



Lawrence Central Rotary Board Meeting
1515 St. Andrews Drive, Lawrence

December 5, 2017

1. Members present: Fred Atchison, Megan Richardson, Audrey Coleman, Stephen Mason, Michael Steinle, Shelly McColm.
2. Minutes were reviewed from Nov. 7 meeting. Stephen moved and Megan seconded a motion that the minutes be approved and the motion passed.
3. Treasurer's Report by Megan Richardson:
 - November Income
 - Dues \$1090.00
 - Meals/lunch guests \$155.00
 - Happy dollars \$69.00
 - RI Foundation donations \$75.00
 - Total Income \$1389.00
 - November Expenses
 - Office Helpline \$60.00
 - Intuit/Quickbooks online \$15.00
 - Shelterbox USA from Savings \$1000.00
 - Total expenses \$1075.00
 - Checking balance \$3908.21
 - Savings balance \$3972.39
 - The Eldridge is several months behind in billing for meals. The average monthly expense is \$800-900 for meals.
 - Janis Bunker will do an audit in 2018.
4. Foundation/LKC Report by Audrey Coleman:
 - In November, a meeting took place to discuss future development structure. Steve Lane, Kate Campbell, Jim Peters and Audrey Coleman attended. Discussed next initiative to secure major sponsor (ca. \$5000) with McDonalds. Jim Peters and Steve Lane will pursue. Group plans to meet again with Tobin and Chip/Jay to explore two tiered "ad buyer" (current system) vs. "friend"/partner annual subscription.
 - LKC site hit record 1,035 this past Saturday (site itself- not sure if this is Holiday Guide or main page)
 - Numbers from Jim Evers: \$6399 in commitments made (\$770 yet to be received)
 - Highlights from Sales Report through 11-30-17:
 - 14 different clients to date
 - 25% of total revenue comes from monthly preview guide, but used by most clients
 - Top 3 clients represent 67% of billing
 - Meadowlark Music uses a blend of Featured promo packs and monthly preview guide
 - Half of our advertisers have used LKC more than once

-Of the 6 years the calendar has been in business, 2017 ranks #4 and if we bill \$500 more it will be the third best in total revenue.

- Audrey is meeting with Jay and Chip later today to discuss initial project manager handover.
 - 7 representatives of LKC ad buyers will join us for the Dec. 6 Holiday meeting. They will be recognized along with the LKC team and LCRF members.
5. The club's projector didn't work with the Surface Pro at a recent meeting. Michael Steinle will test to see if it's the cord or a compatibility issue. Michael will recycle the old computer.
 6. Stephen Mason will pass around for donations tomorrow for the Adopt-a-Family project.
 7. The budget was updated for 2017-2018
 8. Dec. 13 will be a Rotary Foundation presentation by Michael Steinle and Janis Bunker.
 9. Dec. 20 is the Annual meeting.
 10. Discussed possible interest in Vice President position for next year. Stephen will follow-up.
 11. Discussed guest lunch expenses.
 12. Next board meeting: Jan 2, 2018.

Respectfully submitted Shelly McColm