



WEEKLY REVIEW

Rotary



CREATE HOPE
in the WORLD

Rotary Club of Rock Island

Rock Island, Illinois

July 16, 2024

Volume XXXII, Issue 2

Meeting Tuesdays at Noon – Quad City Botanical Center



Jack Cullen Downtown Rock Island Revitalization!

Jack Cullen is Executive Director of the Rock Island Downtown Alliance. The Rock Island Downtown Alliance was founded in 2023 as a joint effort between the public and private sectors to strengthen livability and quality of place in downtown Rock Island, Illinois. The establishment of the Alliance was the outcome of a two-year effort spearheaded by City leaders, downtown stakeholders and the Quad Cities Chamber of Commerce to explore the creation of a dedicated place management organization and sustainable funding model to improve, maintain and program the downtown commercial district. The Alliance includes the Q.C. Chamber of Commerce, the City of Rock Island, and DARI (the Development Association of Rock Island) The organization is governed and guided by a 13-person Board of Directors. For the past 6 years, Jack has been a full-time employee of the Quad Cities Chamber of Commerce and has served as Communications and Marketing Manager of the Chamber. In April of 2021 Rock Island agreed to share in his compensation in return for the Chamber assigning him to head up the Rock Island downtown revitalization effort. Cullen is a graduate of Augustana College earning a BA degree in Multimedia Journalism and Mass Communications. The City identified several goals for the downtown revitalization project including providing clean, safe & beautiful Downtown streets; increasing business activity; developing more vibrant storefronts; enhancing public spaces throughout the Downtown core; noticeably improving building façades; creating a positive reputation as a destination for visiting and doing business; increasing business sales, sales tax revenue and property values. To help fund the project a special service area taxing district was created wherein additional taxes were levied on those within the targeted downtown area which includes 65 city blocks and 215 property owners. In addition to visible improvements substantial portions of very dated water and sewer infrastructure as well as the streets are being replaced. Jack stated that a total of \$9 million was raised for the project. The Alliance works on business & economic growth and established a curb appeal rebate program. Jack reported there were 23 projects last year and \$3.5 million in private investment. The Alliance also established a "Clean & Safe" program and has staff in the area removing trash, trimming bushes, and generally making the area much cleaner and a safe environment for downtown visitors and residents. Construction will be completed this year and landscaping, street signage, and beautification items will be added next spring. The goal is a welcoming environment, civic pride and support for businesses and business growth. There will be advocacy and promotions for the area and downtown ambassadors on site to ensure goals of the Alliance are met. We thank Jack for an informative and thorough update and look forward to the finished product in the near future!

July – Aug. Calendar

- July 16 - Jack Cullen, Rock Isl. Downtown project
- July 23 - Angela Campbell Children's Library & Rotary District Grant
- July 30 - John Gripp – R.I. Park & Rec Director
- Aug 6 - Sarah Stevens – "Pay what you can" Sanctuary Yoga Studio in Moline.
- Aug 13 - Dr. Cheryl True - Vice Chair, Augustana Board of Trustees and Chair of the Board of the Quad City Health Initiative
- Aug 20 - David DeSimone, Augustana Tennis Coach regarding new Tennis complex.
- Aug 27 - Ashley Hicks - Hand in Hand

*Service Above
Self*

Webpage
 [facebook](https://www.facebook.com/RockIslandRotary/)

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*One Profits
Most Who
Serves Best*

Rotary

Club of Rock Island



P.O. Box 4514
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Officers

Sue Rector, President
John Oliger, 1st Vice Pres.
Amber Wood, 2nd Vice Pres.
Holly Sparkman, Secretary
Molly Shattuck, Treasurer
Cindi Gramenz, Past President
Bob Swanson, Sgt. at Arms

Board Members

Amber Brummit, Director
Kenda Burrows, Director
Carrie Crossen, Director
Rick Emery, Director
Ruth Lee, Director
Jim Moran, Director
Danielle Scott, Director
Tyla Sherwin-Cole, Director

Program Chair 2023-24

Rebecca Arnold

Presenters

July: Tom Hammar
August: Erin Williams
September: Dave Hodge
October: Yolanda Pugh
November: Rebecca Arnold
December: Bob Swanson
January: Gary Rowe
February: Kai Swanson
March: Yolanda/Rebecca
April: Angela Campbell
May: John Wetzel
June: Tom Hammar

Club Notes & Announcements!

- ★ **WELCOME GUESTS** – We were pleased to welcome to Leslie Klipsch from Argrow’s House of Healing & Hope, a guest of our Community Grants Committee. Prospective member Brian Williams attended and will be inducted next week. Christi Hughes was a guest of Julie Gelaude. Alaina Bonja a member of the Rocky Interact Club was a guest of our Club. We have one visiting Rotarian, Bill Horrell, from the Moline Rotary. Many of us remember Bill from his many years in local sports broadcasting. We are always pleased to welcome guests, particularly prospective members!
- ★ **ROTARY POTLUCK PICNIC – August 25th 3 to 6pm. Location to be announced.** This event is for you and your extended family of kids and grandkids. There will be games and treats for kids and great food and fellowship for the adults. Mark the date now and be sure to “signup” so we know you’re coming!
- ★ **NEW CLUB DIRECTORY BOOKS** – Are now available. Each member is entitled to one copy. If you have not received one, you may request your 2024-25 Directory at the Sergeant at Arms Table. They are a valuable source of current information for contacting fellow members, checking committee assignments, finding dates of annual club events and activities, plus a wealth of information about Rotary International and our Club. Past District Governor Laura Kann looked through it and said, “No other club in the district could pull off something like this.” Thanks Laura!
- ★ **DID YOU SEE? – DATES TO SAVE! –**
 - Saturday, August 17th at 10am: District 6420 Community Awareness Program on Human Trafficking. Led by our own Kathy Trone this is a FREE EVENT at the Holiday Inn, Rock Island. A survivor will speak and there will be coffee and pastries served. Support Kathy and the trafficking fight!
 - August 25th 3pm –Rock Island Rotary Family Potluck Picnic!
 - November 8-9, Rockford Embassy Suites, District 6420 Conference
 - Rotary Trivia Night - Nov 22nd at Holiday Inn, Rock Island
 - Rotary Holiday Party – Circa 21, Saturday, December 7th.
 - Rotary Reindeer Ramble, Sunday, December 8th 1pm
 - Rotary Rock & Roll Bingo- March 21st at Holiday Inn, Rock Island
- ★ **HAVE ITEMS FOR NEWSLETTER?** – Send to, bobdebswanson@att.net. Our newsletter goes via email every Tuesday afternoon. Items received by 11am Tuesday can be included that day. Committee chairmen send advance notice of your committee meetings so we can get the word to your members.

The Object of Rotary

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

FIRST: The development of acquaintance as an opportunity for service;

SECOND: High ethical standards in business and professions; the recognition of the worthiness of all useful occupations; and the dignifying of each Rotarian’s occupation as an opportunity to serve society;

THIRD: The application of the ideal of service in each Rotarian’s personal, business, and community life;

FOURTH: The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

The Four-Way Test

(of the things we Think, Say or Do)

1. Is it the **TRUTH**?
2. Is it **FAIR** to all concerned?
3. Will it build **GOODWILL** and **BETTER FRIENDSHIPS**?
4. Will it be **BENEFICIAL** to all concerned?

JULY ROTARIAN BIRTHDAYS

Ernest Beane	July 3	Frank Lambert	July 15
James Jones	July 4	Todd Thompson	July 15
Holly Sparkman	July 7	Kevin Koski	July 12
Geno DelPreore	July 16	Lindsey Honert	July 17
Doug Hultquist	July 28		

ROCK ISLAND ROTARY SUPPORTS ARGROW'S HOUSE

Today our Community Grants Chair, Frank Lambert had the pleasure of introducing and presenting a \$1,000 Rotary grant donation to Leslie Klipsch representing Argrows's House. Argrow's House of Healing and Hope was founded by Dr. Kit Ford, granddaughter of Reverend Argrow Margaret Warren who lived through a violent marriage but embraced courage and love. Free services are offered daily at Argrow's House for women in the community healing from violence and abuse. Services range from domestic violence support groups, yoga, spiritual direction, massage therapy, art therapy, and more. While women are receiving help at Argrow's House to empower their mind, body, and spirit they participate in creating natural bath and body products that are sold and help provide the ladies with an income while healing from abuse living in a safe space that celebrates who they are. Leslie stated that our funds will be used for Kid's Safety Packs, backpacks with toys, snacks, snuggly blankets, and clothing for children that accompany their mothers seeking safety in the home. She expressed great appreciation for our support.



ROTARY FOUNDATION MINUTE

As the Foundation Minute bids goodbye to Barry Rassin and welcomes Mark Daniel Maloney as the new Trustee Chair of TRF, it seems quite relevant to remind readers why July is the beginning of the Rotary year. Initially, our conventions played a key role in determining the start date of our fiscal and administrative year. Rotary's first fiscal year began the day after the first convention ended, on 18 August 1910. The 1911-12 fiscal year also related to the convention, beginning with the first day of the 1911 convention on 21 August. The next August, the Board of Directors ordered an audit of the International Association of Rotary Clubs' finances. The auditors recommended that the organization end its fiscal year on 30 June to give the secretary and treasurer time to prepare a financial statement for the convention and board, and to determine the proper number of club delegates to the convention. The executive committee agreed and, in April 1913, designated 30 June as the end of the fiscal year. This also allowed for changes to the schedule for reporting club membership and payments. Even The Rotarian changed its volume numbering system to correspond to the fiscal year (beginning with Volume 5, No. 1, in July 1914). Rotary continued to hold its annual conventions in July or August until 1917. Delegates to the 1916 event in Cincinnati, Ohio, USA, approved a resolution to hold future conventions in June, mainly because of the heat in cities where most of them occurred. The next one was held 17-21 June in Atlanta, Georgia. The term "Rotary year" has been used to signify Rotary's annual administrative period since at least 1913. An article in The Rotarian that July noted, "The Rotary year that is rapidly drawing to a close has been signalized by several highly successful joint meetings of Clubs that are so situated as to assemble together easily and conveniently."

Since the executive committee's decision in 1913, the end of the Rotary year has remained 30 June.

FOUNDATION RAFFLE



Today's raffle featured cash a bottle of fine wine, and an Angela Campbell fabric bowl. The first ticket drawn by guest Emil Rosin was held by Bud Phillis who took the cash. The next ticket winning an excellent bottle of fine wine, was held by Frank Lambert. Enjoy the wine Frank, a fitting addition to your Major Donor Award day. Thanks to all for participating in today's Foundation Raffle! All proceeds go to the Rotary International Foundation in support of important Rotary Service Projects!



HAPPY-SAD DOLLARS & VOLUNTEERED FINES

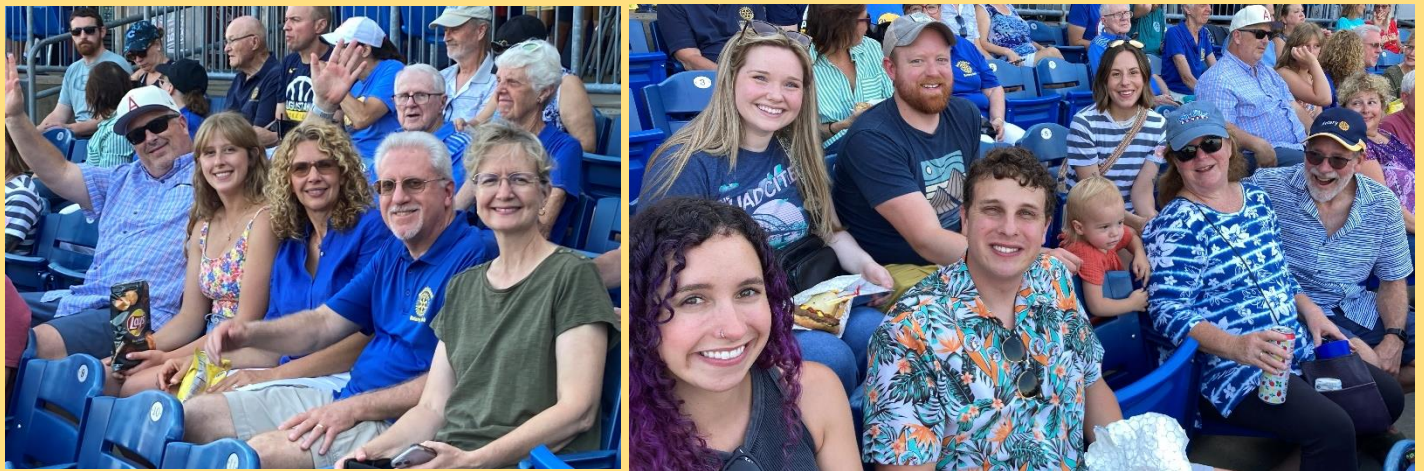
Our new 2nd Vice President, Amber Wood was again "warmly" greeted by a solid chorus of "BOOs! She collected fines from Holly Sparkman, Justin Peterson, and Tammy Weikert for needing to leave early today; and from Jeff Dismer for taking his name badge home last week. He added happy dollars for his son Conner's recent engagement and purchasing his first home. Congratulations Jeff and Conner. Bud Phillis had a happy dollar for former president Trump's close escape from assassination on Saturday. Frank Lambert had two Happy Dollars for the Cardinals winning two games this past weekend over the Cubs. Amber Wood answered with happy dollars for being at the Cubs vs. Cardinals game on Saturday and for the Cubs winning two games this past weekend over the Cardinals. Can you tell it was a 4-game series and each team won two! Amber also added a \$1 fine for missing our own Rotary Night at the Ball Park last Friday. Tom Hammer had happy dollars for traveling to Des Moines over the weekend to watch his two grandsons play in an 11 and under tournament. Great News – his grandson's team won the Tournament! Finally, fellow member Heather Ballou, in her role as Director of Education for the Botanical Center thanked us for the books we donated for them to give to children who come to the Reading Garden. We loved hearing all the good news!

Rotary Night at the Ball Park

Rock Island Rotarians enjoyed beautiful weather, baseball, hotdogs, and cool beverages last Friday night at Modern Woodmen Park as the Quad City River Bandits took on arch-rival Peoria. The "Chiefs" are a minor league team of the St. Louis Cardinals, so many of us got to see who the Cubs will be beating up when the young guys get to the Big League in a few years. (Sorry Frank Lambert, I couldn't resist)! It was a fun night with impressive fireworks following the game. Got to admit those future Cardinals looked pretty good, but the Bandits looked better getting the 4-3 win! Rotarians had a wonderful time. A big thanks to John Oliger who made all the arrangements and chaired the event, even getting us seating under the shade of the stadium roof!



Bud Phillis, Tom Tarnow & Andrea Talentino enjoyed the night along with John and Karen Phillips, Dick Fislar and Marcy Bell and of course our 1st Vice-President and outing Chairman John Oliger and wife Julie.



Mark Mayeski with his daughter and spouse Kim, were joined by Rick and Nancy Devinney. Jeff and Martha Dismer had a fun time with sons, daughters in law and grandkids!



Bob Swanson's Daughter & Son in Law smile for the camera. A row in front is Bob and wife Debbi with their other daughter and her Beau. The four grandkids were off riding the rides, eating hotdogs, and having a fun time together. Thanks Jeff Dismer for the photo!

It was a fun night! Thanks again John Oliger for making it happen!

NEWS FROM OUR BOARD OF DIRECTORS

Our newly elected officers and board members met yesterday for their first Board meeting of the 2024-25 Rotary Year. Some of the business covered included approving the minutes of the Board's June 2024 meeting and the approving for audit the June financial report received from treasurer, Molly Shattuck. The application for membership from Brian Williams was approved and Sue will arrange for his induction as soon as possible. Member resignations were received and approved with regret from Kathy Rugeberg and Tia Steele. Both were outstanding members and have accepted new employment outside our immediate area. Tia had volunteered to chair our entry in the MLK "Soul of the City Parade on August 17. Much of the preparation has been completed and Sue will see a volunteer to take over leadership of the project. The board voted to cancel our Club meetings on October 22nd and will urge member to attend the World Polio Day Gala that evening at the Botanical Center. We are hosting the Gala and the money saved from cancelling our regular meeting lunch will be offered to members who purchase tickets to attend the Gala. The board also cancelled our regular meetings scheduled for December 24 and December 31 because of their proximity to Christmas and New Years..

The board discussed membership issues including mentoring, new member engagement, diversity, and potential member outreach. Fundraising was also discussed with limiting the time for fundraisers and finding ways to make those we traditionally do the best they can be, were key topics. The possibility of a club Trivia Night Challenge with a traveling trophy for the Club with the highest score.

President Sue appointed Bud Phillis, Ruth Lee, and Bob Swanson to investigate the "Peace Pole" project recommended by our new Rotary International President, Stephanie Urchick. She also announced that a representative from the Moline Rotary club will be visiting us soon to speak about joining them and other clubs in an International Water Well project in Sierra Leone.

The next Board meeting will be at 11:45am on August 19th at Studio 483 Architects in downtown Rock Island.

2024 RYLA INTERACT REPORT

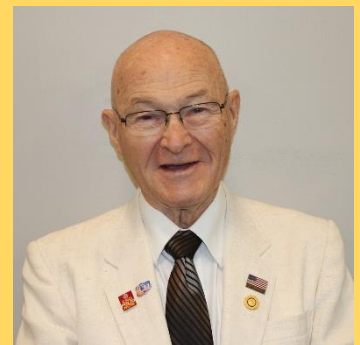


Our Rocky Interact Club sponsor Lonnie Behnke introduced Alaina Bonja an incoming sophomore at Rock Island High School who our Club sponsors to attend RYLA (Rotary Youth Leadership Award) Camp this past spring. Lonnie noted that Alaina is at the top of her class academically and was the top student in his Spanish class last school year. He also mentioned that she is involved in Drama and the Gray Matters Collective Club at Rocky. Alaina stated that going to RYLA as the only student from Rocky was "scary." She is not outgoing and being thrown in with 100 strangers was a bit daunting however she said she was quickly made to feel safe and welcome. She was placed on a team with a mix of students from all over Illinois. They were guided through numerous team building and bonding activities and soon became close and trusted friends. They played many games and

participated in competitions and had to come up with a skit in just 20 minutes that had a setting of "in the forest" and had to conclude with the line "follow that car". She said her team's skit was fun, clever, and in her opinion was "pretty good." She told us about the food, which she said was great, and noted that they had time to socialize and were trusted with responsibilities. She said she remains in contact with the friends she gained and felt it was a great learning and life changing experience. She expressed her gratitude for our club's support and sponsorship.

One of Our Most Dedicated & Generous Names 7 Paul Harris Fellows

There are scarcely enough accolades to describe Dr. Richard "Bud" Phillis and his commitment to Rotary and the Rotary Foundation. He is a Rotary International "Level Two Major Donor, a Paul Harris Society Member, a Rotary International Benefactor, has served as our president and has earned our A.T. Peara Award and Professional Excellence Award. He served as our Foundation Chair for many years and is a supporter and "Friend" of our Club's Foundation. He is a Paul Harris Fellow and going into today had bestowed that honor on 33 family members. Today he added seven more Paul Harris Fellows, all grandchildren. Those new Paul Harris Fellows are Jodie Phillis, and Ian, Jesse, Kayleigh, Morgan, Owen, and Paige Krueger. Congratulations to each of them and our heartfelt thanks and appreciation to Dr. Bud Phillis! Rotarian Extraordinary!



ROCK ISLAND ROTARY CRUISE RAFFLE

Win a \$2,000 Picture Perfect Travel Gift Voucher good for any Royal Caribbean Cruise or Viking River Cruise – Your Choice! You pick the date and destination!



Tickets are \$20 each. Maximum of 350 to be sold. See Ruth Lee for Tickets
**PROCEEDS WILL GO TO DEVELOP THE OUTSIDE CHILDREN'S READING AREA AT THE
 ROCK ISLAND WATTS MIDTOWN LIBRARY BRANCH**

Rock Island Rotary



◀ Jun 2024		July 2024					Aug 2024 ▶
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
Cruise Raffle tickets are available. \$20 each See Ruth Lee for tickets.	1	2 Noon Meeting DG John Hurley Installation of the 2024-25 Board of Directors	3	4	5	6	
7	8 Board Orientation 5 pm Hammar's 3422 14 th St. Moline Appetizers provided BYO Beverage	9 Noon Meeting Plans for 2024-25 PDG Laura Kahn – guest MEMBERSHIP Committee Mtg following Rotary	10	11	12 River Bandits – 6:30 pm	13	
14	15 Board Meeting 11:45 am Gere Dismer Lofts 124 Arts Alley, Rock Island	16 Noon Meeting Angela Campbell – District Grant Children's Library Grant pres: Argrows House	17	18	19	20	
21	22	23 Noon Meeting Jack Cullen Downtown RI update	24	25	26	27	
28	29	30 5 th Tuesday meeting – Noon John Gripp RI Parks and Rec Special: after mtg TOUR of the Botanical Center	31	Invocations: Julie Gelaude Raffle – Bud and: 1 st Julie G.; 2 nd Cindi G.; 3 rd Holly/Tammy; 4 NEED 5 NEED Programs: Tom Hammar Greeters: 1 st 2 nd 3 rd 4 th 5 th			

August Calendar deadline: July 23 Send Rotary information for calendar to srector3614@gmail.com

Save the Dates: August 17 – District 6420 Community Awareness Program on Human Trafficking.

August 25th – RI Rotary Family Friendly Potluck 3-6 pm August 30th – 5th Friday social with Illinois Rotary Clubs – Old Oaks Winery 5-7 pm



Rotary District 6420 Strategic Plan 12-Month Update for Rotary Year 2024-2025

Fellow Rotarians,

This is the 2024-2025 version of District 6420's Strategic Plan. The group of Rotarians who met in person and reviewed the plan embraced our Vision Statement without change. Personally, I think that statement is excellent and embraces who we are and what we are about in a few very well-chosen words.

If you have not studied our Strategic Plan previously, note that the organization of the document has five important priorities (Membership, the Rotary Foundation, Public Image, Service, and Operations), each with a set of relevant, reasonable, and achievable goals. Those goals are driven by specific action plans that reflect the District's needs and challenges and provide a call to action for clubs and Rotarians.

If you are familiar with our Strategic Plan, you will note that there are significant and exciting additions: a three-year thank you for Foundation donors, a district-level advocate for DEIB projects, a strategic review of any surplus funds that may be available, and a requirement for Presidents-Elect to receive training on risk management. A close look will reveal other updates as well.

Our Strategic Plan is useful and effective because it is annually reviewed, adjusted as deemed appropriate, and reissued to our members. Let us make it a collective District 6420 priority to know the contents of our Strategic Plan and make the goals and actions plans relevant parts of our club and District operations.

Thanks to all the Rotarians who worked to develop the document initially and to those who have given of their time and energy to annually review and update it.

Yours in Rotary,

A handwritten signature in black ink that reads "John Hurley". The signature is written in a cursive, slightly slanted style.

John Hurley
Governor, 2024-2025
District 6420

District Vision

An active and diverse Rotary District working collaboratively to enrich our member's Rotary experience and make a lasting impact among those we serve locally and globally.

Strategic Priority #1 – Membership

Increase the number of active, engaged, and diverse members and clubs.

12-Month Goals

- 1.1 Increase the number of members by a net of 5.
- 1.2 Increase the number of Rotary clubs from 42 to 43.
- 1.3 Increase the number of active Rotaract clubs by 1.
- 1.4 Increase the percentage of female members by 10% (from 40% to 44%).

Action Plan

- Maintain the District-level Membership Committee and actively seek new members.
- Encourage clubs to appoint a Membership Chair and Membership Committee that can work directly with the District Membership Committee.
- Encourage clubs to complete the Rotary Club Health Check and participate in Club Vitality Workshops.
- Encourage clubs to offer professional development opportunities (e.g., leadership positions) to new and younger members.
- Encourage clubs to develop a membership that reflects their community's demographics.
- Implement a new District-wide membership drive.
- Provide to club-level Membership Chairs and Membership Committees membership development trainings that include a focus on membership retention.
- Encourage club Membership Chairs and Membership Committees to complete relevant courses in Rotary's Online Learning Center.
- Encourage clubs to add a family membership option.
- Have the District Chairs for membership, the Rotary Foundation, public image, and service meet quarterly to foster greater collaborations across each area.

Strategic Priority #2 – Rotary Foundation

Increase contributions to the Rotary Foundation and involvement in Rotary Foundation programs.

12-Month Goals

- 2.1 Increase the amount of giving to the Rotary Foundation's Annual Fund by 10% (from \$200,027 to \$220,030).
- 2.2 Increase the amount of giving to the Rotary Foundation's PolioPlus fund by 5% (from \$73,659 to \$77,341).
- 2.3 Increase the number of members contributing to the Rotary Foundation by 10% (from 735 to 808).
- 2.4 Increase involvement in Rotary Foundation programs.
- 2.5 Increase the number of Every Rotarian Every Year (EREY) clubs by 2.

Action Plan

- Encourage clubs to appoint a Foundation Chair and Foundation Committee that can work directly with the District Foundation Committee.
- Provide easy and multiple opportunities (e.g., Rotary Direct) for members to contribute to the Rotary Foundation.
- During new member orientation, encourage clubs to include information about the Rotary Foundation, its impact, and the expectation that all Rotarians should contribute annually.
- Showcase Rotary Foundation programs and projects at club and District events.
- Identify at least one qualified person interested in becoming a Rotary Foundation Global Scholar or Peace Scholar.
- Have the PolioPlus Committee work with clubs to promote awareness and increase giving to the PolioPlus fund.
- Promote the 3-year thank you to recognize those who contributed to the Annual Fund three years ago and consequently impacted the amount of DDF available during this Rotary year.
- Launch a Legacy Campaign to further increase giving District-wide.
- Promote an increase in the number of Bequest Society and Benefactors in the District.
- Have the District Chairs for membership, the Rotary Foundation, public image, and service meet quarterly to foster greater collaborations across each area.

Strategic Priority #3 – Public Image

Improve how we promote Rotary and our positive impact locally and globally.

12-Month Goals

- 3.1 Increase member support for the District newsletter (the *Actuator*), by increasing its open rate by 10% (from 44% to 48%)
- 3.2 Increase the number of members participating in public image training events by 20% (from 16 to 19).
- 3.3 Provide clubs with direct assistance to improve their social media and website.
- 3.4 Strive to become 100% compliant with Rotary branding requirements.
- 3.5 Increase the percentage of clubs posting events on the District's ClubRunner calendar to 40%.
- 3.6 Increase the number of District Facebook followers by 5% (from 694 to 729).

Action Plan

- Encourage clubs to appoint a Public Image Chair and Public Image Committee that can work directly with the District Public Image Committee.
- Promote the District's Public Image Award program.
- Engage the Assistant Governors to assist with accomplishing Public Image goals by providing them with quarterly club visit topics and content.
- Encourage clubs to improve their District newsletter (the *Actuator*) open rate.
- Encourage clubs to enter their events on the District's ClubRunner calendar.
- Help three clubs without a website to establish one.
- Provide at least two trainings for clubs to highlight the importance of Rotary brand fidelity and state-of-the-art public image strategies, including internal club communication strategies.
- Have the District Chairs for membership, the Rotary Foundation, public image, and service meet quarterly to foster greater collaborations across each area.

Strategic Priority #4 – Service

Foster active and involved clubs committed to service.

12-Month Goals

- 4.1 Encourage participation in the annual District-wide service project.
- 4.2 Promote club service projects that champion greater Diversity, Equity, Inclusion, and Belonging (DEIB).
- 4.3 Implement a strategy to recognize and reward community-focused club service project successes.
- 4.4 Increase the number of collaborative service projects or areawide programs when geographically possible.

Action Plan

- Encourage clubs to appoint a Service Project Chair and Service Project Committee that can work directly with the District Service Project Committee.
- Appoint a District DEIB advocate to work closely with the District Service Project Chair.
- Showcase club service projects at club and District events and publish a list of club service projects on the District website to encourage clubs to try something new.
- Encourage clubs to partner with other Rotary, Rotaract, Interact, and EarlyAct clubs and community organizations, including organizations that focus on underserved members of the community, to conduct bigger and more impactful service projects.
- Launch and promote a Service Project Award program that includes recognition of projects that champion DEIB.
- Introduce the District-wide service project at PELS to allow club's ample time for planning.
- Have the District Chairs for membership, the Rotary Foundation, public image, and service meet quarterly to foster greater collaborations across each area.

Strategic Priority #5 – Operations

Make more effective use of District resources for the benefit of clubs and Rotarians.

12-Month Goals

- 5.1 Mitigate District dues increases by using available District surplus funds to help keep District dues as low as possible.
- 5.2 Ask the District Finance Committee, with support from the District Governor line, to implement a strategic approach for allocating surplus District funds and determining a minimum amount necessary to fund the District each year.
- 5.3 Develop a written succession plan for District leadership and District committees.
- 5.4 Continue the plan to increase club-level awareness and compliance with Rotary's youth protection measures for all youth-related activities.
- 5.5 Include training on risk management and insurance at pre-PELS or PELS.

Action Plan

- Encourage the District Governor to meet with the District Finance Committee early each Rotary year to implement a strategic approach for allocating surplus District funds and determining a minimum amount necessary to fund the District.
- Maintain a list of potential District-level leaders that is updated at least every six months by District leadership.
- Encourage committee chairs to appoint assistant committee chairs as appropriate at the District level.
- Require all Presidents-Elect to complete Rotary's *Protecting Youth Program Participants* online course and sign the District 6420 Youth Protection Policy statement of compliance to conduct youth-related programming.
- Require all Presidents-Elect to receive training on risk management and insurance.