



Cowbell – April 3, 2017

Present: Lisa B., Alex C., Melissa C-K., Donna G., Ed K., Greg K., Robert K., Mary M., Lou M., Tina M., Bruce N., Sheri S., Ian S., Bob T., Matt W., Rhoda W., Robert L.

Absent: Alaina A., Bob B., Angie C., Don D., Rob D., Cindy D., Jeff F., Donna G., Rhonda H., Erik H., Blair H., Don I., Paul K., Alaina L., Harold L., Cecile M., Teresa O., Bob S., Jason T., Shelley V., Brenna W.

Chair: Melissa Cummings-Keith

Rotary Minute: Lisa Brown encouraged everyone to contribute to the Rotary Foundation which is the charitable arm of Rotary International. Money that is given by Club members comes back to the District in the form of grants after a three-year period. All donations are eligible for income tax receipts. One of the goals for our Club next year would be to increase the number of people who are contribute.

Introduction of Guest Speaker: Mary McNair introduced Aaron Law who is a third-generation farmer from the Belleisle area. Aaron's family is known for its egg production business and their movement toward sustainable development. The Law family are leaders in the community and in business.

Guest Speaker: Aaron Law focused his talk on the role of Social Media, both personally and in business. Aaron posts regularly on Facebook with a theme title of "Beyond the Gate." Aaron offered six best practices to create an engaged following on social media. These were as follows:

1. Ask the questions "What?" and "Why?"
2. Who is your target audience (market)?
3. Consistent messaging
4. Post as you go
5. Manage your time
6. Master than duplicate

Thanker: Lou McNamara

Committee Reports

Fundraising Dinner - May 4, 2017: The committee would appreciate receiving auction items as soon as possible so prizes can be posted and advertised on Facebook. Prizes can be dropped off at Angie's and Melissa's. Please purchase dinner tickets from Scotia Bank. Lou announced that CJCW has donated three weeks of professional ads to promote the Rotary Fundraising Dinner.

Committee for 2016/17 Sign-Up Sheets were laid out waiting for people to sign-up. If you want to continue on the same committee, please make sure to put your name so your intentions are clear.

AGM: The Annual General Meeting is scheduled for April 24, 2017

RI Convention: June 23-26, 2017, Atlanta, GA – Bill Gates speaker

Breakfast Clubs: This week Don Dow is serving at the Middle School on Wednesday and Alex Coffin is serving at the Elementary School on Friday.

Interact Club: Lisa reported that the Interact Club's Spring Celebration in support of Dolly Parton's Imagination Library is being held on Saturday, April 29, 2017 from 11 – 4 pm. Lisa circulated a poster of the event.

Interact is meeting this week at Kingswood on Wednesday from 4-5 pm.

Happy Bucks / Sad Bucks / Fines: Robert Kimball filled in as Shelly's replacement.

Chase the Joker: No joker was drawn. The pot is \$186.

Next Meeting - April 10, 2017 – Speaker – Lou McNamara; Chair – Tina Monahan

Adjournment

Respectfully submitted,

Rhoda Wilson