



Rotary Club of Carleton Place and Mississippi Mills

Meeting of March 11, 2013

This night's meeting saw Rotarian Gordon absent. As usual President Robert started off the meeting by asking Secretary Doug if there was any correspondence received during the week.

Doug first said that over the course of the week past, he had received a cheque from the Ottawa West Club for our portion of the calendar sales. The amount of the cheque was \$1,010.00. The cheque had already been forwarded to Treasurer Mike and had been deposited to our account. Doug also said that he had forwarded the promotional item he had created for International Women's Day to the editor of the Carleton Place Canadian, but had not heard back from him as to whether the item would be placed in an upcoming edition or not. Lastly, there was a bank statement to forward to Mike.

Robert then asked Mike to speak about his plans for the upcoming Compost Sale. He said that he had sufficient commitments from members and associates to ensure that we could make as many deliveries during the weekend of the sale as possible. Mike then passed out a task assignment sheet. The space beside advertise in local papers was blank and Doug said that he take on that task. Mike then said that he had looked into the number of bags that he had left over from last year and needed to buy some additional. He could not confirm what the price charged by our supplier would be as

the contact was on vacation. He also was considering raising the price we charged to \$7 per bag, but would be better able to make that decision once he had a price from the supplier.

Robert then asked Rotarians Bernie and Faye to speak about their participation at the International Service meeting in Cornwall on March the 2nd. Bernie had compiled a report from this meeting into his weekly "Tip of the Week". He mentioned that at the meeting he had learned of a District Rotaract Challenge that been made. The Challenge was made to support the Rotaract's initiative in Gabon for the building of proper human waste disposal facilities. To support, this initiative, it was suggested that members could donate their Air Miles to the cause. One important fact the Bernie brought up, was that in order to participate in RI's Future Visions program, each Club must have four qualified and trained individuals in order to apply for any grants. He also stressed that the basis for all grants is that the projects supported must be sustainable.

Rotarian Brian was then asked to speak about a proposal he had made through the week regarding the North Lanark Regional Museum. He proposed that we move the meeting next week to the Superior Restaurant in Almonte in order to better host the contingent from the Museum who had planned on attending their presentation to our Club. Brian said that all ten members of the Museum's Board plus their President had planned on attending the meeting. Robert then asked Brian to confirm the booking of the restaurant in Almonte and Brian stated that he would do so.

The last item on the week's agenda was for Rotarian Judith to speak about her experiences with the Renfrew Club in the three aspects of membership growth;

Recruitment, Retention and Recognition. She said that she had personally been involved in the Renfrew Club's growth from roughly 20 members to 36 at the time of her leaving. Of those 36 members, 1/3 of them were women. She said that one of the critical things that they found was that a constant review of what has been done in the past be done and also to find out why members have left the Club. Judith also said that the Renfrew Club focused on any new businesses that opened in Town and also to try to attract members from across different business classifications, such as doctors, lawyers, etc. She said that regular placement of promotional material in local newspapers about Rotary is about was critical. She also said that when a new member is attracted to join the Club that he / she be engaged in a project or projects shortly after they join or they will lose interest in the Club. Another aspect to be considered is the true cost of membership, over and above membership fees. These items would be to cost of meals and drinks, 50 / 50 draw tickets and Happy Dollars which would be incurred weekly.