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**Board Minutes**

**November 12, 2020**

**Special ZOOM Meeting**

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

The meeting was called to order by President-Elect Keith Folkmann at 10:05 am, with members participating by ZOOM.

Folkmann reviewed the objective of the meeting; namely, to engage the BPD and club members in 2020-21 short-term and long-term fundraising efforts. Proposed a new acronym for our work -- ISAP, *Idea, Support, Approval, Participation.*

**Short-Term Fundraising.**

1. Trede and Skrdla reviewed the major conclusions from the Current Fund-Raising Statue of the Ames Golden K Kiwanis Club. Most of past club fundraisers will not be conducted in 2020-21 due to the coronavirus and other reasons, Therefore, there will be a shortfall of funds available for next year’s Charity Donation Program even with a $2500 of carryover funds from previous fundraisers and $2500 from the paper trailer revenues if the 2021 Charity Donation Program is budgeted at $14,000 (unchanged from 2020).
2. Board discussed a proposed letter (sent via email) to GK members summarizing our current situation along with asking for members’ help in identifying short-term fundraisers to cover the anticipated deficit. Motion by Scott, seconded by Herrman, that the letter be distributed as soon as possible. Motion carried.
3. Board discussed the Charity Donation Program budget for 2021. Consensus of board that the budget remains unchanged from 2020 and agencies included and donation amount for each agency to be determined after short-term fundraisers are completed.
4. Board discussed strategies to raise donations from individual members. Consensus that continue with the asking of donations when dues are collected. Consensus that Club does not develop a pledge program for members to pledge amounts and be paid for a few years.
5. Board discussed some short-term fundraisers. Folkmann presented club conduct a “Holiday Mitten” sales program. Sue Kohler and Mary Brinkman have donated 80 wool mittens that club can sell as a fundraiser. Mittens are hand-made, high quality, unsex, and come in 3 sizes. Discussion on sales price. Motion by Folkmann, seconded by Ziebell that we establish a sales program and set the price at $25/pair. Motion Carried.

**Long-term Fundraising.**

1. Consensus that Club continue to develop at Golden K Endowment Fund within the Ames Golden K Foundation with 2021 be a year of an education program for members an awareness and benefits of use RMD contributions, estate planning, and other mechanisms as a way to build long-assets to support the Charity Donation Program.
2. Short discussion on the need for club to establish a long-term fundraising program similar to the paper trailer project that would provide an income stream to compliment the funds from the paper trailer to keep the Charity Donation Program sustainable for many years.

Folkmann commented that the next step is look at membership recruitment and retention and look at strategies to increase membership. Folkmann also stressed that with fundraising and membership that these ideas would be incorporated into a new 5-year strategic plan following the model that was used to develop the Club’s 2017-2021 strategic plan.

The meeting was adjourned at 11:00 AM.

Submitted by

Larry Trede

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