our focus is still improving communication. One on one's that have been completed between Marisa and each board member have also gone well.

Leah Reiser presented the Secretary-Treasurer 's report. Leah stated that we are still working on getting the Monthly Membership Report's for each club that has yet to submit them. Leah also stated the current balances in the three accounts which are as followed: Admin with \$3,065.00, ConCon with \$200.00, and Service with \$450.00.

Amanda Lang presented the Editor's report. Amanda thanked everyone for their work on writing the articles they were assigned. Amanda also stated the Kronicle would go out on August the 1<sup>st</sup> at 10 am.

#### **Lieutenant Governor Reports:**

Emmie Landford presented the Lieutenant Governor Report for the Coastal District. Emmie stated that a Presidents Council Meeting had been set for August 4<sup>th</sup> at 4 pm. This would be a google hangout meeting with all the presidents in her district but as of the moment only Georgia Southern University and Georgia College and State University presidents had spoken about attending. Emmie also stated that currently there has been no contact with East Georgia.

Linda Qui presented the Lieutenant Governor Report for the Metro District. Linda stated that most of her district's clubs were doing well but there was worry over the lack of executive boards at both Georgia State and Columbus.

Olivia Harris presented the Lieutenant Governor Report for the Mountains Division. Olivia stated that she has been in contact with all her clubs but has received no response from Berry College. There was also concern about Young Harris college since there was no election. Dalton College was also another area of concern, but Olivia is contacting their Sponsoring Kiwanians. The Mountains Division is also where our new chartered club, Reinhardt University, falls under.

Trey Dolder presented the Lieutenant Governor Report for the Perimeter District. Trey stated there has been no response from Kennesaw at Paulding and they have been suspended. Trey also reported that there will be a Kiwanis club meeting at the Oxford Sponsoring Kiwanians club which Linda Qui and the Oxford Circle K International president will be attending. Trey also said that the University of Georgia chapter of Circle K International is going well.

Amanda Stewart presented the Lieutenant Governor Report for the Plains District. Amanda stated that the clubs in her district have been very responsive. It was also stated that Amanda and Lucy Zheng were going to Abraham Baldwin Agricultural College, or ABAC, to help with tabling for recruitment purposes on August the 13<sup>th</sup>. JC Clark was also listed as an Outstanding Member.

### **Chair Reports:**

Lucy Zheng presented the Fall Membership Recruitment, or FMR, Report. Lucy stated that the theme for FMR has been set as Dreaming of Service and that any board member is welcome to help with the decorations. Lucy also stated that the proposal for costumes is onesies but that the official vote on the matter would take place at Fall Board Meeting. She also stated that the committee is working on finishing promotional materials, but they need approval before we share them across our social media channels. The committee also has an excel calendar for the social media posts and we plan to start promoting FMR next week. Early Bird deadline is October 31<sup>st</sup>.

Mina Jeong presented the District Convention, or DCON, Report. Mina stated that the main focus is increasing attendance at district events such as DCON and also on selling ads. Mina also stated that the theme for DCON is 60<sup>th</sup> Anniversary Gala and we will vote on DCON attire at a later date.

Emmie Landford presented the Service Report. Emmie explained the North and South locations for the District Day of Service and that they will take place on October 13<sup>th</sup>. The North event will take place in Watkinsville where Emmie went to visit, and trail maintenance will be conducted. The South event will be conducted at the Boy's Ranch in Hahira. Marisa stated that Kiwanians will be making District Day of Service as their Day One Event meaning we will have a lot of support and attendance from the Kiwanians. Emmie also stated that the registration is open online, but it is self-registration. She also said

to give the rest of the Kiwanians family help on how to register for the event. The event will be more service orientated, and less fellowship orientated and that a Service newsletter will go out once it is approved.

Lucy Zheng presented the Recruitment Report. Lucy is taking over the Recruitment Committee following the resignation of Drew Kelley at CKIX. She has so far had one Recruitment Committee meeting and went over what the Lieutenant Governors have been able to do in terms of communication. The Lieutenant Governors have been calling sponsoring Kiwanians clubs then following up through an email. Lucy also stated that they have made a Recruitment Committee calendar for each club and that they are also planning on making a recruitment video.

Yeseul Heo presented the MD&E Report. Yeseul has been deciding which resources on the website are outdated and which ones need to be eliminated. She also discussed which files we should make more accessible and available for a possible FMR workshop. Yeseul also showed promotional flyers for recruitment purposes which are one full page about what Circle K is which were shown later on in the Board meeting.

Julia Tang presented the Webmaster Report. Julia had been working on the site and released the new website with many improvements the night before the Summer Board Meeting. Marisa pulled up the website so that the Board could now see how it looked with the updates.

Mary Grace Watson presented the Kiwanis Family Report. The committee has been creating resources for clubs about what Kiwanis Family Clubs are around them and also about adapting a Key Club map to show the location of these clubs. Mary Grace also says her goal is to go to several Kiwanis Family events next month such as attending Kiwanis DCON and Key Club GLTC. Marisa also stated an email was sent out to all Key Club members graduating high school which has helped with our recruitment.

#### **Assistant Administrators and Administrators Reports:**

Ginny Braswell stated that she had attended her committee meetings and that she will soon attend more committee meetings. She has also done store research in preparation for the store launch coming up. Ginny will also be in attendance at Kiwanis DCON. There will also be a GPAA update soon if it is reactivated to get more alumni more involved with volunteering.

Anla Ethridge was not able to be present to give an update.

Stacey Fountain is now secretary for her home Kiwanis Club and possibly looking for help next year for a big celebration and on building a playground. She also will be present for more committee meetings.

Brent Leslie is the president of his home Kiwanis Club this year and Kim Leslie is the Lieutenant Governor. He then congratulated Marisa Hoenig, Linda Qui, and Lucy Zheng for their awards at CKIX. He also mentioned to go ahead and look at the award criteria for distinguished before the school year begins. Brent also stated that 250 Kiwanians had registered for District Convention and that they had requested a workshop on CKI which will be presented. He also stated that the Lieutenant Governors were doing a great job and helping to lay groundwork for years to come.

### **Guest Presentation:**

Billy Hackett joined us for this board meeting. Billy joins us from the Florida District and he is also the current Subregion G International Trustee. He is here to support us on membership growth strategic plan with an idea implemented this past year from the Florida District Kiwanis. He stated more than a strong drive for recruitment and a brainstorm session are required and that a plan is needed. He also stated that the Lieutenant Governors play a very important part in this. There is a membership growth folder to help create a broke down step by step plan for recruiting and how to analyze it throughout the year to see if it is working preferably before the school year began. To help with this plan Billy has given us resources such as canva for graphics at tabling which is especially good the first month of school because it allows others to see us early on. Social Media is also great for this and we have a link to a recruitment guide from the Carolinas to help us recruit on social media. He also states while recruitment duties should be shared by everyone in the club having a specific person on board responsible for recruitment is very helpful. He also states that if you have questions to reach out to him and to also join the Facebook group. Billy also said that the Board will be going to Indianapolis on August 2<sup>nd</sup> for International Board Training. He also stated that there will be a webinar on Monday with both the International President and International Vice President.

### **Announcements:**

Fall Board Meeting will take place on September 8<sup>th</sup> and 9<sup>th</sup>. Board members would arrive on Saturday and spend the night for board meeting Sunday morning. This will take place at Stacey's house in Milledgeville, but Marisa will send out an email with a specific time once the date is closer.

District Day of Service will take place on October 13<sup>th</sup> and the deadline to sign up for the event is October 8<sup>th</sup>. Derek Stewart and Billy Hackett from the Florida District will also be in attendance for the South District Day of Service.

At the CKI Store ooshirts will be the company making the shirts. The will be Gildan Ultra Cotton T-Shirts. The shirts will be grey with a black logo on them, but bars must be added onto the I. We will buy everything up front, but we will sell the short-sleeved shirts for \$12 each and the long-sleeved shirts for \$15 each. We will also have stickers from sticker giant which will be matte 4x3 stickers with a transparent background, but the words Georgia District will be removed. Each sticker will be priced at \$3. Pins will launch on October 1<sup>st</sup> so they will be discussed closer to the time of launch but there will be a design contest for the pins where the winner would be announced at FMR. We are still investigating which site to host the store on but currently propay is an option. Brent also plans on talking to the Carolinas district on how they use google forms and Venmo.

Yeseul made club visitation half sheets to hand out which are found under the drive award document. There are two versions including one that is editable, so clubs can change it to be specific to them. Billy suggested taking out Better World Books as it is being transitioned out, so a different service partner would be better. Yesuel wants to talk about them at FMR so they are aware they exist instead of constantly making new ones.

Mina showed a PowerPoint on ads reminding us that ads are how we fund events and that part of your registration can be covered if you sell ads. Brent is looking at the sponsorship levels, but Mina went over

the sponsorship levels as they currently stand. Some of the levels are diamond, platinum, gold, silver and bronze. A customizable email follow-up will be sent if they do not speak to you. Mina suggested to remember to include the leadership opportunities and to remind them there are smaller options like \$50 and \$10 if the other amounts seem to high. Brent said we are looking at fundraisers to make sure the accounts are at good levels and to build up a reservoir in case something happens to fall through.

The theme for DCON once it is confirmed will be the 60<sup>th</sup> Anniversary Gala. Friday board members would wear their board polos and khakis while Sunday night would be the banquet so nice gowns or suits would be worn. The dress code is an item that will be voted on during fall board meeting.

The social media calendar is in the drive and if anyone would like to help with social media they can join the channel on slack. Marisa will start the Governor's Project Food for All during the 1<sup>st</sup> week of August. FMR recruitment will also be featured on social media shortly.

### **Upcoming Events:**

Lucy spoke about upcoming events and reminded everyone that GACKI events are required for the board.

Georgia Key Club GLTC which will happen on August 25<sup>th</sup> at Six Flags over Georgia. It is \$46 to get in unless you have a season pass which it is then \$18.

Carolinas CKI Day of Service will happen on September 15<sup>th</sup> at Lake Waccamaw.

KT CKI Fall Event which will take place from September 21<sup>st</sup> through September 23<sup>rd</sup> at Cedars of Lebanon State Park. It will also cost \$35.

Alabama CKI Day of Service will take place on October 6<sup>th</sup> in Opelika Alabama

Georgia District Day of Service will take place on October 13<sup>th</sup>. There will be two different locations, the North being in Watkinsville and the South being in Hahira.

Carolinas CKI Fall Call Conference will take place from October 19<sup>th</sup> to October 21<sup>st</sup> in Brevard North Carolina. It will cost \$90.

Carolinas Key Club Kiwanis Family Conference will take place November 2<sup>nd</sup> through November 4<sup>th</sup> in Black Mountain North Carolina. It will cost approximately \$200.

Georgia CKI Fall Membership Retreat will take place November 16<sup>th</sup> through November 18<sup>th</sup> in Covington Georgia. It would cost \$90.

### **Open Discussion:**

A video for FMR will be filmed after the meeting by Lucy.

Mina and Lucy are going to Columbus on August 11<sup>th</sup> to film a promotional video for DCON.

All board members need to raise \$50 for WASH.

This year is Kiwanis 99<sup>th</sup> District Convention meaning next year is the big bang of the 100<sup>th</sup> District Convention.

Meeting was adjourned at 2:46 pm by Governor Marisa Hoenig.