

Minnesota-Dakotas Key Club District

MAY EXEC MEETING MINUTES



Date: Sunday, May 12, 2024

Location: Online via Google Meet

Start: 7:02 PM **Stop:** 7:39 PM

NOTES: Call in from a laptop or computer, have your camera on, dress appropriately

7:00 PM CST

→ Attendance:

Position:	Name:	Present/ NOT Present:
District Governor	Nathan Gonzalez	Present
District Secretary	Melissa Juarez Best	Present
District Treasurer	Ben Weingarten	Present
District Editor	Aly Johnson	Present
International Trustee	David Robaina	NOT
District Assistant Admin.	Sally Roberts	Present

District Assistant Admin.	Lola Pollard	NOT
District Admin.	Kyle Hakala	NOT

→ **Initiative for plan in action:**

- ◆ First board to take out of Covid era and shoot far and being creative

→ **Membership Growth Plan**

◆ SMART Goal Breakdown:

- ◆ Specific: 25% Membership Increase (3,258 members in total, 651 new members)
- ◆ Measurable: Checking MUC reports consistently to keep our clubs on track, compare by month with last year
- ◆ Can be found on Key Club Int. website. This is the **official** way to know
- ◆ Sally's working on spreadsheet to keep track of data and will be a good way to see if we're getting towards our goal
- ◆ Achievable: Add 600 Members, Charter 5 Clubs (75 Members Minimum)- membership development is in charge of asking each LTG to charter a club, existing clubs add 9 new members each on average- this is a

very big thing

- ◆ Realistic: Overall yes this a very big goal- a big ask but not an impossible goal but may not be realistic by individual club
- ◆ The overall focus should be towards clubs that are more out of touch with the district
- ◆ Time Bound: End of service year. An ongoing process that will take the entire term

→ Further Breakdown

- ◆ New Members (Introduce to LTGs and eventually entire district at board meeting, Incentives, Scholarships via district/Kiwanis) Membership development
- ◆ *"How can we get something in it for every school?"*
- ◆ Chartering (Mem Dev find every division a focus school, Focus on reactivating, Club expansion webinar)
- ◆ Incentives- specifically tying to Fall Rally and DCON.
Ex: *"If you submit designs, etc you can get rewarded for these in person events. If you increase 15%, you get rewarded this."*
- ◆ Scholarships can also be handed out by finding money in our district or getting Kiwanians to help out.

- ◆ Chartering- Membership development has to find a weak school in each division. Also focusing on reactivating clubs that are inactive- keep in mind inactive clubs are way cheaper than chartering club
- ◆ Webinar should be created. District board members can pop up and get more information on the plan and overall goal

→ **Exec Roles:**

◆ *Melissa:*

- Alternate on biweekly schedule with Nathan to check MUC (Membership Update Center- the official way to know the exact numbers we have- broken down by clubs looking at member count)
- One week should be Nathan updating then the next week Melissa updating
- Keep member amount updated on website

◆ *Ben:*

- Work with admin team to find space in the budget for incentives and scholarships
- Connect with K-Fam on seeking Kiwanis help with sponsorships

◆ *Aly:*

- Work with PR committee to find a way to promote club growth via social media come fall
- Marketing for incentives with Ben (these overlap)
- Create YouTube guides on paying dues, chartering clubs, and growing membership through social media platforms. This connects with clubs and shows them where their place is.

→ Troubleshooting

- ◆ Before introducing to district board, looking for problems
- ◆ *"What would the incentives be?"* Ice cream social, pizza party, Key Club merch
- ◆ Questions are expected, so reach out to Nathan!

→ May Board Meeting

- ◆ Date: May 26th, seems to work with entirety of the board
- ◆  May Board Meeting Agenda
 - ◆ Membership growth plan, introducing it
 - ◆ LTG RFL forms- introducing it to LTGs so they know what to look out for. Looking into it as an entire

board. This sets them up for success. It serves as a job description for LTG roles

- ◆ Including what should be talked about at a DCM
- ◆ What to post on your Instagram account versus what not to post on your Instagram account
- ◆ Never be afraid to tell a LTG to tweak a post or remove as it is our authority

→ Approve LTG DCM Report Forms:

- ◆ Review
- ◆  DCM Exec Questions
- ◆ A lot of questions for an LTG to ask at DCM- so narrow it down
- ◆ Added: *"How does your club plan on staying active during the summer?"*
- ◆ Membership struggle question should be included so we get an idea of where each club is at
- ◆ Relationship with Kiwanis removed- not as important
- ◆ Faculty advisor question should get moved down (Nov/Oct)
- ◆ Service project questions- Narrow it down into one question
- ◆ Relationship with school/community question- both relatively decent, useful info to have will be kept

- ◆ Monthly report forms submission question should be kept in as this is an initiative to improve on this year

→ **Questions:**

- ◆ *"Promo video out?"* Video should be out before school ends. Blank drawing of Milford should be as soon as possible. Logo will be used as another reveal. Nathan and Aly will look for postcards design

END TIME: 7:39 PM CST
