

**ZONTA DISTRICT 4 RETREAT
SEPTEMBER 14-16, 2012
CENTER FOR RENEWAL, STELLA NIAGARA, NY**

In Attendance: Lee Fogarty, Joanne Raymond, Cathie Wheeler, Carma Horner, Catherine Hardman, Lori Robinson, Kathleen Kanaley, Mary Yunker, Frannie Runyan, Kathy Froehle, Karin Eckart, Gail Wilsky, Princess Alexander, Connie Deckert, Toni Majchrzak, Jill Colburn, Rosita Hall, Donna Ketchum-Colletta, Katharine Hewko, Tracy Miles, Joan Westcott, Atiya Ahsan, Shirley Ellison, Laura Kopec, Vivian Cody

FRIDAY, SEPTEMBER 14, 2012

Introductions and team building

SATURDAY, SEPTEMBER 15, 2012

- Opening remarks and introductions
- Governor Lee reviewed agenda and shared quotes by women. She is looking for additional quotes by women.
- **Motion to approve the minutes of the meeting held May 5, 2012.**

MOVED: CATHERINE HARDMAN SECONDED: LORI ROBINSON

UNANIMOUSLY APPROVED WITH CORRECTIONS NOTED.

- Area 6 issue – Kathy Froehle may be moving so a Vice Area Director, Charlene Huber, has been appointed by Governor Lee. When Kathy leaves an election will be held.
- New Area Directors were introduced and installed:
 - Area 1 – Catherine Hardman
 - Area 2 – Lori Robinson
 - Area 3 – Kathleen Kanaley
 - Area 4 – Mary Yunker
 - Area 5 - Frannie Runyan
 - Area 6 – Kathy Froehle
- Committees had break-out sessions and will report later in the agenda.

- Strategic Planning discussion and activities – Joan Westcott

Joan led us in an activity to develop District goals considering the role of the district board, Zonta International goals for the biennium, the District board responsibilities, District committee responsibilities and Zonta International committee goals. She will compile the work and distribute at a later date.

- Treasurer's report – Cathie Wheeler and Jill Colburn

37 out of 39 clubs have paid. Dues have been paid for 892 members. The budget is built on 960 paid members.

Discussed reimbursement forms and guidelines for reimbursement. These forms can be found on the District website under the Resources section and then forms area.

The account at M&T bank has been closed due to signatory rules across the border – Cathie was unable to sign the checks. An account has been opened at a Canadian bank using US dollars and now Cathie can sign the checks. This also contributed to a software issue. New software was purchased and is up and running.

The District budget is on the District website on the last page of the conference minutes.

Discussed 990 process for US clubs. A 990 needs to be filed if a club has \$50,000 or greater in gross revenues. The club can file on their own or with the District under group filing. A 990 E-postcard needs to be filed for clubs with gross revenues less than \$50,000. The due date for filing is October 15th. A club needs their federal ID number to file.

- Communication and Marketing – Sandra Cronk

Explained what her role is and how this helps the District board.

She sets up the website and keeps it up-to-date.

Sandra shared the password to access the District Board area of the website. Contact Sandra if you forget.

Clubs with websites can be linked from the District website.

The District site can hosts clubs after a \$400 set up fee.

Sandra has set up generic emails for Governor, Lt. Governor, Area Directors and Committees.

She explained proper use of logos and emblems. You can't use the Zonta International for club information.

You are able to get your club logo with or without the mission by contact Zonta International.

She discussed the branding options available on the website.

This biennium Sandra has set up a mass emailing list of District 4 members with email. There is an option to opt out.

Social media options discussed.

- Ambassador – Dr. Vivian Cody

Distributed handouts of the Zonta International service projects.

She and Canadian Ambassador, Kathy Smith, would like to do a program for each club in the District.

She would like to encourage each club member to donate to Zonta International Foundation in the biennium as well as each club.

- Awards – Karin Eckart

She would like to see more media attention for awards.

She would like to see more clubs involved in nominating individuals for the awards.

- Cruise to Benefit Amelia Earhart Fund – Donna Ketchum –Colletta

Last biennium raised the amount for an entire Fellowship -\$10,000

This year's cruise is to the Greek Isles. The dates are October 11-21, 2013. Deadline for \$450 deposit is December 1st.

- **Z/Golden Z clubs – Shirley Ellison and Laura Kopec**

Canada - 20 Z clubs 1 Golden Z club, US 5 Z clubs

More clubs on the horizon

Encouraging the clubs to donate to Zonta International Foundation

- **Advocacy – Connie Deckert and Toni Majchrzak**

Every committee is doing advocacy

What we do is communicate, educate and empower

Discussed how the committee can help clubs

Connie shared a good site for information – Womensenews.org

A district wide project will be encouraged

Toni shared a program happening in the Buffalo area with collaboration between many groups helping women.

- **Service – Katharine Hewko**

She will be happy to answer questions clubs have for help with service programs

She will be working with the Advocacy/UN committee

- **United Nations – Atiya Ahsan**

Her goal is for clubs to have a UN committee

She would like to see one UN/Advocacy event per year

Addressing UN days at the club meetings is a way to get the message to members

Members/Clubs can utilize Zonta International website resources for UN information

Governor Lee has given the charge for each club to look at UN Women and the Say No to Violence – UNITE/End Violence Against Women campaign and spread the word among members and communities.

- **By-Laws – Princess Alexander**

She sees by-laws as a way to educate young members

She outlined and summarized past activity

She is looking to incorporate and present the bylaw changes made at convention in Torino

She would like to have a committee

She feels we need to align the bylaws with our strategic planning

The nominating committee would like to make a bylaw change – would like to add “have held a leadership position before serving on the committee” to the Nominating committee description

- **Nominating – Rosita Hall and Donna Ketchum-Colletta**

The committee has started meeting already and have reviewed their charge based on the Zonta Governing Documents manual and Zonta International

They will share communications with the Area Directors and presidents letting them know they are seeking nominations – they would like to have 2 candidates for every office

They shared their communication plan and timelines

- **Membership – Lt. Governor Joanne Raymond**

Discussed previous district goals and whether or not this was realistic – 1 member per club did not take into account the loss of members. The district is now down in membership between 11% and 13% - want to see positive net increase

Goals – FIND THEM, KEEP THEM, THANK THEM

She shared a presentation from the Zonta International Membership and Engagement Task Force

It was suggested to look into Survey Monkey as a tool to do an exit interview

The goal for this biennium is a 1.5% increase by June 2013 and an additional 1% by June 2014

Discussion about growing new clubs not just new members

- Strategic Planning follow-up – Joan Westcott

Joan identified 10 common board goals and several committee goals from the earlier work

Discussed the need to now move into action steps to accomplish the goals – the suggestion was made to complete a S.W.O.T. analysis – this was completed – see appendix A

Again Joan shared she will compile the information and distribute before the November board meeting

SUNDAY, SEPTEMBER 16, 2012

- Archives – Gail Willsky

She is getting ready to put things together for the 100 year anniversary of Zonta

Zonta International recommends that each club have an archivist, historian and a archive committee

The Milwaukee club has a good model to follow

Gail will be asking clubs to supply her with information, before December 31st, for an inventory of where they keep records, whether they have a committee and whether or not they have an archivist and/or historian

She is interested in having the historian/archivist join her to form a committee

She suggested that clubs gather information and name one prominent Zontian per decade for each decade of the club

- Strategic Planning continued – Joan Westcott

Identified indicators of success for the goals and who is responsible for achieving that success

- Introduction of the Executive Board – Governor Lee Fogarty
Governor – Lee Fogarty
Lt. Governor – Joanne Raymond
Treasurer – Cathie Wheeler
Secretary – Carma Horner

- Motion to approve a \$250 fund request for a ZING in Niagara Falls

MOVED: KATHY FROEHLE SECONDED: MARY YUNKER

UNANIMOUSLY APPROVED.

- New Directory – Donna Ketchum-Colletta

She is working on a new directory. Her goal is to have it for the November board meeting.

Each board member and each club president will be given a copy. Extra copies will then be sold.

Area Directors are asked to get information to Sandra – Club president, treasurer, ECP, where the club meets, when they meet and website if they have one

- Motion to allow spending \$500 from the PR line item to purchase new directories. Left over directories will be sold and the money will go back to the district.

MOVED: MARY YUNKER SECONDED: FRANNIE RUNYAN

UNANIMOUSLY APPROVED.

- Zonta International North American Inter-district meeting

June 14-16, 2013

Niagara Falls, Ontario – Marriott Gateway

Kathleen Douglass event chair. Other members of District 4 on the committee.

Governor Lee asked what topics the board would like to see covered. The following were mentioned: history, CEDAW, Birthing Kits, PR, Z/Golden Z clubs, increased communication between districts and sister clubs

- Spring workshop themes, issues and topics will be covered at the November board meeting.

- Friends of Zonta

Issues around consistency across the district discussed

Clubs with this category discussed how it works in their club

Governor Lee would like this information sent to her and Lt. Governor Joanne.

- Clubs shared projects happening. Check the district website for postings.
- QR code on the back of the new Zonta International cards. This is for Smartphone usage. It will take user to the Zonta International website.
- Form passed out for business cards. This form is also on the District website. If you order cards for district use the district will pay. If it is for club or personal use then the individual pays.
- Final thoughts – Governor Lee

We are building this team – not just the Governor.

Ask for help when you need to .

TEAM = Together Everyone Achieves More

Zonta team = Coming together + Sharing together + Working together =
Succeeding together

NEXT MEETING:
NOVEMBER 10, 2012
DR. VIVIAN CODY'S OFFICE
HAUPTMAN-WOODWARD MEDICAL RESEARCH INSTITUTE
700 ELLICOTT STREET, BUFFALO, NY 14203

APPENDIX A

Strengths of Zonta

- Decision making women
- International connection
- NGO status at the UN
- Long history
- Developing world
- Volunteer opportunities
- Leadership development
- Focus on education
- Good structure
- Women helping women
- Address health issues
- Encourage young women in leadership
- Many clubs throughout the world
- Networking
- Role models
- Passion for mission
- Fun
- Travel
- Hands-on service
- Interesting programs
- Sisterhood
- Camaraderie
- Being part of a bigger group.

Weaknesses

Inability to retain members
Lack of recruiting
Stuck in old ways
Behind in marketing efforts
Behind in tech. efforts
Lose sight of big picture
Expensive
Younger women don't see need
Inability to connect with younger women
Not abreast of realities of volunteerism
Have to raise all of own money
Cliques within club
Aging population
Gossip
Low profile
Lack of knowledge of procedures
Communications
Poor media relations
Too much paperwork
Health
Presentation
Think should be entertained
Too easy to get in

Local club focus
Too many pet projects
Micromanaging committees
Not respecting others ideas
Take selves too seriously
Unfocused
Passive members

Opportunities

Diversity
Different meeting options
Utilization of social media
Recruitment of younger women
Place to learn how to lead
Open to new ideas
Friendships throughout the world
To become known as the foremost org that advocates the status of women
Varied interests and ideas
Potential of e-clubs
Part of large global organization
Know we have to change
Access to so much info
Whole generation of younger women
Leverage relationship with UN women
Youth development
Another way to reframe ourselves
Share talents
Identify talents
Maximize network

Threats

Aging demographics
Lack of new members
Competition
Economic crisis
Personal time constraints
Lack of interest – Apathy
Burnout
Expansion of opportunity for women
Social media
Not meeting needs of younger women
Lack of knowledge
Taking care of parents/kids
Traditional format
Set in ways
“me” society
People feel powerless
Don't know our communities
Restrictive laws
Mobility
Values of society, societal attitudes
People have short-term attention span
Nationalistic views – help own country first