



June 27<sup>th</sup>, 2012

## **Mission of the Rotary Club of Cohoes**

The Rotary Club of Cohoes exists to promote goodwill and better friendships through service and support to the people of Cohoes.

## **Rotary Club of Cohoes**

## **2012 - 2013 Action Plan**

## **Vision for the Rotary Club of Cohoes**

The Rotary Club of Cohoes is a thriving, highly visible and respected service club of involved professionals who gather in the spirit of fellowship to provide support and service to the community.

## Officers and Board Members for 2012-13

### Officers:

President	Bob Van Alstine
President Elect	Dave Mitola
Secretary	Linda Tremblay
Treasurer	Mike Brooks
Sergeant At Arms	Marshall Barrett

### Board of Directors:

Keith Hornbrook, Amy Musiker, Peggy O'Shea, Chuck Ries, Bev Signoracci and Ed Tremblay

## Goals for 2012 - 13

### Membership:

- Retain current members
- Increase membership by 5 new members
- Engage new members

### Community Relations:

- Increase club visibility
- Publicize club activities

### Community Service:

- City beautification
- Volunteer at local and regional organizations

### Fundraising:

- Raise \$10,000
- Investigate establishing a club foundation (501 c)

### Scholarship:

- Choose scholarship winner

### Nominating:

- Present a slate of officers and board members for 2013-14

### Fellowship (Special Events):

- Establish events centered around family participation
- Fellowship with other Rotary clubs
- Create a sunshine fund

### Finance:

- Prepare budget for 2012-13
- Monitor the finances of the club

### Club Administration:

- Monitor progress in achieving goals and provide feedback to the Club President and the Board of Directors

## **Membership Committee - Marshall Barrett:**

### **Committee Members:**

Marshall Barrett - Chair; Ed Tremblay, Dr. David Mitola and Pat Shannon.

#### **1. Increase Membership by 5 New Members:**

- Solicit possible candidates from: current members, businesses in Cohoes, etc
- Recruitment day
- Recruitment dinner

#### **2. Retain Current Members:**

- Keep members and club busy
- Follow up with members who have missed three weekly meetings
- Members – new ideas for the club and community
- Fun and interesting weekly meetings
- Recognize members who sponsor new members

#### **3. Engage New Members:**

- New members serve on committees and are involved in service projects and other club activities

## **Community Relations - Linda Tremblay:**

### **Committee Members:**

Linda Tremblay - Chair; Mike Brooks, Colin Demers, Ed Tremblay and Julie DeFrusco.

#### **1. Increase Club Visibility:**

- Make presentations to major stakeholders regarding what our club does and how they can benefit
- Notify major stakeholders concerning upcoming Rotary programs and events

#### **2. Publicize Club Activities:**

- Issue press releases
- Post club activities on club, district, and social media sites
- Post signs and fliers around the community

## **Community Service - Dr. David Mitola:**

### **Committee Members:**

Dr. David Mitola - Chair; Keith Hornbrook and Joanne Williams.

#### **1. City Beautification:**

- Improve and maintain the appearance of Cayuga Plaza

#### **2. Volunteers at Local and Regional Organizations:**

- Provide assistance at Cohoes based soup kitchens
- Provide assistance at the regional food bank
- Bell ringing for the Salvation Army at Christmas time

## **Fundraising - Colin DeMers**

### **Committee Members:**

Colin DeMers - Chair; Marshall Barrett, Pat Shannon, Keith Hornbrook and Linda Tremblay

#### **1. Raise \$10,000:**

- Rotary Dinner Dance - community at large and club members
- Keveny High School Reunion

#### **2. Investigate Establishing a Club Foundation (501 c):**

- Standard operating procedures and periodic reporting
- Attorney for guidance and advice

## **Scholarship - Keith Hornbrook:**

### **Committee Members:**

Keith Hornbrook, Chair; Chuck Ries, Peggy O' Shea

#### **1. Choose Scholarship Winner:**

- Review and make changes to application process as needed
- Make applications available to local high schools
- Review applications submitted
- Determine scholarship recipient

## **Nominating - Ed Tremblay:**

### **Committee Members:**

Ed Tremblay, Chair; John Farrell, Harry McDonald

#### **1. Present a Slate of Officers and Board Members for 2013-14:**

- Review list of board members and determine which terms will be ending
- Ask all club members for nominations of club officers and board members
- Talk to club members who are nominated
- Develop a slate of officers and board members for 2013-14, and present it to the Board of Directors

## **Fellowship (Special Events) - Bev Signoracci and Pat Shannon**

### **Committee Members:**

Bev Signoracci and Pat Shannon- Chairs; Marshall Barrett, Amy Musiker

#### **1. Establish Events Centered Around Family Participation:**

- Attend opening of Falls View Park in spring of 1913 accompanied by a food event
- Christmas Party

#### **2. Fellowship with other Rotary Clubs:**

- Host Rotary Day: Fellowship with other Rotary clubs
- Joint Rotary meeting for District Governor visit

## **Finance - Mike Brooks:**

### **Committee Members:**

Mike Brooks- Chair; Amy Musiker

#### **1. Prepare Budget for 2012-13:**

- Talk to committee chairs - expense estimates, and timing
- Talk to fund raising chair - revenue estimate, and timing
- Develop a budget and present to the Board of directors

#### **2. Monitor Finances of the Club:**

- Advise the president and the board of directors each month regarding club finances

## **Club Administration - Bob Van Alstine**

### **Committee Members:**

Bob Van Alstine, Chair; Jake Robert

#### **1. Monitor progress in Achieving Goals**

- Review monthly progress reports from committee chairs
- Provide feedback to committee chairs - progress in meeting goals
- Advise Board of Directors regarding process in meeting goals

## **Strategic Planning Process**

### **Leadership Team:**

Bob Van Alstine, Chair; Colin DeMers, Planning Coordinator; Marshall Barrett, Colin DeMers, Dave Mitola, Bev Signoracci, Ed Tremblay, and Linda Tremblay.

### **Results:**

- Mission Statement
- Vision Statement
- Three year time horizon: 2012-3, 2013-4 and 2014-5
- Goals for 2012-3

## **The Four Way Test of 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?"