

MINNESOTA-DAKOTAS KIWANIS DISTRICT BOARD OF TRUSTEES
“MINUTES”

Tri-K Winter Board Meeting
January 25 & 26, 2013
Bigwood Convention Center, Fergus Falls, MN

Cynthia Braseth, Governor** (** District Kiwanis Board of Trustees voting members)
Judie Rosendahl, Governor Elect**
Denis Cornell, Immediate Past Governor**
Steve Handegaard, Secretary/Treasurer**

Lt. Governors 2012-2013 **

Kent Hochgraber	Region 2
Mark Johnson	Region 3
Tom Allen	Region 4
Carol Grode-Hanks	Region 5
James Bock	Region 6
David Harms	Region 7

Lt. Governors Elect 2012-2013

Debbie Looby	Region 4
Darryl Meyers	Region 6
Gail Heyda	Region 7

Immediate Past Lt. Governors 2012-2013

Darlene VanderVorst	Region 1
David Odette	Region 2
Betz Tepley	Region 3
Judie Rosendahl	Region 6
Don Felmlee	Region 7

Colleen Hyde	Administration Director
Loreena Luetgers	Education Director
Stewart Ross	Service Director
Sharon Scudder	Membership Director
Bruce Klair	New Club Building Director

Bill Daugherty	Eliminate District Chair
Matthew Schuweiler	Circle K Administrator
Daardi Sizemore	Circle K Asst. Administrator
Hayden Waisanen	Circle K Governor
Mary Beth Townsend	Key Club Administrator
Shelly Thurnau	Key Club Assistant
Shannon Kearney	Key Club Assistant
Cady Severson	Key Club Governor
Key Club Board Members	
Circle K Board Members	

- Following dinner the meeting was called to order at 7:00 p.m., Friday, January 25 by Governor Cynthia Braseth.
- Flag pledge.
- Invocation by Judie Rosendahl, Governor Elect
- Reports-
 - Bruce Klair- New Club Building Director- Bruce reviewed recent club building efforts and discussed potential new club building sites.
 - Sharon Scudder- Membership Director- Sharon reviewed our current membership numbers and also recognized clubs with a plus net membership so far this year.
 - Colleen Hyde- Administration Director- Reviewed process for the Regional Star Award. Reminded the Lt. Governors that we are discontinuing the Newsletter/Bulletin/Brochure contest due to declining entries.
 - Stewart Ross- Service Director- Stewart mentioned that he is available to visit club to speak about Kiwanis service and also the new pilot district service project.
 - Loreena Luetgers- Education Director- Loreena reviewed Lt. Governor Education and CLE plans, expectations and guidelines.
 - Denis Cornell-Immediate Past Governor- Denis announced the Distinguished Clubs for 2011-2012. Results will also be in the February MINNEKOTAN.
 - Written reports were also submitted by Jim Albright, Aktion Club Administrator; Jack Zierdt, District Educational Foundation; Chuck Schroder, District Chair, KI Foundation.
- Minutes of the August 3, 2012 Board meeting were submitted for approval. Tom Allen moved to approve the minutes. Motion was seconded by David Harms and carried.
- Minutes of the August 5, 2012 Board meeting were submitted for approval. Jim Boch moved to approve the minutes. Motion was seconded by Mark Johnson and carried.
- District Secretary/Treasurer Report - Steve Handegaard:
 - An updated financial summary of the district budget, income and expenses to date was distributed and discussed. Steve reported that our budget is in good shape for this year, but if we continue to have membership decreases income will obviously decline in the future and budget adjustments will need to be made.
 - Steve reviewed the Lt. Governor related budgets and expense reimbursement policy.
 - The annual audit of the district treasury was recently conducted by the Westberg Eischens, PLLP of Willmar. A copy of the audit report will be distributed to members of the Board of Trustees.
- Eliminate Project Report– Bill Daugherty reviewed the status of fundraising in our district. Currently we have 14 model clubs. Goal is 30 model clubs by end of 2012-13. Clubs have 5 years from time they declare to raise the pledged funds. Still looking for Club Coordinators for 44 clubs.
- Lt. Governor Region Reports – Lt. Governor teams gave an update on activities and membership growth progress in their region.
 - Region 1 – Darlene VanderVorst
 - Region 2 – Kent Hochgraber
 - Region 3 – Mark Johnson
 - Region 4 – Tom Allen
 - Region 5 - Carol Grode-Hanks
 - Region 6 – James Bock
 - Region 7 – David Harms

- Meeting recessed at 8:45 p.m.
- Governor Cynthia reconvened the District Board Meeting at 8:05 a.m., Saturday, January 26.
- Governor's Report-
 - Governor Cindy thanked everyone for their hard work and support.
 - Appreciates receiving the club visit reports. Very informative.
 - Club Evaluations of Lt. Governor visits overwhelmingly positive and indicate that the Lt. Governor visits are very worthwhile.
 - SLP Building going very well.
 - Thanked those involved in the development of the Strategic Plan.
- Governor Elect Status
 - Governor Elect Judie reminded the board that we need the names of Lt. Governors Elect-2013-2014 soon as well as those still open for 2012-2013.
 - The 2013-2014 Lt. Governors, Immediate Past and Lt. Governors Elect will need to attend the Lt. Governor Education Conference, April 26, 27, & 28, 2013 in Fergus Falls.
 - Current Lt. Governor teams are responsible for getting names of new Lt. Governors Elect to the District Office and Judy ASAP.
- District Strategic Planning Task Force presentation and discussion:
 - Immediate Past Governor Denny Cornell gave a brief introduction to how the Strategic Planning Process was initiated. The Strategic Planning Committee was formed in August 2012 and has worked since that time on developing a 5 year plan that would guide us to where we want to be in 2017. The plan is to be a work in progress, evaluated at regular intervals and changes made when deemed necessary.
 - Stewart Ross shared a PowerPoint presentation that reviewed the entire plan in detail. Copies of the plan were distributed to all those in attendance. Discussion of the plan followed. (A copy of the Strategic Plan is attached to these minutes.)
 - The Strategic Plan was included on the advance agenda sent to the board, but a motion was made to officially add the Strategic Plan to the board meeting new business. Motion to add the topic to the board new business was made by Dave Harms and seconded by Tom Allen. Motion carried unanimously.
 - Mark Johnson moved to accept the District Strategic Plan as presented. Seconded by Tom Allen. Motion carried unanimously.
- District Circle K Report- Matt Schuweiler, Dist Circle K Administrator and Hayden Waisanen, CK Governor
 - Discussed and distributed Circle K District financial report and budget. Carol Grode-Hanks moved to approve the Circle K Budget. Seconded by Mark Johnson. Motion carried unanimously.
 - District Circle K Convention will be held March 1-3, 2013 in St. Paul, MN. A K-Family Extravaganza will be held on that Saturday evening.
 - Announced new CK Club in Rochester.
 - Announced the Jodi Piekarski will be stepping down and Matt Nistler will take over her position. The board affirmed their support for the change.
 - Thanked everyone for their support of Circle K.
- District Key Club Report – Mary Beth Townsend, District Key Club Administrator and Cady Severson, Key Club Governor
 - Reviewed clubs paid to date.
 - Shared list of Key Clubs and their sponsors.
 - Cady shared plan for new regional structure.

- Reviewed and discussed the Amendments to District Key Club Bylaws approved by the District Key Club House of Delegates. Tom Allen moved to approve the Key Club Bylaw Amendments as were approved by the Key Club House of Delegates. Seconded by David Harms. Motion carried unanimously.
- 2013 District Key Club Convention will be held April 19-21 in St. Cloud, MN.
- District Secretary/Treasurer Report – Steve Handegaard
 - Thanked and congratulated Lt. Governor Teams and Directors for their work.
 - Shared some actual comments from recent Club Evaluations of Lt. Governor Visits. All very positive and indicate club appreciation for Lt. Governors' visits and support during the year.
 - Lt. Governor Club visits and reports schedule were reviewed. Lt. Governors need to make 3 official visits to each club during the year and submit the club visit report.
 - Lt. Governors were reminded to monitor the online monthly club reports and provide encouragement and feedback to clubs.
 - Also reminded to help monitor the status of club election reports.
 - All district leaders were reminded that they should be submitting articles to the MINNEKOTAN and the website.
 - Reminded that April 1st the registration fee for International Convention increases.
 - Asked for any contact information updates for the District Leadership Directory.
- District Convention 2013 and beyond -
 - Ann Backes Dodge, Convention Director was not able to attend the board meeting, but a number of items were discussed.
 - The 2013 District Convention will be held August 8-11 in Aberdeen. District board related events will take place on Thursday evening, August 8 and also Friday morning, August 9.
 - Governor Cindy announced that the Key Note Speaker for the 2013 District Convention will be Holly Hoffman. After raising their children Holly decided it was time to do something for herself so she applied to be on the reality show Survivor. She was the last woman standing, and last member of the Espada Tribe in the game. Hoffman placed fourth in Season 21 Survivor Nicaragua. Holly is now traveling throughout the United States making appearances and speaking to various organizations and schools. By sharing her Survivor experience she has become a motivational speaker. She will also be traveling throughout the United States attending reality fundraising events and speaking. Holly is the author of "Your Winner Within".
 - Ann has been tentatively looking at Grand Forks as site for the 2015 convention. No final decision has been made.
 - Governor Cindy reminded the board that Ann Backes Dodge will be stepping down after this year and that a new director will need to be appointed. Anyone interested should contact Cindy.
 - Future conventions:
 - 2014- Minneapolis, MN
 - 2015- Not selected, but tentatively in North Dakota
 - 2016- Not selected, but tentatively in Minnesota
 - 2017- Not selected, but tentatively in South Dakota
- Governor Elect Judie Rosendahl suggested to the board that we try sponsoring another Key Leader Program somewhere in our district. It has been a few years since we held one and Judy indicated that Kiwanis International is willing to bypass the required guaranteed participation financial commitment from our district since it would be considered a new start. Judie suggested that the Key Leader program be scheduled for a camp close to the Twin Cities and be held sometime in late April or early May. Jim Bock moved that Judie move ahead with her suggested plan to schedule a Key Leader program. Seconded by David Harms. Motion carried unanimously.

- The District Executive Committee recommended that the district board submit a bylaw amendment to the 2013 District House of Delegates that would allow the board to meet via conference phone call or other appropriate electronic media in cases of emergency. David Harms moved to submit the following amendment to the 2013 District Convention House of Delegates. Seconded by Carol Grode-Hanks. Motion carried unanimously.

Amendment to MNDAK Kiwanis District Bylaws

Article VI – Board of Trustees

Add new section titled “Section 9”

The Board of Trustees may meet and conduct business by any method that allows all participants to simultaneously communicate with one another. Participation by such methods constitutes attendance. Normal board meeting rules and processes apply unless otherwise determined by the Board. Any voice votes not clearly reflecting the necessary number for a motion to pass must be taken individually; however, only adoption or failure must be included in the minutes. If written votes are desired, they may be made by e-mail, fax, or postal mail within a designated period of time following the meeting, as determined by the board.

- Stewart Ross further explained the Speakers Bureau section of the Strategic Plan.
- Stewart Ross, District Service Director, further explained the children’s book distribution project being piloted as a District service project.
- Governor Cindy made some closing comments and adjourned the meeting at 3:05 p.m.

Respectfully submitted,
Stephen K. Handegaard
District Secretary/Treasurer
Minnesota-Dakotas Kiwanis District
January 28, 2013

MINNESOTA DAKOTAS STRATEGIC PLANNING DOCUMENT FOR 2013-2017

NOTE: In terms of responsibility entity the governor and district board is accountable for every goal listed in this strategic plan along with those listed under each goal. There is no priority order intended for these goals. All are important for the future success of the district.

GOAL 1: MEMBERSHIP GROWTH

The district membership total will be a minimum of 5,000 members by October 1, 2017.

STRATEGY: New club building, club revitalization, making club service the centerpiece of clubs, improved Kiwanis education of club officers and members, bringing Club Leadership Education (CLE) to clubs (groups of clubs) along with numerous Achieving Club Excellence Workshops (ACE) throughout the district. Every part of this strategic plan impacts the success of membership growth for the district. Another strategy is to have each region select 1-2 clubs that need revitalization and to work closely to aid these clubs in growth and improvement. New club building goals will be developed by the New Club Building Director.

ASSESSMENT: District benchmarks for membership growth are achieved each year: Baseline is 4,892 members on October 1, 2012. The goal for membership in the next five years is listed below:

2012-2013: 4,650 members

2013-2014: 4,750 members

2014-2015: 4,850 members

2015-2016: 5,000 members

2016-2017: 5,000 members

NOTE: From 2008-2012 the district had a net loss on average of 275 each year. This means 4,650 members for 2012-2013 would actually be a net gain of 33 members compared to the average of the previous five years).

RESPONSIBLE ENTITY: District secretary, Membership and New Club Building Director, Lt. Governor team.

GOAL 2: SERVICE LEADERSHIP PROGRAM (SLP) AND GROWTH AND SUPPORT OF SLPs

The district will have 70% of all clubs sponsor one SLP by October 1, 2017; aid and educate clubs in their responsibilities of sponsorship. Explore reinstating Key Leader program for the district.

STRATEGY: Speaker's bureau, improved SLP advisor education, educate clubs about SLP's, emphasis at district and region conferences with workshops, emphasis at CLE and ACE workshops, improved "best practices" materials for clubs and on district website, testimonials on the district website of SLPs' successes, strategic approach to aiding clubs including district administrators of SLP's and district officers. District works on improved tracking by district and incentives presented by the Lt. Governor team for clubs building SLP's. One other strategy is for the district to offer clubs a banner listing the SLPs they support as reminder of their responsibility to these clubs.

The strategic planning committee recommends that the director of administration position now include coordinating all SLPs in the district. The position description therefore must be rewritten.

The 2013-2014 governor will work to reinstitute the Key Leader Program.

ASSESSMENT: District benchmarks for SLP's in clubs achieved each year:

Baseline is approximately 50% of district clubs support one or more SLPs on October 1, 2012.

2012-2013: 50%

2013-2014: 55%

2014-2015: 60%

2015-2016: 65%

2016-2017: 70%

Report on feasibility of Key Leader for spring of 2014.

RESPONSIBLE ENTITY: Administration/SLP Director, SLP Administrators, Education Director, Governor/district board.

GOAL 3: SERVICE GROWTH

The district develops a hands-on district service project for the 2013 convention.

A district wide service project is a major goal for the MN-DAK District in the next three years. This service project delivering/reading books to children from prenatal to 5 years old, along with forums for presenting why early childhood development is crucial for our children and society at large. The district aids clubs in making service the centerpiece of their club.

STRATEGY: Speaker's bureau, focus on club reports on service/service hours, define difference between service and fundraising, district wide service project for all clubs that culminates in large scale service project at the district convention with all participants given the opportunity to participate. Incentives for clubs to do meaningful service such as matching service grants from district for clubs. Make information available to clubs for "best practices" in service projects shared by region teams at district convention and region conferences and in district newsletter and website. The district will feature a service project of the month in the district newsletter selected by executive committee from reports filed by clubs.

A pilot service project will begin in June 2013 in southern Minnesota Kiwanis clubs through a partnership with the Southern Minnesota Initiative Foundation (SMIF) headquartered in Owatonna, MN. If successful the project will be expanded to the entire state of Minnesota in 2014 and the entire MN-DAK District in 2015. It is expected that the SMIF will give Kiwanis Clubs volunteering to be in the project approximately 5,000 children books to be read to children up to age 5. Books will be given to each child after the book is read. The Director of Service for MN-DAK will oversee the reading to children initiative. If successful in southern MN the project will be attempted for the entire state of MN in year two and the entire district by year three and beyond. Finally, the district will work to encourage all clubs to develop or maintain a signature service project. (A signature service project is defined as a major service project in a community that is not connected to another group such as the Salvation Army or Habitat for Humanity although working with other organizations is also important).

ASSESSMENT:

The Lt. Governor teams make baseline assessment of service of clubs during the 2012-2013 year. Compare this baseline with reports of clubs through the 2016-2017 year. Achieve

growth in membership service hours for clubs, regions and district. A district wide service project related to children literacy will be in place by 2015. An assessment rubric will be developed before the pilot project begins and as more clubs are involved.

RESPONSIBLE ENTITY: Director of Service, District Convention Director

GOAL 4: IMPROVED KIWANIS EDUCATION

Improve Kiwanis Education for district officers/administrators/ directors, club officers and members of Kiwanis clubs. By October 1, 2017 the district will have 100% of club presidents and secretaries complete Club Leadership Education (CLE) through blended education or face to face or online. Blended education is encouraged for club presidents by 2013-2014. (Blended education is a combination of face-to-face forums such as CLE and online education over a period of time).

STRATEGY: Speaker's bureau, Achieving Club Excellence (ACE) workshops, improve electronic education in district, make education a top priority at district convention and region conferences, prepare Kiwanis education videos for club meeting programs, increase number of quality instructors for CLE so more sessions can be offered near clubs, an education booklet to help district and club leaders, emphasize the importance of education and offer incentives for officers/clubs who attend CLE. Leadership seminars held to teach leadership skills. **Note:** The entire district strategic plan is infused with strategies that lead to more and better Kiwanis education.

ASSESSMENT: Baseline of CLE completion by club president/secretary of 55% for 2011-2012.

2012-2013: 60%

2013-2014: 70%

2014-2015: 80%

2015-2016: 90%

2016-2017: 100%

Note: Prior to 2011 when Kiwanis Education was restructured by Kiwanis Education, the district CLE completion rate was around 35%.

RESPONSIBLE ENTITY: Director of Education/ Education Committee and CLE/ACE instructors

GOAL 5: IMPROVED COMMUNICATION WITHIN DISTRICT, REGIONS AND CLUBS

The district website and Minnekotan will become the main communication tool for the district/clubs/members over the next five years. Online district convention will be an option along with credit payment beginning in March 2013. All aspects of Kiwanis communication between the district and regions, regions and clubs, and clubs and members will be improved.

STRATEGY: Encourage district directors, SLP administrators, and Lt. Governors to write articles for the Minnekotan. Encourage incentives for clubs to submit articles on service projects and other events of interest to the district. Work to have emails for ALL district members who have email. Develop a best practice area on website that can continually be added to. Start an archived "frequently asked questions" area on the district website (each time a question is asked and answered it stays on the site for others to read). Work to have ALL members of the district receive the Minnekotan reminder as each issue comes out electronically.

ASSESSMENT: Annual review of Minnekotan by the strategic planning committee with the focus on number and quality of articles on website and Minnekotan and other

improvements as listed in strategy above. Work for increased use of the district website and have more of the members reading the Minnekotan.

RESPONSIBLE ENTITY: District Secretary, Lt. Governor team, club presidents, district board

GOAL 6: IMPROVE THE DISTRICT CONVENTION AND REGION CONFERENCES

District Convention and Regional Conferences will be improved to assure a quality member experience. Attendance at district convention will increase from 200 to 400 by 2017.

STRATEGY: Develop a plan to build attendance at all events through a more vibrant and interesting event by starting with the member in mind. Form a convention committee that aids the convention director in the planning and implementing of the district convention.

Note: The 2012-2013 convention director will chair and the Strategic Committee will serve as the convention committee for the 2013 convention.

Develop a group, hands-on service project as the centerpiece of the district convention and region conferences. Discontinue the title of "Governor Conference" by changing to "Region Education Conference" to stress the importance of the meeting to clubs, which includes sharing ideas and education. The major emphasis of the region conference is not to meet the governor. The region conference serves to develop new leaders, elect a new Lt. Governor, and encourage fellowship and Kiwanis education for region members. An important part of Lt. Governor Education should be a quality template for region conferences, which includes timeline, invitations, organizational issues, silent auction possibilities, etc.

Develop all events at the district convention from the perspective of the member attending, NOT the officer perspective. The goal is a high quality experience for attendees. Consider using some funds from the district surplus fund as necessary. Provide incentives for clubs who send groups of members to the convention. For example, clubs that register three or more members receive discounted registration. Develop a credit card system for the district convention registration to eliminate some cost of envelopes, stamps and sending checks for payment. Checks will be accepted.

Recruit a new District Convention Director for 2013-2014. Select a new director by March 2013 so this person can learn the job before they begin work for the 2014 convention.

ASSESSMENT: Convention committee develops and uses each year a checklist and evaluation for the convention along with comments from those attending. Baseline for convention attendance is 200 for 2012 district convention.

2013	225
2014	250
2015	300
2016	350
2017	400

RESPONSIBLE ENTITY: District Convention Director, District Convention Committee, Lt. Governor team, District Secretary

GOAL 7: THE DISTRICT FOUNDATION, KIWANIS INTERNATIONAL FOUNDATION, THE ELIMINATE CAMPAIGN, AND THE DISTRICT OUTREACH FUND.

Donations from Clubs and individuals to MN-DAK and Kiwanis International are an important part of being a Kiwanis member. Although there are no set expectations for clubs and individual members there is often confusion about each of these possible areas to donate to. A goal of the district is to improve education concerning making donations to

clubs and individual members continuing to encourage members to see these donations as part of the Kiwanis experience and service to others.

Since ELIMINATE is a special, worldwide project, MN-DAK does have set goals. They are as follows:

1. Donations of \$3 million by end of campaign in 2017.
2. Eighty percent of all clubs contributing to ELIMINATE CAMPAIGN by 2017.
3. One club in district donates \$100,000 (Fargo Club)
4. A total of 30 clubs becoming model clubs with donations of \$750 average per member
5. Donations of 400 Zeller Fellowships (\$1250 for a Zeller Fellowship)
6. Increase membership through ELIMINATE CAMPAIGN of 100 members.

STRATEGY: Education is a key to clubs and members of clubs understanding why they should donate to various Kiwanis causes and what these various causes are all about. To this end, the district will develop a presentation on areas for donations that will be part of the speaker's bureau discussed previously. There also needs to be articles and testimonials on the district website and through the Minnekotan. All Lt. Governors need to understand completely these various areas for donations and include explanations (with a handout piece) when visiting clubs.

For the ELIMINATE PROJECT there is already a structure within the district at work.

ASSESSMENT: Do polling of clubs concerning their level of understanding of these various donation areas.

The ELIMINATE CAMPAIGN assessment is being done through an existing structure begun in 2011.

RESPONSIBLE ENTITY: District Chair of Kiwanis International Foundation, President/Board of the MN-DAK Education Foundation, District Coordinator for the Kiwanis International Eliminate Project

GOAL 8: DISTRICT STRUCTURE REVIEW

Realign and structure the district based on changes in membership and demographics since 2002 when the region concept began. Look at creative approaches to the structure of the Lt. Governor teams and region officers. Work to improve leadership development for district positions including accountability of the Lt. Governor positions i.e. reports must be completed before reimbursement given by district. Develop detailed guidelines for region conferences using best practices around the district. Improve caucuses at district convention through better education and preparation. Annually review the current budget formulas used for the Lt. Governor teams and region work and make changes as necessary.

STRATEGY: Do a continual analysis and review of district structure at annual strategic planning session. This means an annual date needs to be selected for the strategic planning session each year along with a budget to support this weekend meeting of the district executive committee plus the district directors. It is suggested this meeting take place just prior to the summer district convention to save travel costs.

ASSESSMENT: An annual review will be completed prior to the annual strategic planning annual meeting. This review will research spending patterns of regions and Lt. Governor teams, the activity of Lt. Governor teams, best practices within each region, and other information that may be germane to improving the structure of the district. The Strategic Planning Committee will include the executive committee of the district plus the district directors. Others can be invited at the discretion of the current governor. Any changes to

the district structure would be voted on at the House of Delegates at the district convention.

RESPONSIBLE ENTITY: Strategic Planning Committee

Minnesota-Dakotas Strategic Planning Committee for 2012-2013:

Governor:	Cindy Braseth
Governor-Elect:	Judie Rosendahl
Immediate-Past Governor:	Denis Cornell
Past Governor:	Lowell Disrud
New Club Director:	Bruce Klair
Membership Director:	Sherry Scudder
Service Director:	Stewart Ross
Education Director:	Loreena Luetgers
Administration Director:	Colleen Hyde
District Secretary:	Steve Handegaard