

## Rotary meeting minutes, March 12, 2020

Attendees: Cindy, Jo, Sheldon, Nathan, Carol, Lisa, Lee, Sandy, Carla

### Action Items:

- Cindy: contact Jill Bueler about doing online auction photos of items. **DONE**
- Cindy: change contact phone number to Carol Wise
- Cindy: write PR bullet points for articles and get to David/Carla
- Cindy/Carla: give talking points for sponsors to Sandy
- Sandy: contact sponsors
- Cindy: talk to Fort **DONE**
- Cindy: contact Robert with computers **DONE**
- Carla/David: write up articles for PDN and LEADER
- Cindy: cancel ads **DONE**
- Cindy: contact dessert donors **DONE**
- Jo/Cindy: upgrade Maestro to allow online auction **DONE**
- Jo/Cindy: find someone to help get email addresses from sponsors
- ALL: send all auction items to Cindy for photo taking
- ALL: continue to procure items
- Sandy: find out current expenses from Susan **DONE**
- Sandy: contact printers and stop the press **DONE**
- Lisa/Lee: give Carla PDN contact information **DONE**
- Lee: call Sheldon when you're ready to move shelves
- Carla: send out email to Rotary—all informed by next Tuesday

### Resolutions:

#### **The Rotary Auction at the Fort has been cancelled. Coronavirus.**

- People will clearly not come to an event. The “social distancing” will get very old very soon so holding a virtual auction might be just what people need to break up the monotony of sticking close to home.
- Bad stock market = people not spending money. People are afraid and unsure about the future. Our biggest supporters are unsure about their personal future.
- We as Rotarians need to talk about disaster recovery and how to stay viable in the case of a multiple year effect of the current event. Stay pragmatic and flexible. Pushing too hard at a time when our community is terrified and overexposed to media could backfire on us. This area has the highest population in the State of the exact demographics that are the most vulnerable.

- Let's hang in there together (but socially distanced...) We still have an obligation to raise all the money we can. People will need us more than ever. Lots of hand-to-mouth people in Jeff Co. those are the ones hit hardest. We need to show solidarity and concern and a calmness to offset the panic: There will be help. There is hope.
- Refund? Cindy called Natalie and at some point, Natalie thought we would owe 3000, but it's 50% of 17000, so 8000. We never paid and haven't signed a contract. Natalie said Cindy needed to talk to Dave at the Fort. Cindy got his message machine, left a message. Gave him her thoughts. PDA is a nonprofit. So, we need to negotiate. Dave never got back to Cindy. So, waiting to hear. Need to find out how much we've given them? The down payment was for hold the date, \$1500?
  - Dave called Cindy at 6pm. The PDA clearly cannot give us precedence and clear our obligation before other groups. They are meeting with the Board on Tues 3/17, to "see what relief we can offer you." He gave no promises nor did he have any expectations.
- We can also do meetings online. Lee: one of the things PETS was very interested in was passport clubs, where you can meet online, allowing more people to become Rotarians. Lee can find out what Rotary is setting up because of this crisis.
- Carla: we are community leaders. Important to respond more directly about what is happening. Find a way to respond to this crisis as Rotarians through PR. What's beneficial to all? We can do imagination library any time we want, there are none in this area yet, so we put imagination on the hold until next year.

### **Virtual Auction:**

- Online auctions may be the wave of the future. It's a positive thing. We want to be the leader with this in our community, to take charge out there and say, hey we're still strong and going!
- Date: April: 18-May 2<sup>nd</sup>. Everyone who couldn't make the auction can now participate in online auction.
- We have one month to get it together. And then the Auction will last for 14 days. This will give us time to help people who don't know how to use their computers. Or print out photos of items and say, is this something you want to buy?
- Setting up the on-line aspects will be huge. Most of that on Jo! But we need to support with pictures, ideas, photographs, etc.
- Minimum oversight: online auction primarily runs itself. Log on, put in your password or sign up, it gives you a number, look at the pictures, click on the picture and go through like a slide show, buy it now, you click, and a sold sign comes on it. To simplify matters and limit the amount of actual bidding, we have more "buy it now" items. When you are done, you check out. Like on ebay, you can set the max you would want to pay, and it tells you when you've been outbid. Lots of advantages.
- We must buy the next upgrade of Pro. They are waiving their \$500 transition fee. So it's only 150.
- People love the social aspect of the Auction, and that will be missing with online. Let's plan to do a cocktail hour, maybe for a smaller group?, maybe on closing night of the virtual

auction (May 2<sup>nd</sup>)? Perhaps have the dessert auction then? It will depend on the State of the World.

- Theme: flannel/pj great for keeping the theme with online at home in your pjs: pjs after five, bid in your pjs. Send us a photo of you bidding in your PJs?!
- We will test the online auctioning with a test system, and the committee may be called to try it out.
- We need pictures of everything. Need a photographer/graphic artist to do all the item pics. Jill Bueler: Cindy will ask.
- Will need more complete descriptions of auction items.
- All items will go to Cindy for picture taking.
- Rotarians who like to volunteer can help with delivery of goods after the auction.
- We can continue procuring!
- Will also have a cash donation option online.
- Have a link on the website—people can click to see all that we do for the community
- Should have a goal in mind with how much we want to raise. Maybe \$25,000, Sandy will figure expenses with Susan.
- Carol will be on point person for calls instead of Cindy.
- Turn more into BIN to limit the number of “live” items
- The bell curve is expected to start decreasing in a month or so. Parties procurements should consider their dates, and set them beyond that.
- We can still do a drawing online. (It is no longer a “Raffle”)
- We can do a wine grab online.
- Can still do cakes, but they would have to be from licensed caterers/restaurants.
- No auctioneer so will save money.

### **Actions during this Crisis:**

**PDN** owes us for screwing up (They posted that our Auction was cancelled.) Should do an article for us for free:

- The article should express that we’re moving forward, without panic. What the community needs now is common sense.
- We do that when we have a plan.
- We need a PR blast today. Before the weekend. Get the word out and what our plan is. PDN and Leader —articles.
- Need someone to write the articles. Give that to David Ingles committee to do.
- Need a list first of what we are offering the sponsors. Cindy will write bullet points to David for the PR: people are rallying, that’s what we need to focus on. “We still need your support, we are unified, and the expenses that your sponsorships are covering are less with an online auction.” Carla will talk to David but need bullet points from Cindy. And they will write it and get it out. For both ad and article from PDN.
- Lisa/Lee will give Carla the PDN contact people for the ad and the article, (two different people,) and will tell Carla what Lisa talked to them about.

- Leader is still sponsoring us so will probably still give us the discount. Hoping that the 2 newspapers will write articles from the positive side: an expression of our determination to keep things normal and our communities strong.

### **Contact Sponsors:**

- Call each sponsor and person who gave to the auction. Personal call. Sandy will contact.
- Should have an amount of what our expenses were and give them the option of donating what you gave this year.
- They are donating to Rotary grants, etc.
- Tell them we're going to have an online auction--take pictures of items, they can go to the website, have advertising. You can put sponsor advertising on website.
- Need talking points from Cindy and Carla.
- Need to know what our expenses are so far this year. We need to cover them.
- What is the list of benefits to continue to be a sponsor online? We could put an ad in the paper and all sponsors will be listed to assure them. Email blast: do a template with the sponsors. You can put this address which will take you directly to the website. Tell them that we as Rotarians must search our hearts about how much we're going to give, it's so important since we can't have the regular auction where people are partying and bidding high. Let's all be generous. It's very important that Rotary lead with positive assurance to support our neighbors through this. Ask them to join us in creating a haven of rational thought, based on science & math and not emotions or worst-case scenarios. Need to tell our sponsors we're doing the best we can, and that we saved it before there was a big loss.

### **Other Actions:**

- Still need shelving from Lee. Need a truck. Tuesday through next week. Lee will call Sheldon and come by with the truck. Sheldon has some storage space if you have things that are temperature or mouse sensitive.
- Board meeting in person on Monday. Carla is canceling Tuesday's meeting, will talk at the board meeting about going forward, will end up canceling in the next 3 meetings. If Cynthia has a recent video we can send it out about the Benji project, she is coming to speak, so there's a way we can share this stuff.
- Look at time sensitive donations and adjust them.

### **List of who we need to notify:**

1. Cancel ads. Cindy
2. Printers. Sandy will contact the printers
3. Auctioneers. Cindy
4. Cindy will get a hold of the Fort, Natalie.
5. Cindy will let Robert know with the computers.
6. People who bought tickets. We will contact once we have a letter written by Carla.
7. Donors/Sponsors: Sandy will contact all donors/sponsors.

8. Email club right away: Carla. Email will get go out tomorrow from Carla. Should get everything online and let everyone know by next Tuesday. Give Carla time to have all the information for John.
9. We don't have emails on all attendees/donors. We will find someone to help with finding emails from businesses, and we might need to call.
10. Librarian: Sandy to contact
11. Dessert donors: Cindy. Add cake at the end on virtual auction? Desserts... only by licensed kitchens. Perhaps advertise as a safe dessert for a party??!

Next meeting: Thursday March 19<sup>th</sup>, virtually. Carla will set up. Anything over 5 people is not easy if people aren't paying attention, so everyone will need to be quiet and speak in turn. You say your name, before you talk. One person talks at a time. (Could be tough for this group, but we will persevere!!)