

Hopkinton Rotary  
Board of Directors

Meeting Minutes for September 27, 2017

Attending. Seth Greenblott, Dave Luneau, Irv Gordon, James Newsom, Bill Siff, Ken Traum, Neal Cass, Deb Norris, Gayle Kimball, and Dave Feller.

Seth calls the meeting to order at 6:20.  
Minutes for the past two meetings are approved.

Seth asks the spirit of the board for discussing just one item for the bulk of the meeting.

Next board meeting will be devoted to the golf tournament, and the one after that, will be devoted to giving.

Today we talk about Flags Over Hopkinton. Neal speaks about the program. 20 routes, 312 customers, 26 are delinquent. Not including Rotarians. Dave Luneau asks if we should track the delinquents for dropping them off. Neal will be tweaking the routes. Average route customers are 18 or so. Are we at capacity? is discussed, the sense is that we can add flags to existing routes but perhaps only 10-15% more. We have about 10% of the houses in Hopkinton so the potential is much greater. There will be a higher cost for the program this winter with replacement of flags, poles and ground stakes. James would like another Rotarian to take over inventory. He is happy for his barn to be used as a base for the flags, but would like another participant to take over. Bob G. asks if there should be a monitored email address for flag subscribers to contact Hopkinton Rotary? There are those who have had changes to their subscription and are out of contact due to lack of marketing/making the address well known. Dave L describes his two mailings per year, one for subscriptions and one for delinquents. Deb shares that one woman, through Facebook, has asked for a flag, and may be interested in joining the club. Gayle and others speak about contact through Facebook. Dave F suggests a half page ad in the Concord Monitor to thank the subscribers, Neal suggests a direct mailing. Costs from \$500 to \$1200 in discussion. Bob G suggests the route runners promote the subscriptions. A contest amongst Rotarian for free dues, the use of interact members with a reward program. Five new routes would be 75. And three more flags per route adds 60. This growth seems reasonable. The use of the postcards is discussed and rewriting same. Thank you to the subscribers and more promotion.

Action items: new route runners; new inventory manager, Neal Cass; new scribe for letter and postcard writing, Deb Norris.

Delinquent subscribers should be identified and a postcard in the door asking for payment. Done by route runners. Delinquents will get a last flag and reminder to pay for next year. Action thereof for this year is lost.

Dave Feller will organize the Interact promotion.

Seth wants to brand the program with something to do with Hopkinton Rotary. Either a finial or Mylar label. With PO Box #.

Boy Scouts will do the disposal of the old flags.

Irv speaks about bike race sponsors thank you. Possible member is raised, fuel assistance through Contocook Carry is talked about and denied.

Driving approval for the exchange student is briefly discussed.

Seth adjourns the meeting at 7:10.

Respectfully submitted, Bill Siff