

Springfield Rotary Board Meeting Minutes 7/14/2020

attendees - Pres. Jeff Somers, Pres. Elect. John Somers
Deb Cox, Alan Englander, Michelle Chamberlain,
Ed Grossman

New Business -

① Discussion of Survey - Survey Related Discussion

- Need a Co-Chair for Penny Sale
 - 1 - Coord Prizes
 - 2 - Coord Trucks
 - 3 - Solicit Money Drags et al
- No consensus on Day or Time
- Have Joint Meetings with Other Towns
 - eg. With Charleston Rotary at Foot at #4
 - 6³⁰ hrs @ Albert St. Pierre
 - eg. Ludlow, Bellows Falls -
half after
- Have Tables at SAGE arranged in rectangle or horseshoe.
- Join Other Rotaries for Events

② Other

- John Somers, Pres Elect.
 - 1 - Pick successor
 - 2 - Pick a New Project
- Exchange Student - excited about the possibility
Jeff host. Sem 1. - ? sem 2 - To Be Continued

③ Adjourn

Springfield Rotary Club - Member Survey Results

Purpose: A high-level overview of recent survey responses regarding club experience, meeting preferences, and future improvements to distribute at our regular meeting.

Overall Member Satisfaction: Exceptionally high. The majority of respondents strongly agreed with the statement "*I thoroughly enjoy being a Rotarian*" (ranking it a maximum **5 out of 5**). Our members don't want to leave Rotary; they are just experiencing a friction point between their busy schedules and the current meeting style.

1. Why We Join & Stay

The top drivers for membership in our club are centered on making a difference and building strong relationships. The primary motivations cited include:

- **Community service opportunities** (unanimously valued across all responses).
- **Local and international impact.**
- **Socializing and building lifelong friendships.**
- **Networking and professional development.**

2. Our Favorite Projects & Traditions

Members expressed a deep affinity for our traditional annual activities, highlighting the following as crowd favorites:

- **Annual Penny Sale** (consistently a top favorite with 100% committed or leaning toward participating this year).
- **Food Drives** (Fall and Spring editions).
- **Rotary Reads / Book Donations.**
- **Pine Ridge Reservation & Diaper Drive.**
- *Other notable mentions:* The Trex Challenge Plastic Recycling, Butterfly Release, Rotary Scholarship, YMCA Summer Food Bags, Christmas at Kurn Hattin, and hosting the District Governor.

3. The Numbers: Meeting Preferences & Scheduling

To maximize engagement and lower attendance roadblocks (like work obligations and scheduling conflicts), members voted on their ideal meeting structures:

Preferred Days	Preferred Time of Day	Meeting Frequency
• Tuesday: 6 votes • Wednesday: 3 votes • Monday: 5 votes • Thursday: 0 votes • Friday: 0 votes	• Lunch (Midday): 7 votes • Morning (Breakfast): 7 votes • Evening (After work): 2 votes	• Bi-weekly: 6 votes • Weekly: 9 votes • Monthly: 1 vote

Takeaway: **No consensus.**

4. Action Plan for Future Success

Members provided thoughtful feedback to enhance club energy and improve meeting value. We will be discussing and voting on these initiatives:

- **Bring Back the Fun:** Re-establish the **Sergeant-at-Arms** role to inject tradition, humor, and camaraderie back into our regular routine.
- **Diversify the "Guest Speaker" Slot:** Transition half of our guest speaker slots away from standard PowerPoint lectures to an interview-style "Fireside Chat" format. Dedicate the first 5 minutes of one meeting a month to a "Member Spotlight" classification talk.
- **Improve Communication & Connection:** Schedule Quarterly Club Assemblies to review committee updates, active grants, and internal business so everyone feels included.
- **Optimize the Room Layout:** Arrange tables in an open rectangle, horseshoe, or semi-circle so everyone can maintain eye contact and hold seamless cross-table discussions.
- **New Project Focus:** Appoint a small task force to explore updating the welcome signs entering Springfield.
- **Gamify Our Traditions:** Keep our core staples, but make them highly interactive to boost energy:
 - *Happy Dollars with a Twist:* Introduce a monthly theme (e.g., "*Best thing you ate this week*" or "*A mistake you made that you can laugh at now*") so members learn more about each other.

- *The Four-Way Test Challenge*: Instead of just rote recitation, occasionally ask a member at random to spend 60 seconds sharing how they applied one of the tenets to a real-life scenario that week.
- **Inject Hands-On "Micro-Service"**: Busy schedules and work obligations are our primary attendance roadblocks. To combat this, we will bring the service *into* the meeting room so members can make an impact without sacrificing outside time:
 - **The 10-Minute Service Blitz**: Once a quarter, replace the guest speaker with a hands-on activity. Right at our tables while finishing lunch, we can assemble YMCA summer food bags, write holiday cards for Kurn Hattin, pack book donations, or prep diaper drive collection bins.

5. Attracting New Members (Strategic Growth) To bring new faces into our ranks, we must leverage what currently makes us strong: our hands-on impact and fellowship. Moving forward, we should implement three distinct recruitment actions:

- **The "Plus-One" Service Project**: Invite prospective members to help out directly at our high-energy events—like the Fall Food Drive or the Penny Sale setup—before ever asking them to join a formal meeting. People fall in love with Rotary by *doing* the work, not by listening to a lecture.
- **Corporate & Professional Outreach**: Actively pitch local business owners, school administrators, and non-profit leaders on the professional networking and leadership benefits of our club, intentionally offering the preferred Tuesday/Wednesday lunch slots to fit their work calendars.
- **Bring a Colleague Day**: Host a bi-annual casual mixer or a specialized "Fireside Chat" guest event where every active member is encouraged to bring one colleague or friend to see the vibrant, fun-first culture we are rebuilding.