



Q1 DMM District Meeting DMM District 35 of Optimist International

Meeting Minutes
November 5th, 2022

Breakfast and 2021-2022 Awards

Don Berger started the meeting asking:

- Who was attending from the farthest-Jordan King from Rushmore Noon.
- Newest Optimist Member: Charlene Ridlon- Central MN Noon- Jan 2022
- Longest Optimist Member: Dave Martin- 50 year
- Awards: Roger L. Haas went to Greg Honl
- Awards: Builders of Excellent awards had not been received from OI yet
- Geri Gorman gave out 2021-2022 Foundation Awards:
 - 365 Day Patches went to the Following Clubs: Roseville, Yankton, Brookings, Eden Prairie, St Cloud, St Paul, SF Morning, Bloomington Breakfast, Watertown and St Paul Eastside
 - Individual Benefactors: Don Stover \$1000 and Terry/Geri Gorman \$25000
 - President Club: Kevin Hammell, Ken Munch, Gary Lambert and Linnea Solem
 - Distinguished OI Foundation Rep: Geri Gorman
 - Chuck and Cole Spavin gave Past Governor Carmen Bakken her mug for working the Minnesota State Fair (first time they have seen her)

Meeting Called to Order

- Opening Ceremony was held
- Jim Bisek called the Meeting to order at 8:47 AM with a welcome to St Cloud
- Code of Conduct representatives were announced: Sheila Bruhn & Drew Campbell
- Jim Bisek announced the Head of the Table: Rod McKendrick-OI Vice President, Carmen Bakken- 2022-2023 DMM Secretary Treasurer. 2022-2023 Governor Nichole Kringstad
- Governor Nicole Kringstad introduced her Committee Chairs
 - Essay Contest- Mark Kline



- OI Junior Golf- Greg Honl
- Oratorical Contest- Star Munch
- OI Foundation- Susan Fix
- Canadian Foundation- Jo-Anne Pelzer
- JOI Clubs- Done Berger
- New Club Development- Dave Martin
- Boutique/Supplies- Deb McCallum & Heather Hawley
- Candidate Qualification- Steve Severance/Carmen Bakken
- DMM Convention- Aleisha Huppler
- OI Convention Ambassador- Steve Severance
- Parliamentarian- Larry Pelzer
- Web Master- Kevin Hammell
- Lt Governors:
 - Zone 1 Manitoba- Fred Urso
 - Zone 2 Western ND- Terri Phillion
 - Zone 3 Eastern ND- Hannah Ohm
 - Zone 4 Western SD-Gary Nelson
 - Zone 5 Eastern SD- Jeremy Risty
 - Zone 6 Southern MN-Drew Campbell
 - Zone 7 West Metro MN – Gary Lambert
 - Zone 8 East Metro MN-Gary Lambert
 - Zone 9 Northern MN- Jim Bisek
- Rod McKendrick- OI Vice President installed the 2022-2023 Board of Directors

Governor Nicole Kringstad

- 3 R's- Retain, Recruit, Rebrand
 - **Retain**- we have on an average lost 6-7% of our membership year after year for the last, for the last 5 years



- If we aren't retaining the members, we currently have a problem
- Yes, lives change, people move, people get busy but most CRA reports come in saying people are leaving due to Lack of Interest
- What are we doing to lose their interest? Are we not providing what they are looking for? Are we sitting stuck in our old ways and not exploring new projects and ideas?
- We have lost 34 members so far this year, 90% due to lack of interest
- As leaders we need to work to retain these members. Maybe you send out a survey to your club to see what they would be interested in, or giving those members you haven't see for a while a call to check in
- **Recruit-** Currently DMM has 1646 members
- The good news is we have brought in 31 new members for a net of negative 3 so far
- New membership incentive, if the district is a net + then the clubs with a positive in membership that quarter gets \$50 a member they brought in, excluding FOOs or Transfers. Document will be sent out
- Hold a NOW meeting NOW, so many clubs have holiday projects coming up, now is the time to get them involved and active right away
- Every new member (not FOOs) is receiving a handwritten not from the Governor. We want those members to feel welcomed right away and get them involved. It will help with retention!
- New club building- working to add clubs in MN, JOI Club in Thompson
- **Rebrand-**Let's stop being the best kept secret and start being the best-known service organization
- Post and share what you do on your club's Facebook pages
- Submit big things to the local newspaper



- Wear your Optimist gear when out and about, especially at your projects!
- Post about it on your personal social media-don't hide the work you and your club do, brag it up, let people know about it!
- Make sure to use your club's logo on your documents

DMM Meetings and Event Schedule and Deadlines

- Facebook Live
 - November 15th- Cheryl Bergstrom- PGI & PDP
 - November 20th- Mark Kline- Essay
 - November 21- Susan Fix and Jo-Anne Pelzer- Foundations
- Meetings;
 - February 5, 2023- 2nd Quarter Zoom
 - May 5-6, 2023- 3rd Quarter- Watertown SD
 - August 17-19, 2023- Convention- Spearfish SD

1st Timers

- Charlene Ridlon- St Cloud Noon
- Darin Allen-North Suburban
- Terry Langness-Bloomington
- Dan Sells- Bloomington
- Jan Stange- Brookings
- Chuck Gitzen- Roseville

OIF Chairpersons:

- Susan Fix shared her fundraising for the weekend:
Silent Auction Items, Dime-A-Day, Club Contributions, Head-n-Tail Beads



- Jo-Anne Pelzer shared her fundraising for the weekend: Dime-A-Day, Polar Bear Raffle, Presidential, Club Contributions, Donna Suggitt sold raffles for a Quilt, Ron McKendrick raffled off a beautiful necklace and money went to Canada Foundation

Service Projects:

- Members worked on Breast Cancer Ribbon Pins and made kindness/thinking of you cards for people in nursing homes

Local Nonprofit Panel Presentation

- Representatives from Local Nonprofit organizations from St Cloud shared how working together for youth in our communities go a long way. We heard from the Christine Kustelski- Boys & Girls Club, Jenna Kingsley- YMCA, Amy Trombley- United Way, Cathy Wogen-Kids Fight Hunger and Jerry Sparby- YES network

Now to Give your Membership a Boost- Susan Fix and Sheila Bruhn

- Sheila shared every new member gets a Welcome email from her and every deleted member gets a Thank You email. Remember to hold NOW Meetings and JUST ASK. Retention is Sheila's goal
- Susan encourages all members to have an "Elevator Speech"

JOI Club of the Year 2021-2022:

- The kids for the Prior Lakes Junior Optimist Club joined us by zoom as they were having a bake sale that day as a fundraiser for Ukraine.

OI Vice President Rod McKendrick:

- Choose Optimism is President Bob McFadyen's theme for the 2022-2023 Year
 - President Bob would like to see 20% increase
 - 6 new members per club every 2 months
 - 125 new clubs – 3 per district
- Rod would like each of us to
 - Live by the Creed



- Read and understand each line of the Creed
- Work with Elementary Schools
- Get rid of Negativism

So How do We Pay for All Those Youth Programs:

- Watertown SD Optimist Club- Winter Wonderland Drive thru Lighted Park, World Series Boards, Super Bowl Boards
- Grand Forks ND Optimist Club- Bowling Memorial Tournament
- St Cloud MN Optimist Club-Gambling
- Brookings SD Optimist Club- Concession Stands and Avenue of Flags
- St James MB Optimist Club- Christmas Tree Sales

Drawing for Eight Club Youth Programs Grants from the St Cloud Optimist Club:

- Watertown SD
- West St. Paul MN
- St Paul MN
- Rochester MN
- Brookings SD
- Bloomington MN
- New Ulm MN
- Sioux Falls Sioux Valley SD

Panel Discussion on Membership Growth in the DMM-Governor Nicole Kringstad, District S/T Carmen Bakken, Greg Honl and Sally Damm Norby Narrated by Dave Martin:

- Nicole what is your New Club goal for the year- I have set 3 new clubs as the goal but would love more, currently working on Park Rapids, Detroit Lakes and Perham MN along with a couple JOI Clubs



- Carmen how do you identify your top prospects and what strategy is used to contact them-We used the web to search for School Board members, Chamber of Commerce, and community members
- Sally talked about the Volga Club how they wanted to expand Optimism in their community, talked about the scholarship contest, they meet with the main folks in the community
- Carmen what was your greatest fear- going into a community not having done it before but was pleased to have Jim Boyd and Greg Honl with me who had done it.
- Greg explained planning is important and to have your lists prepared, have a meet and greet which could be done by zoom or in person. Get email addresses and phone numbers and ask for RSVPs. Find out who are the top 3-4 folks in the community and what are the needs in the that community.
- Dave has 3 recommendations to building a club: Be committed, Be Persistent, Be Flexible
- Panel Discussion on "bringing out the best in ourselves." Leadership development/styles PGI and PDP programs and awards. Leadership Reinvented – Efficient and Effective Board meetings, Fun at membership meetings.
 - Cheryl Bergstrom talked about the PGI and PDP along with Optimist Institute
 - Don Berger
 - Who is the highest-ranking Optimist member in our meeting today-YOU are the most important person in the District
 - Only YOU can sponsor a new member, be involved in youth or community activities, assume future leadership roles in the DMM and OI.
 - There are 3 types of leaders: Dictators, Abdicators and Collaborators



Ask Governor Nicole and OI Rep Rod Questions and Answer:

- Did not happen due to a Fire Alarm evacuation due to Water break right behind our meeting room.
- Meeting was adjourned to get all equipment off the floor

Foundations recap:

- JoAnne Pelzer for CCOF reported she collected:
 - Raffle of Polar Bears-\$155
 - 8 Dime A Days-299.5
 - Coins Requests- \$250.69
 - Necklace Raffle-361
 - Grand Total=1066.19
- Susan Fix for OI Foundation reported she collected:
 - Dime A Day=2047.5
 - President's club=250
 - Other Donations=1426.95
 - Silent Auction items=668
 - Women's Philanthropy Council=400
 - Total OIF (unrestricted)=4392.45
 - Total WPC (restricted)= 400.00
- Don Berger- Conference Report
 - 57 Attendees
 - 27 of 65 Board Members
 - 23 Clubs
 - 1 VIP

