

3925 Hoover Ave., Ames, Iowa 50010, telephone: 515-290-9339

e-mail: larrytrede@gmail.co website: [www.amesgoldenk.org](http://www.amesgoldenk.org)

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Board Minutes**

**January 14, 2021**

**ZOOM Meeting**

Present: Keith Folkmann, Tom Baas, Kent Ziebell, Larry Trede, Ron Skrdla, Joe Traylor, Norm Scott, Bruce Wight, John Abrams, Larry Johnson, and John Hill.

The meeting was called to order by President-Elect Tom Baas at 10:05 am, with members participating by ZOOM. The meeting agenda was approved.

The minutes of the December 3, 2020 board meeting were approved as distributed (Motion by Johnson, seconded by Abrams).

Skrdla presented the Club Treasurer’s Report. December 31st balances: Administrative: $6,964.79; Service: $3,856.51; Total, $10,822.30. Motion by Trede, seconded by Abrams, that the Treasurer’s report be approved as presented. Motion carried. Skrdla presented the Foundation Treasurer’s Report December 31st balance: $25,989.01 Motion by Hill, seconded by Ziebell, that the Foundation Treasurer’s report be approved as presented. Motion carried.

**Action Items/Decisions.**

1. **GKK Fund-Raising Thermometer.**  Folkmann updated the board on the 2021 fundraising program. Extensive discussion followed. Concerns focused on the need for member donations to meet the $14,000 goal since many traditional fundraisers were cancelled due to the pandemic. Stressed the importance of transparency in communications to club membership. Folkmann will make some revisions in time for the club meeting presentation next week. (Current slide of thermometer attached).
2. **GK Membership Plan, 2020-21 and Thereafter.** (copy attached).Bob Sperry presented the strategic plan for membership development and retention for the upcoming year Report has four parts (1) unfinished activities deferred due to COVID-19, (2) COVID and ZOOM activities until club meetings are held face-to-face, (3) traditional face-to-face activities that would continue in post-COVID timeframe, and (4) new “initiatives” for membership development and retention, in post-COVID era.
   1. Unfinished Activities. Three items were presented including contacting ISU retirees, members requesting newly retirees that they know to attend, and exhibiting at the Senior Exp Day if it is held virtually. Two budget requests were approved by the board for post cards and stamps for mailing to ISU retirees ($35) and developing materials for virtual exhibit at Senior Expo Show(
   2. ZOOM activities during COVID until resumption of face-to-face meetings. Sperry reported that committee is proposing a “Weekly Retention Game>’ Details regarding the operation and rules were discussed. Motion by Ziebell, seconded by Scott, that the club move forward with the proposed game and it would be conducted for 2 months. Other activities during this time were discussed. A new “membership packet” was proposed by the committee. Motion by Folkmann, seconded by Wight, that $500 be budgeted for a new membership packet. Motion carried. Also, a “Know Your Fellow Kiwanian” was suggested by committee. Consensus by the board that this activity proceeds. Lastly, the new member fee was would be eliminated for this fiscal year (10.01.20 to 09.30.21). No action taken by the board.
   3. Traditional activities conducted during past meeting in pre-COVID era were reviewed. Consensus by the board that they continue.
   4. New “initiatives.” The committee recommended that whenever face-to-face meetings resume that a “membership recruitment month” be set with special speakers and activities be planned to promote membership. Action deferred until face-to-face meetings occur.
3. **“Putting Food on the Table.**” Trede reported on conducing a Virtual “Putting Food on the Table” fundraiser like what was done in 2020. Modifications to accommodate the “virtual” aspect would include a “Food Collection Day” using member garages as drop off sites for food items. Suggestion was made that non-members could also participate. Representative(s) from the three food pantries be invited to make a one-time 10-minute presentation about their food pantry at a ZOOM meeting during the campaign. Motion by Wight, seconded by Ziebell, that the program be implemented with pre-program publicity, an announcement to members, promotional materials be prepared. Motion carried.
4. **Activities Calendar.** Trede briefly review upcoming activities/meeting calendar for the next few months. Noted that club has an extremely ambitious schedule planned.

The next board meeting via ZOOM will be held on February 11th at 10:10 am.

The meeting was adjourned by Baas.

Submitted by

Larry Trede

Club Secretary

file: word processing files/golden k kiwanis/board minutes/2020-21/minutes, 01.14.21

“dedicated to improving the world one child and one community at a time”