

Meeting Date: Wednesday, August 2, 2017 from 6:00pm to 7:00 pm

Location: Plaza Grill View Room

Purpose/notes: General Meeting



Members in Attendance: Logan, Erica, Jess, Sophie, Katie, Steph, Ethan, Edward

I. Introduction

- Guest Introductions
 - Monica Carrasco, Garth Bonomini, Patricia Rosas
 - RCAS members Steve McHaney and Nick Torres

II. Fun Run Committee Update

- Committee Meeting August 16th directly following our regular meeting
 - We will be collecting donations and need a donation coordinator (Logan). Sophie can store donations in her office at Jackson and Eklund.

III. Past Events

- 7/21-7/23 - Big West Rotaract Institute at Aloft Santa Clara
- 7/29 - NBR Pool Party in Willow Creek
- 8/1 - Organize Storage Unit

IV. Upcoming Events (see [NBR Calendar](#) for more detail)

- 8/5 - NBR Booth at the Fuzion during Arts Alive, 6-9pm
- 8/14 - Pedal for Polio Potluck at Trinidad City Hall, 5pm
- 8/15 - Walk to End Alzheimer's Kickoff Party, 5:30-6:30pm, Humboldt Area Fdn.
- 8/22 - Ciders for Non-profits, 517 F St Eureka, 2-10pm
- 9/10 - NBR Fun Run!, Perigot Park, 10am
- 10/7 - CASA Kid Walk, 6-8pm
- 10/14 - Walk to End Alzheimer's, Halvorsen Park, 8:30am

We've set a goal \$2,000. Members can join the team at

http://act.alz.org/site/TR/Walk2017/CA-NorthernCaliforniaandNorthernNevada?team_id=398935&pg=team&fr_id=10285

- 10/20-10/22 - Big West Rotaract Conference in Long Beach (\$65-\$80)
<http://www.bigwestrotaract.org/con/>

V. Strategic Planning

Where are we now? SWOT Analysis:

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none">● Fun● Photogenic● Meet at a fun location● Committed members● Good support from Rotary clubs● Good fundraising skills● Energetic	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none">● more membership● not enough PR
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none">● good reputation● partnering with other clubs● helping other non-profits● HSU students/ faculty	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none">● hard to find recruits● not well-known enough● short-term membership

What do we want to be known for?

- We want to be the go to for something (event, parks, function, projects, etc).
- What we are already known for is being energetic.
- Do we want more professional development or charity? Members seem to want a balance between professional development and service projects. Professional development ideas include:
 - Tours of local businesses
 - Work with the School of Business with HSU
 - Work with the Chamber of Commerce
 - Young professionals Mixers (work with Accurate Productions)
 - Mentor programs

Internal Relations

Membership

- Members have agreed that the way to retain membership is to have more fun events. Ideas are:
 - Quarterly socials
 - Group builders at regular meetings
 - Game nights
 - Social hours before or after meetings
- Recruitment:
 - We will be recruiting students at the HSU Volunteer Fair on 8/30.
 - Invite friends

Public Relations

- Jessi is working on creating a new NBR website. We are also working on creating a bigger presence on Facebook, Instagram, and Twitter.
- Swag- we're working on getting magnets, coasters, bracelets, new club t-shirts, lanyards, temp tattoos and sweatshirts for purchase.
- Sophie recommended that members wear their pins more often as it's a good Rotaract conversation starter.

Dues

- Dues are \$10 per month and can be paid at <https://nbrotaract.org/for-members/> or paid directly to Logan. He will also be sending out invoices.
- *NBR has decided to make dues \$5 for HSU and CR students.*

Rotary Connections

- Sophie has asked members go to at least one meeting a month to build a connection with our sponsoring clubs.
 - RCAS meets Fridays at 7am.
 - Wednesday at noon. The last Wednesday of each month they meet at 6pm.
 - Both meet in the Plaza View Room.
- DRR Wulff Reinhold Jr. wants to plan a district-wide camping trip September 22-24th. Sophie will keep us updated.

Project Suggestions

- International projects (for spring)
 - International committee chair, Erica, will reach out to Rotary Club of Arcata Noon and the Costa Rica Rotaract Club on how we can get more involved in La Trinidad.

Other ideas:

- Kinetic Sculpture with Steve McHaney from RCAS
Steve won the Kinetic Sculpture Race this year. His team is the Peons and he would like NBR members to be a part of the team and help with costumes. His sculpture is already made but he may be looking for sponsors to improve it, or do a fundraiser. The race is held Memorial Day weekend every year, but it is a year long project for Steve. There is a huge party at Crab Park on Sunday night of the race exclusively for participants. He will keep us updated on how we can get involved.

VI. Club Awards leftover from the Debunking

- Edward- Mr. Nice Guy
- Stephanie- Rising Star

VII. Closing

Regular Scheduled Meeting: Wednesday August 16th 2017, 6pm

- Speakers from CASA and Food for People
- Fun Run Planning

Board meeting: Wednesday, August 9, 2017, Fieldbrook Market, 6pm