

# Rotary



**Rotary Club of Merced Sunrise &  
Merced Sunrise Rotary Club Charity**  
Zone 26, District 5220, Area 8, Club 22798  
PO Box 3262 Merced, California 95344  
[www.mercedsunriserotary.org](http://www.mercedsunriserotary.org)

**Date:** July 19, 2017  
**Time:** 5:30PM  
**Location:** 1052 West Main Street, Merced, California  
**Members Present:** Mike Altomare (P), Mike Cuchna (PE), Eric Moore (S), Pope Lawrence (VP), Donald Barclay (Vocational Service Director), Steve Benner (Community Service Director), Butch Hughes (Youth Service Director)  
**Members Absent:** Bob Casey (IPP), Rich Miller (T), Douglas Forte (International Service Director), Regina Cherf (Club Service Director)  
**Guests:** Alan Arnold (Membership Chair)  
**Reference:** General Monthly Board Meeting

1. **Call to Order:** Meeting called to order by Mike A.
2. **Roll Call:** As listed above.
3. **Approval of Agenda:** M/S/C Steve, Mike A, Aye.
4. **Approval June 8, 2017 Board Minutes:** M/S/C, Don, Mike C, Aye.
5. **Approval June 16, 2017 Special Board Minutes:** M/S/C, Don, Mike C, Aye.
6. **Leadership Reports**
  - A. **President.**
    1. **Budget.** The Budget is posted on the Club website. Directors are encouraged to spend their accounts sooner than later.
    2. **Schedule Absences.** Mike A has extensive travel through August and early September. The Club has all back-ups in place.
    3. **Make Donations Early.** Mike A wanted the Club to start thinking about organizing donations among members.
    4. **Public Relations.** The Club is beginning an organized process of documenting its activities with photos and essays with the new year. Tanya Price is the lead coordinator and all PR matters will be filtered through her in the near term.

5. **DACdb Training.** A general Secretary and DACdb training will take place in Modesto July 22. Eric M and Bud will attend.
6. **District Training.** A general branding, membership and fundraising training will take place in Riverbank on August 12. Membership is invited to attend.
7. **Anti-Human Trafficking Project.** Mike A stated Soroptimist International of Merced is taking a local leadership interest in this cause. The Club will contact local law enforcement, social services and CASA in how to support this emerging project. Doug has profound knowledge and experience in this matter and will be an active resource going forward.

**B. Treasurer.**

1. No Report.

**C. Secretary.**

1. **Annual Report.** A copy was circulated to the Board and will be sent to the District once finalized. There is a question about the Club's status on the 100% Paul Harris Society standing and the Club will prosecute this issue going forward.
2. **Merced County Discretionary Funds Committee.** Eric M reported that he had been selected to represent the Club in a new County-wide committee to allocate certain County monies to area non-profits. More information will be forthcoming.
3. **Merced City Recreation and Parks Commission.** Eric M regretted to report that the City had mistakenly appointed him to a four-year term to this advisory committee. Eric M shall endeavor to improve the Quality of Life, Spirit, Dignity and Opportunities of Merced residents for as long as the City Council tolerates his advisory presence.

**D. President-Elect.**

1. **Website.** Mike C continues to improve Club internet presence.
2. **Grant Training.** Mike C was formally trained in Rotary grants.
3. **Needs Assessment.** Related to grants, Mike C is working on a comprehensive Community Needs Assessment project.
4. **Shrimp Feed Chairs.** Mike C started preliminary planning. Many things will be in place before Christmas.

**E. Vice President.**

1. **Programs.** Pope opened the program schedule for the new year. All interested parties wanting to bring speakers shall contact Pope.
2. **District Governor Visit.** October 5 and 6 is scheduled for Merced. The DG will also visit the UC Merced Rotaract Club, which has never happened before.

## 7. **Activity Reports**

### A. **Club Service/Administration.**

#### 1. **No Report**

### B. **Membership Update.**

1. **Corporate Membership.** Alan mentioned the Corporate Membership Application is pending from last year business where the new budget took priority. Mike A directed Eric M, who drafted the new membership application, to meet with Rich and discuss the mechanics of fees and charges. A revised application will be formulated to the board prior to the next meeting with the purpose of adopting a new formal corporate membership model as soon as possible. When complete the Club may turn its attention to a new "Family Membership" model. (It is noted that RI announced at the Convention a formal adoption of both Corporate and Family Memberships going forward and encouraged clubs to adjust their bylaws and procedures accordingly.)
2. **Missing Members.** Mike A wanted the Club to pay attention to missing members and that it is easier to keep members rather than find new members. Eric M will provide a short list of absent members to Alan for contact.

### C. **Foundation Update.**

#### 1. **No Report.**

### D. **International Service.**

#### 1. **No Report.**

### E. **Youth Service.**

1. **Existing Projects.** Butch is reaching out to existing programs for better communication and adjusting sponsorship as needed.
2. **Little League Project.** Butch and Rich are assertively pursuing this project with a second meeting with the City pending.

### F. **Vocational Service.**

1. **Vocational Tours.** Don will ask the Club for new ideas for the new year.

### G. **Community Service.**

1. **Field of Honor.** Steve B has this on his radar with Nancy with the purchase of the new trailer forthcoming. The Club may need to customize.
2. **Merced College and Field of Honor.** Mike A injected that Nancy and Bud met new MC President Chris Vitelli to discuss a longer-term Memo of

Understanding (MOU) between the Club and MC for Field of Honor and veteran projects. MC asked how or if the Club could also support certain new MC capital improvements going forward. MC will proffer a MOU (10 years?) for Board consideration within the next 30 days. The Club may explore alternative sites. MC, as a public agency, should abide by the general public's customary "facility use request" which should enable the Field of Honor to proceed without interruption.

3. **Veterans Bridge Plaques.** Steve B is still on course to provide bronze plaques honoring uniformed services affixed to the new bridge crossing Bear Creek on M Street/Veterans Boulevard.

#### H. **Ad Hoc Charitable Projects.**

1. **Rotary Grove.** New RI President, Ian H.S. Riseley, challenged every Rotary club to make a difference by planting a tree for each Rotarian between the start of the Rotary year on 1 July and Earth Day on 22 April 2018. The Club may consider reviving or establishing a "Rotary Grove" or other botanical project to meet this goal, but also to enhance area public spaces. The Club can access deep ag resources with Merced College Agricultural Division, UC Merced School of Natural Sciences, Future Farmers of America, UC Master Gardeners and supporting UC Cooperative Extension, in addition to City/County Recreation and Parks by example to locate and establish a permanent testament the region's ag heritage and excellence. The prior Redwood stand planted by the Club in 1994(?) was located at Golden Valley HS facing Parsons Avenue. All those trees later died. Mike A suggested planting a tree for every Club member and partner – estimated 100 trees in the coming year. Selection of drought tolerant native tree species that provide shade - Valley Oak *Quercus lobata* - may be a staple solution going forward.
2. **Other Projects.** Other actions items were tabled due to time.

**Next Meeting Date: TBA**

**Meeting adjourned at 6:40PM.** M/S/C Butch, Eric M, Aye.

Respectfully Submitted,

/Eric A. Moore/

Secretary

August 3, 2017