

Altadena Rotary Club - Membership Committee

Minutes for Thursday, September 20th
at the Seyffert home, 610 E. Calaveras St., 7 p.m.

Present: Applegate, Cox, Foreman, Frykenberg, Hill, McCurry, Mehringer, Zoeller & Seyffert (chair).

There was no formal agenda for this meeting, as the sole matter of business was the review of prior "obligations" volunteered, and of "action items" discussed, at the first two meetings of the Rotary year. Sue Applegate and John Frykenberg were not shown as having volunteered, and Tony Hill had not been present for either meeting. Gordon Seyffert asked that they, as well as others, consider whom they might "target" for Rotary membership. During discussion, John Frykenberg suggested that Five Acres and PCC "owe us somebody." Progress reports from the others were as follows.

Craig Cox had expressed an interest in continuing with cold calls, but he will not be free to follow up on this for some time yet. He specifically described the opportunities that await in the "medical district" along Washington Blvd. The cold calls that he had made would need to be made again, as the contacts made are no longer fresh. But he also observed that we lack certain classifications in membership that should be targeted in addition to medical personnel: government employees, various care centers (such as Five Acres), ministers (a focus of our club president), bankers and certain educators (in particular, those at the college level). These should be specifically targeted, he feels.

Craig again brought up the matter of a possible District list of former Rotarians. Gordon said he had attempted to contact District membership specialists on this matter by email, but had not received a response. He will pursue it further at Saturday's training.

Jacque Foreman has completed the item she had pledged to tackle, namely the promotion of Rotary at the Concerts-in-the-Park series. She had the concert schedule cards printed in a timely fashion, and also put forth the "Rotary Minute" idea that has been successfully tried on two occasions. She is, however, too busy with ongoing public relations matters such as newsletter production to anticipate further involvement at this time.

Tom McCurry has not yet pursued his interest in exploring renewed membership from the Armenian community. There was some discussion of the Luther Eskegian family and of the Balian family, but it was agreed that it is hard to break into the Armenian community without current contacts. Tom's interest in this area had been spurred by his having lived close to a number of Armenian-Americans. He did pledge to rethink how he might make some contacts here, and he further volunteered to pursue contact with Five Acres, as suggested by John Frykenberg.

Dennis Mehringer reported that a Pasadena Sunrise merger is off the table, as they have no interest at all in noon meetings. He remains interested in pursuing one or more Japanese-American members for the club, and in recruiting Dr. Bell from PCC.

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Gordon Seyffert reported that he has begun the progress of activating the Facebook page, but that he is still learning how to manage the page. He reported further that the "Rotary Minute" presentations have been well received, and that this year's Concerts have produced one expected new member, Alan Kindrick. Gordon continues to have an interest in following up Craig's cold calls, but would like to see notes on what was attempted last year. He will be receiving membership training this Saturday at Ontario.

Mike Zoeller has not had contact with Alex Cortes of El Patron restaurant, but remains interested in how we might recruit from the Latino community. Tom McCurry suggested that there were businesses -- some of which may be Latino owned -- that may be found near Woodbury Road.

Gordon reminded the group that in July we had identified member retention as an important factor in attaining our membership goals for the year. Three retention concerns that we discussed at that time were early involvement in projects, inclusion in fellowship events, and spouse "buy-in." He said he had specifically invited Tony Hill to the meeting because of the latter two points, and because last year's meetings at the Cox home had usually been joint Membership-Fellowship Committee meetings.

The suggestion was made, vis-a-vis the first point (early involvement in projects), that there are ongoing needs in Altadena. Perhaps a canvassing of certain organizations might suggest ways in which we might "plug into" already existing attempts to address community issues. An example of this that comes to mind is Christmas Tree Lane, and both Jacque and Gordon have made it known from time to time that new workers are always welcome on the Lane for the spring and fall weekend sessions with the lights. Mike Zoeller, as club projects chair, will need to consider the broader suggestion further.

Social media was again discussed, in connection with Gordon's new involvement in Facebook, and it was recommended that LinkedIn was the natural "business" outlet for an additional Altadena Rotary presence in social media. Craig Cox has an interest in pursuing this further, but only when he has more time to spare.

The meeting closed with a review of some of the names of former members who might possibly rejoin the club. Ray Carlson has been attempting to bring a former member back to visit the club, but so far without success. At least two former members are thought to be too much involved with raising their young children, and others are not able to rejoin for various financial reasons. Realtor Wu Li (spelling?) was fondly remembered by several for her ability to pursue member prospects through a personal time investment, but she is now in a different situation than when she belonged.

Adjournment took place, on target, after approximately one hour.