



***Rotary Club of Carleton Place and Mississippi Mills***

**Meeting of June 23, 2014**

Ten members were present during the regular meeting at Slackoni's with the focal point being Rotarian Brian's presentation regarding the membership challenge.

Regular business started with a discussion of the trail work done the previous Saturday. There was an excellent turnout of members as well as volunteers and the grass was cut along the majority of the trail as well as a general clean-up completed. Trimming of the side growth at the Appleton and the William Street ends remains to be done. Brenda and Gordon noted that there were many missing signs along the trail and some of the directional signs remaining were badly faded or obscured by branches. In addition, it was noted that "arrow" signage should be placed at specific points to help direct first time users to points of entry or egress. President Bob is to provide a list of the spare signs now in storage and Brenda and Gordon will develop a list of the required signage. This discussion raised the issue of the total lack of Rotary signage at the all abilities park that was sponsored and supported by the Club. It was agreed that we should investigate the cost and design of appropriate signage as well as a large bolder on which it could be securely fastened.

Contact with members of the Carleton Place Hospital Auxiliary has once again raised the possibility of a joint Rotary/Auxiliary weekly bingo in Carleton Place as a fund raising effort for both organizations. While a previous assessment had determined that there were inadequate numbers of volunteers to make such a program viable it was agreed that the possibility should be revisited.

Brian then made his presentation on behalf of the Membership Committee and noted that the goal for the next year was the finding of six new members. Recruitment is the most important challenge for the Club as we need a larger membership to undertake community projects. The impact of low membership was clearly evidenced by the cancellation of the mushroom compost project this year. Brian noted that the Club had over 20 members at one time but our numbers had sunk to our current 11 members. Retention as well as recruitment is clearly a real challenge and we must make every effort to make new members feel welcomed and fully integrated into our Rotary community. An increased number of social events would help in this regard.

The meeting concluded with a discussion on how one responds to the question "What is Rotary?". The 22 June 2014 e-mail from Susan Dienen (and included in Bernie's handout) provides a list of excellent responses to that question.

The next meeting will be the "Change-over" BBQ at Brian's home on the evening of July 7.