

## Revised Minutes

### Regular Meeting of the Board of Directors

Torch Club of Frederick, Maryland

August 23, 2019

Revisions offered by John Menke and Claire Kondig are shown *in italics*.

#### I. Call to Order

President John Menke called the meeting to order at 12:15 PM.

#### II. Introductions

Self-introductions were made. In attendance were Pat Allen, Toni Clarke, John George, Norine Haas, John Hewetson, Claire Kondig, John Menke, Peter Michael, Cathy Potter, Richard Potter, Ed Schoder and Frank Sledge.

#### III. Treasurer's Report

*Treasurer Claire Kondig reported that club assets show a current cash balance of \$5,610, and that the former budget expense line "directory printing" has been eliminated following last year's move to digital production, which entails no costs. She submitted the 2019-2020 fiscal year budget appended here.*

#### IV. Job Descriptions

President Menke led the board and other attendees through the director job descriptions earlier distributed.

- Being new to Torch and to the position of Vice President, Cathy Potter requested that she receive a tutorial on reservations procedures. Several volunteered. *John Menke announced that Toni Clarke, who in the past has served as vice president, will at least begin the year performing the vice presidential duties, and that Cathy Potter will assist her and move into the vice presidential duties as appropriate.*
- Peter Michael should have noted but missed it at the time that the Secretary job description included the job description for the separate position of roster production previously held by Sonja Rasmussen. These need to continue as separate positions because of the specialization required by the latter.

#### V. Implementation of 2018-2019 Tasks

Lengthy discussion was had on progress made on the list of annual objectives set down a year ago by past president John George for the 2018-2019 club fiscal year. The list is appended here. Particular attention was given to the following.

- **New Member Dinners-** M/S/P (Kondig, Sledge) that new members be given a free dinner when inducted.
- **Rain/Snow Dates-** Inclement weather make-ups should be the day following the scheduled meeting date when possible.
- **Presenter Support-** Discussion was had on how best to support presenters with their delivery, organization, use of audio/visual technology, and other aspects of their talks. Claire Kondig will provide the board with "speaker tips" used by Toastmasters International for consideration. Development of written speaker guidelines was urged.

#### VI. Club Advertising, Outreach and Website

John Menke announced that former club president Candy Greenway, who worked on these issues in the past has agreed to assist on advertising and outreach, and, if appropriate, will assist on website maintenance and reprogramming to improve functionality, design, posting, and modification protocol.

**VII. Targeted Marketing**

Many suggestions were given as to potentially ripe target markets for recruiting new members. Suggestions included local university and college faculty, Fort Detrick and private sector scientists, others with advanced degrees, published authors, and nonprofit CEOs. The list could be easily lengthened. Brief discussion was had on how to promote to chosen markets. Membership Chair Frank Sledge asked all to forward him contact information of individuals to pitch to.

**VIII. Adjournment**

The meeting was adjourned at 1:30 PM.

Respectfully submitted,

Peter H. Michael, Secretary

## 2018-2019 Tasks From Past President John George's Administration

President George thanked past TORCH officers and chairs for their service  
Treasurer Claire Kondig gave annual report: almost \$5,000 in checking with \$100 in petty cash.

Current officers and chairs brainstormed IDEAS for ENHANCING the TORCH EXPERIENCE:

- Print updates TORCH flyer/brochure
- Distribute flyers through Tourism Council's Visitors Center, C Burr Artz Library and local college libraries, monthly NEWS POST blurbs with reservation information, focus on targeted groups (Latinos, African Americans, Asians)
- Simplify membership application
- Give TORCH prospective guests one free meal
- Offer technical assistance – if needed- to presenters
- Limit presentations to 25-30 minutes
- Give prewritten "teaser" statements in one to three sentences w/out Power Point- by program chair
- Sponsor occasional guest speakers on high interest topics
- Pair TORCH presenter with a guest speaker
- Plan occasional TORCH panel or debate on controversial topic
- Recruit TORCH leadership positions for 2019/2020 beginning this fall
- Consider future meetings at midday as concern for night driving; and/or Provide a pickup service for those reluctant to drive at night
- Suggested additional lighting and step outlines at Ceresville Mansion
- Consider scheduling January and February meetings for June/ July
- Post TORCH of Frederick Bylaws on local website
- Write International Association of TORCH Clubs, Inc., regarding website concerns for member security

**TORCH CLUB OF FREDERICK**  
Proposed Budget for 2019 - 2020 – August 23, 2019

INCOME	Budgeted	Actual	Proposed
Member Dues	\$3,800	\$3,415	\$3,475
Initiation Fees	\$ 100	\$ 160	\$ 100
Monthly Dinner Pmts.	\$14,040	\$ 13,540	\$13,540
No-Show Payments	\$ 120	\$40	\$ 60
IATC Travel Stipend	\$ 300	\$ 0	\$ 300
Gratuity Donations	\$ 300	\$ 240	\$ 200
<b>Total</b>	<b>\$18,660</b>	<b>\$17,395</b>	<b>\$17,585</b>

Dues Note: The Frederick Torch Club pays \$50 per member. The second member in a household pays \$25. Our local club charges \$60 for the first member and \$30 for the second member. \$10 per member and \$ 5 for HH member remains with the club to cover expenses. The club charges a \$20.00 one-time initiation fee which covers the \$10 to IATC for each membership folder. **Current Checking Account Balance is \$5,610.80**

**EXPENSES**

Dues sent to IATC	\$3,175	\$2,875	\$2,875
IATC* New Mbr. Pkts. / Pins	\$ 100	\$ 105	\$ 105
Dinner Invoices	\$13,122	\$12,224.99	\$12,225
Dinner for Speakers	\$270	\$ 243	\$ 243
Gratuity for Ceresville	\$300	\$ 300	\$ 300
Directories	\$150	\$ 0	\$ ?0
Supplies and Name Tags	\$250	\$ 0	\$ 250
Payment for Travel	\$500	\$ 600	\$ 600
Torch Brochures	\$200	\$ 40	\$ 200
Dedicated Computer	\$443	\$ 0	\$ 0
Data Projector	\$ 0	\$ 0	\$ 100
Web Site	\$140	\$ 359.76 (2 Yr.)	\$ 179.73 (1 yr)
<b>Total</b>	<b>\$18,660</b>	<b>\$ 16,747.75</b>	<b>(\$16,977.73)</b>

This budget was developed after approval of a charge of \$30.00 for dinner. Ceresville is charging \$27.00 with notice that costs may increase 5% to 10% in the future. This enabled the club to cover dinner for the speaker.