

MINUTES

BOARD OF DIRECTORS TELECONFERENCE MEETING

September 29, 2010
2:00 p.m. (Central Time)

The following Members of the 2009-2010 Board of Directors were in attendance for the entire meeting:

Donald R. Sievers	Immediate Past President	Jackson, Missouri
Mark O. Shriver	President	Woodstock, Georgia
Danny Rodgers	President-Elect	Fort Worth, Texas
Claire Labrèche	Director	Montréal, Québec
Herbert Strather	Director	Detroit, Michigan
Ken Garner	Director	Fort Worth, Texas
Marlene Phillips	Director	Windsor, Ontario
David Bruns	Director	Topeka, Kansas
Jim Kondrasuk	Director	Monona, Wisconsin
Benny Ellerbe	Executive Director	St. Louis, Missouri

Excused:

Marie-Pier Tremblay	JOOI President	St-Honore, Quebec
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Also in attendance :

Jack Creswell	President-Elect	Reading, Pennsylvania
Fatima Plater	Director-Elect	Detroit, Michigan
Judy Wiles	Chair, Marketing Committee	Cape Girardeau, Missouri

All items are not officially approved and subject to correction until they are adopted at the next meeting of the Board of Directors.

Wednesday, September 29, 2010

Immediate Past President Don Sievers was present in the International Office and called the teleconference meeting of the 2009-2010 Optimist International Board of Directors to order at 2:00 p.m. (Central Time). Benny Ellerbe was designated as the parliamentarian. The minutes from the previous Board of Directors meeting were reviewed to explain the reason for this meeting.

Review of Marketing Plan

Executive Director Benny Ellerbe briefly reviewed the plan (as attached to these minutes).

Motion adopted

Rodgers/Bruns

To adopt the Marketing Plan as presented and add a 19th item to develop Corporate Revenue Marketing.

Change of Dates for the December 2010 Board Meeting

Motion adopted

Shriver/Bruns

That the December 2010 Board of Directors meeting dates will be changed to the 10-11 weekend (from previously published December 3-4).

Motion adopted

To adjourn the meeting.

There being no further business, the meeting was adjourned at 2:30 p.m. (Central Time).

Benny Ellerbe
Executive Director/Secretary

Actions, Challenges, Possibilities and Timelines:

Presented below is an actionable list of steps, projects and activities for Board consideration.

1. **OI Board of Directors to review, discuss the current Vision, Mission, Tagline(s) as well a new possible Aspiration statement, Value Proposition and Positioning Statement. Approve any new direction or enhancements and communicate effectively these Directional statements via website, magazine and all OI communications. In point establish an agreed upon goal, marketing message and marketing direction.**

Budget Implication: \$ 0

Prime Responsibility	Staff Driver	Committee and Staff Dept Assigned	Target Dates	Preliminary Actions, Research and Design	Review, Follow-up, Testing	Full Implementation
Presiding Board Officer	Executive Director	Board of Directors/Executive Department	October 10 to March 11	Board Discussions & Member feedback	October 10 to March 2011	March 2011

2. **That a new Branding Guide be designed and developed to formalize all formal usage of OI Brand identity. Branding Guide to be available online and distributed to all Clubs via electronic means. Insure all standard branding must inspire and lead members to read and take positive action.**

Budget Implication: \$0

Prime Responsibility	Staff Driver	Committee and Staff Dept Assigned	Target Dates	Preliminary Actions, Research and Design	Review, Follow-up, Testing	Full Implementation
Executive Director	Sr. Director of Marketing	Marketing Committee/Marketing Department	October 10 to December 10	Ongoing	October 10 to December 2010	December 2010

- 3. A professionally developed, designed and implemented online Club President’s tutorial leadership program to educate Club Presidents with the skill sets needed from planning, serving, leading, growing to handover of a successful Club.**

Budget Implication: \$ 15,000 - \$25,000 +

Prime Responsibility	Staff Driver	Committee and Staff Dept Assigned	Target Dates	Preliminary Actions, Research and Design	Review, Follow-up, Testing	Full Implementation
Executive Director	Director of Leadership Dev.	Leadership Development & LD Dept.	October 10 to May 11	Ongoing LD Committee Development	January 2011	Spring 2011

- 4. Launch an organizational unified 5 mile walk for Childhood Cancer project, targeting a minimum of 300 Clubs in the first year to conduct the walk, with 15,000 walkers and \$75,000 revenue for CCC. Development of the flyers, messaging, communications and actions to successfully plan, motivate and implement the project.**

Budget Implication: \$5,000 +

Prime Responsibility	Staff Driver	Committee and Staff Dept Assigned	Target Dates	Preliminary Actions, Research and Design	Review, Follow-up, Testing	Full Implementation
Senior Associate Director	Programs Director	Activities Committee/Programs Dept.	October 10 to June 11	Design, plan, media	October 10 to June 2011	June 2011 Childhood Cancer Month

- 5. Organization Consistency plan to target areas of key importance for messaging a constant, clear and focused image/message/voice to the Clubs and members. Areas to be reviewed should include awards and recognition, logo, tagline, directional statements and core values expressed to the Clubs/members. Policy and bylaw proposals to be developed to “lock-in” the strategic messaging and agreed upon direction for up to seven years before review.**

Budget Implication: \$0

Prime Responsibility	Staff Driver	Committee and Staff Dept Assigned	Target Dates	Preliminary Actions, Research	Review, Follow-up, Testing	Full Implementation
Presiding Board Officer	Executive Director	Board of Directors/Executive Department	December 2010 to July 2011	Board Discussions & Member feedback	December 2010 to July 2011	March 2011 & Convention 2011

6. **Adoption of a new organizational wide tagline, “Live the Example”, (which has already been approved) adding...”Because Bringing out the best in kids is only part of it”. Board to review and enhance the tagline. Include the new tagline in our Branding Guide while extensively communicating the new tagline via all media and internal communications focusing on the duo values of helping kids gives members personal rewards and “special moments”.**

Budget Implication: \$0

Prime Responsibility	Staff Driver	Committee and Staff Dept Assigned	Target Dates	Preliminary Actions, Research and Design	Review, Follow-up, Testing	Full Implementation
Presiding Board Officer	Executive Director	Board of Directors/Ex. Department	October 2010 to March 2011	Board Discussions & Member feedback	October 10 to March 2011	March 2011

7. **Develop, create and implement a professional tutorial for members, using various media including DVD/Online video on “how to” invite new members to join Optimist Cubs and a supporting tutorial on how Clubs can conduct successful membership promotions and NOW projects at the Club level. Tutorial to educate members on a unique and attractive message, in 20 seconds or less, giving the members the tools and voice to express Optimist is “one of life’s greatest opportunities”.**

Budget Implication: \$15,000 to \$20,000 +

Prime Responsibility	Staff Driver	Committee and Staff Dept Assigned	Target Dates	Preliminary Actions, Research and Design	Review, Follow-up, Testing	Full Implementation
Senior Director of Membership	Membership Director	Growth Committee and Membership Department	October 2010 to April 2011	Ongoing Discussions & Member feedback	October 10 to April 2011	April 2011

- 8. Establish a Presidential and Board Directive that an Optimist International Official “Honors Program” be created. That 2 to 5 Corporations or individuals shall be selected each fiscal year as “Outstanding” leaders in Optimism and service. The selected honorees to be awarded a Presidential Award during the year as possible with the intent and purpose of creating valued partnerships. These potential partnerships be monitored, maintained and fostered to seek synergies in marketing, revenues, Club positioning and corporate patronage.**

Budget Implication: \$2,500 +

Prime Responsibility	Staff Driver	Committee and Staff Dept Assigned	Target Dates	Preliminary Actions, Research and Design	Review, Follow-up, Testing	Full Implementation
President	Executive Director	President/Executive Department	October 2010 to September 2011	Ongoing Board Discussions & Member feedback	October 10 to July 2011	July 2011

- 9. HQ securing and utilizing real life stories and special moments of our members on how helping children has helped their lives. Using these stories, images and real life examples, sharing these experiences as a permanent section in the Optimist magazine and other media to focus on solid emotional messages and testimonials to reinforce our work and its effects with children. Using the images of these testimonials in our magazine and website as the organization’s “voice”.**

Budget Implication: \$1,000 annually

Prime Responsibility	Staff Driver	Committee and Staff Dept Assigned	Target Dates	Preliminary Actions, Research and Design	Review, Follow-up, Testing	Full Implementation
Senior Associate Director Marketing	Communications/Member Services	Marketing Committee/Communications Department	October onwards	Board Directive, staff implementation	October 10	Winter Magazine

- 10. Internal marketing via constant contact, Optimist Magazine, website, PDC’s and other communications tools the co-values of “helping Children improves ourselves” and increase our focus on the duo value proposition, that “you get more out of being an**

Optimist than you put in"! Implement this duo value proposition as OI's single, congruent and long term marketing direction and keystone.

Budget Implication: \$0

Prime Responsibility	Staff Driver	Committee and Staff Dept Assigned	Target Dates	Preliminary Actions, Research and Design	Review, Follow-up, Testing	Full Implementation
Sr. Associate Director Marketing	Communications Director	Marketing Committee/Communications Department	October	Committee inputs and direction	October Onwards	October Onwards

11. Allocate the staff resources, budget and direction to maintain and increase OI's presence and activity in Social Media Channels. Reinforce our initial efforts with Facebook, LinkedIn, YouTube, Twitter, Flickr and other social media channels.

Budget Implication: \$1,500

Prime Responsibility	Staff Driver	Committee and Staff Dept Assigned	Target Dates	Preliminary Actions, Research and Design	Review, Follow-up, Testing	Full Implementation
Sr. Associate Director Marketing	Director of Social Media/Member Services Director	Marketing Committee/Communications Department	October	Committee inputs and direction	October Onwards	October Onwards

12. Submitting the SCOPES umbrella concept to the Activities Committee with the directive from the President that the concept be researched and tested.

Budget Implication: \$0

Prime Responsibility	Staff Driver	Committee and Staff Dept Assigned	Target Dates	Preliminary Actions, Research and Design	Review, Follow-up, Testing	Full Implementation
Sr. Associate Director Marketing	Programs Director	Activities Committee/Communications Department	October	Committee inputs and direction	October Onwards	October Onwards

13. Review and revitalize all communications to make them inspirational, clear, uncluttered, relatable and driven. All communications shall adhere to OI Branding and must inspire and lead members to read, visit and take positive action. The “agreed” upon message shall be the focal point of all communication efforts. Enhance, re-invent and re-think the Optimist magazine, Hotline, Executive Update, Constant Contact and all communications electronic and print materials. Establish a priority that all media should be simple, innovative and effective using the most efficient channels.

Budget Implication: \$0

Prime Responsibility	Staff Driver	Committee and Staff Dept Assigned	Target Dates	Preliminary Actions, Research and Design	Review, Follow-up, Testing	Full Implementation
Sr. Associate Director Marketing	Communications Director	Marketing Committee/Communications Department	October	Committee inputs and direction	October Onwards	October Onwards

14. Development and implementation of methodology to secure member email contact information and cell phone/text contact information for media usage. To increase the current contact list of 24,000 usable email addresses to 50,000 member contacts. Develop

strategies and policies to utilize this resource with prudence and skill delivering powerful, inspirational and timely messages to our members.

Prime Responsibility	Staff Driver	Committee and Staff Dept Assigned	Target Dates	Preliminary Actions, Research and Design	Review, Follow-up, Testing	Full Implementation
Sr. Associate Director Marketing / Sr. Director Member Services	Communications Director/ Member Services Staff	Marketing Committee/Communications Department	October	Committee inputs and direction	October Onwards	October Onwards

15. Manage, adapt, create and foster the e-optimist concept, allowing the “idea” to develop and grow into a resource and asset for Optimist International. Apply resources and guidance as needed while following paths and opportunities that may have never been envisioned by a service organization but could open new possibilities and doorways to serve children and promote our Creed and values.

Prime Responsibility	Staff Driver	Committee and Staff Dept Assigned	Target Dates	Preliminary Actions, Research and Design	Review, Follow-up, Testing	Full Implementation
Sr. Director Membership	Membership Director	Membership Department	October	Committee inputs and direction	October Onwards	October Onwards

16. Team members of the St. Louis and Montreal offices will be featured in various means to inform and educate members at large to their duties and accomplishments. Staff updates will focus on responsibilities and duties and highlighted at regular intervals on their efforts, commitment and work.

Prime Responsibility	Staff Driver	Committee and Staff Dept Assigned	Target Dates	Preliminary Actions, Research and Design	Review, Follow-up, Testing	Full Implementation
Executive Director	Senior Directors	Executive/Marketing	October		October onwards	October Onwards

17. In order to successfully implement and maintain an effective membership communications model as specifically noted in many of this actions , it is recommended

that the OI Board of Directors consider hiring an additional employee under the Senior Director of Marketing. An Interactive Communications and Marketing Manager whom would work with the Marketing, Communications team and closely work with the Member Services Staff. Key responsibilities would be to increase our marketing focus on the duo value proposition by securing members' real life stories for use in all printed and electronic publications, creating and implementing new marketing initiatives, developing the use of new technologies and assisting with the development and strategic plan for the eOptimist membership program.

Prime Responsibility	Staff Driver	Committee and Staff Dept Assigned	Target Dates	Preliminary Actions, Research and Design	Review, Follow-up, Testing	Full Implementation
Sr. Director Member Services	Senior Director of Member Services	Member Services Department	October	Committee inputs and direction	October Onwards	October Onwards

18. Reinforce the intention of certification programs offered by the Optimist International Member Services Department (Certified Club Builders and Field Representatives) as a continued vehicle for the growth and strength of Membership through a lasting volunteer service. Provide ongoing oversight to ensure maintenance of volunteer passion and sustainable Member involvement for the present and future.

Prime Responsibility	Staff Driver	Committee and Staff Dept Assigned	Target Dates	Preliminary Actions, Research and Design	Review, Follow-up, Testing	Full Implementation
Sr. Director Member Services	Director of New Club Building & Member Services	Growth Committee	October	Committee inputs and direction	October Onwards	October Onwards