

# Sons of Norway District 5 Board Meeting Minutes- September 24, 2016

LaCrosse, Wisconsin

Approved on April 8, 2017

President Andrew Johnsen opened the meeting. The Pledge of Allegiance was given and silence observed for departed members.

**Roll Call:** Ron Iverson, Andrew Johnsen, Joy Bashara, Esther Charlton, Cheryl Wille-Schlesser, David Hermundson, Darlene Arneson, Kathy Secora, Lucy Ghastin,, Michaela Decker, Mike Palecek, and Geoff Wodell. Guests: International International Director Jon Grinde (left at 11:30). Visitor: Kaia Ellis and Sarah Barnes, Masse Moro Co-administrators (11:10-12:00).

President Johnsen installed Zone 1 Director Geoff Wodell.

Secretary Arneson presented the minutes of the June 23 and 26 Board meetings and the 2016 District 5 Lodge Meeting. There was a correction on the District Lodge meeting minutes. The motion to approve the minutes of the District 5 Lodge Meeting minutes was approved. The motion to approve the June 23 meeting were approved. The motion to approve the June 26 meeting minutes was approved.

Andy Johnsen presented his President's Report which included: Be All You Can Be as a Lodge, Lodge Wellness Report, and District Five President's Conference.

## **Be all You Can Be As A Lodge**

*I consider increasing the number of members in the Sons of Norway as an end result of a process. That process is a lodge being all that it can be. In order to attract new members we must be more as individual lodges. Does your lodge or the lodges in your zone do the same things year in and year out? Some lodges in our district are very good at trying new things and engaging with their communities. Many lodges are in communities where most of the people in the community do not know they have a Sons of Norway lodge among them!*

*Things a lodge can do to be more:*

- *When you have a good program invite the community to attend.*
- *Place a meeting notice in the local newspaper.*
- *Place your meeting notice on a group Facebook page.*
- *Do new things at your lodge (cultural skills, sports).*
- *As a lodge attend community events.*
- *Actively participate in community events.*
- *Engage the youth members of the lodge in lodge events.*
- *Have members attend Chamber of Commerce meetings.*
- *Start a lodge scholarship.*
- *Hold a lodge fund raising event (in your lodge or at an event out side the lodge).*
- *If your lodge has one fund raising event per year consider having two fund raisers per year.*

- *Try to view your lodge as a product that you are trying to sell to a prospective member. Think of ways to enhance the value of that product (your lodge).*
- *By being more as a lodge you can offer more to your own members and to prospective members.*

### **Lodge Wellness Report**

*As we enter the next biennium there are a number of changes that I think we should make as a board on how we conduct the business of the district. One of these changes would be to establish a Lodge Wellness Report. Due to the fact that there has been a steady loss of membership in the Sons of Norway since 1985 we cannot afford to lose a single lodge from our district. The Lodge Wellness Report will be used as a tool to identify those lodges in our district that are in trouble. Those lodges that are in trouble will be proactively dealt with before they have a chance to disband. The Lodge Wellness Report will be an internal board document. District lodges can be divided into three categories:*

*Stable and Thriving (membership numbers increasing)  
Stable (membership numbers holding steady)  
Failing (a steady decrease in membership)*

*I will work with the International office in order to produce a document that will show individual lodge membership trends.*

*Other data that I think should be on the Lodge Wellness Report:*

*Does the lodge have an annual turnover of officers?  
Does the lodge send delegates to the District Convention?  
Does the lodge celebrate significant events (Anniversaries, Syttiende Mai, Christmas)?  
Does the lodge send in their reports (990, D-17) in a timely manner?*

*The Lodge Achievement Forms and the Family Lodge of the Year Rating Forms can also be used to determine the “wellness” of a lodge.*

*Reports and data are useless unless they can be put to good use. If we can use the Lodge Wellness Report to prevent just one lodge from disbanding the effort to produce such a report would not be in vain.*

### **District Five President’s Conference**

*As the President of the Fifth District, I will be attending a District Presidents’ Conference in November and May of each year. Taking into consideration the importance that the Sons of Norway places upon the meetings of the District Presidents twice a year, I propose that District Five should hold and support a Local Lodge Presidents’ Conference once every two years. The years that the conference could be held would be the years when we do not have a District*

*Convention.*

*Possible activities during the conference:*

*The attendees can share the things that are working well in their lodges and also share the things that are not working. They can then develop ideas to remedy what is not working. A Lodge President could share with other Presidents what his or her lodge is doing to be successful. The Lodge of the Year President might be an effective presenter for this purpose. An outside speaker could present a program on a relevant topic.*

*A member who attended the Innovative Leadership Conference during the International Convention could give a presentation on the ILC.*

*Our District International Director could give a presentation to the local lodge Presidents. A member of the home office could be a presenter at the conference.*

*The above suggestions are a few activities that could occur at a Local Lodge Presidents' Conference. I am sure that each board member can add to the list of activities. The main concern that I have is with regard to funding such an event. Perhaps funding for such a conference can be shared by the District and by the local lodges that are participating. It is possible that holding a Presidents' conference may not be feasible due to District finances.*

*Establishing a District Five Presidents' Conference will help to strengthen our fraternal at the local and district levels. As the District Board of Directors gather twice each year to conduct business for the good of the Order, the local lodge Presidents will be able to meet each other, exchange ideas, resolve issues that are facing their lodges, and become better leaders in the process.*

There was discussion about the President's Conference, suggestions, and ideas for the conference. The board supports the concept and encouraged Andy to continue his planning of the event.

There were no communications.

Statement of allowable expenses for District Lodge Meeting: Travel \$.41/mile, meals \$30/day, lodging -\$140.74.

**Bills against the District-** none reported. Mike explained that he and Duane Kittleson have not been able to get the final convention numbers from Diane Hesselvan Dinter nor the profit check. There is \$9,045 in the convention checking account. There is a 1/8 share going to one of the lodges that supported the District Board's work to produce the Convention and Lodge Meeting.

### **Finance/Budgeting Committee**

Mike Palecek, Chr., Joy Bashara, David Hermundson, and Kathy Secora

We focused on trying to understand budget numbers. Masse Moro continually runs at a deficit of approximately \$8,000 annually. It is depleting our SON "savings account," and that we will run out of

money in seven years or less, if nothing is done. MM camp administrators, Cheryl Wille-Schlesser (youth director) and Mike Palecek (treasurer) had a phone meeting and agreed to recommend to the district board that tuition be raised \$150 for the “first camper” and \$50 for “second or more camper” from a family. It is forecasted that this will increase income \$6,000 annually.

It is further recommended that the Policies and Practices for 2016-2018 be changed to:

- 11.C. – District Lodge Five shall award grants to children, grandchildren, and nephews/nieces of District Five members to attend Masse Moro based on the following formula: Local Lodge; District Five, matching Local Lodge **\$150** (was up to 25% of full fee); and attended, the remaining amount. These grants apply only to those camper applications processed through District Five lodges.
- ~~11.D – Priority: Children applying for Masse Moro from lodges within District Five shall be given first priority; except for twenty (20) camp spaces reserved for District One until May 17<sup>th</sup> of each year. After this date, District Five youth shall have priority for these twenty (20) space.~~ Reasoning: D1 and “non-SON” campers are \$150 more profitable for our district, so we shouldn’t deter their enrollment. We are trying to raise enrollment from 51 paying campers to 65.

We need additional time to properly set a budget for D5 for 2017, and will work via email and phone in the next six weeks to set a budget. Some issues: 1.) We have not yet received the finances from the District 5 convention <Mike Palecek has been regularly in touch with Diane Hesseltvan Dinter, who says that we should be getting between \$7,400 and \$9,050. One check still needs to clear the bank to close out this account. 2.) We are losing about 400 members a year. With income of \$7.75 per member, we are losing about \$3,000 annually due to membership loss, and this figure needs to be included in the budget. >

Masse Moro is D5’s largest cost center, of between 30% and 50% of our costs, depending whether we are in a conference-year or not. Long term, as a board, we need to more closely examine how to increase our income (via camper income) and where it is viable decrease our costs. Masse Moro administrators will be presenting a proposal for creating a 501c3, using a bylaws template similar to what D1 has used. There are sales tax savings of about \$800 annually. This may provide opportunities to get grants for Masse Moro. There are governance issues to discuss, to determine whether the D5 board retains control. The IRS filing cost is \$400, and the administrators have a lawyer who will do the work pro-bono. It is our belief that we should encourage Masse Moro to move forward, but that final approval is up to the D5 board or executive committee.

There was discussion about Masse Moro fees, how to increase revenue for Masse Moro, and the impact that fee increases have on lodges and members. During the discussion of the above report, the Board discussed having the District, versus Masse Moro staff, pursue the 501c3 status for the District so it can also be used for accepting memorials and other donations. Those volunteering for the committee were Mike Palecek, Andrew Johnsen, Cheryl Wille-Schlesser, Geoff Wodell and that Kathy Secora and Darlene Arneson would be involved as Executive Committee members.

The committee report was accepted as presented.

### **Audit Committee**

Tom Boudreau, Chr., Christina Fairchild, Joy Bashara, and Ron Iverson

The audit committee met on September 23, 2016. We examined the books and found them to be in excellent shape. Duane Kittleson and Mike Palecek have done a very good job.

The committee report was accepted as presented.

**Name Badges:** Darlene showed the styles she was emailed from District 6. The Board approved going with this type of name badge and Darlene will contact the board members for how they want their names displayed.

### **Leftover 2016 Convention Pins and Shirts**

There was a motion to donate the leftover pins to Myrmarken Lodge. 2<sup>nd</sup>. Motion passed. There was a motion to distribute the leftover t-shirts to District Board members to use for door prizes, gifts to youth, and other ways in their zone.

### **Fund raising Committee**

Mike Palecek, Chr., Joy Bashara, Lucy Ghastin and Cheryl Wille-Schlesser

Ideas:

1. Masse Moro CD – work with camp administrators to further promote this CD
2. Book: The Hero Next Door: WWII in Norway – check with SON legal department regarding putting Sons of Norway – District 5 on cover, modify if necessary, put logo on front if ok. Then begin marketing of donation campaign (\$25/1 book)(\$100/5 books, shipped to one location)(\$250/15 books, shipped to one location). Have Andy approach other District Presidents to see if they want to promote book in their districts, and buy books from us (so they make money and we make money, too)
3. Encourage lodges to do fundraisers, and make donations to support Masse Moro. Ideas include: garage sale, lefse sale, raffle sale with quilt.
4. Merchandise sales (share profit with local lodges?):  
Cookbooks, Norwegian sweater t-shirt (i.e. St. Olaf students' products), apron with engraved SON logo with district name, grocery bags (like Bellen) or canvas-type, playing cards (cards done as a contest with people sending in pictures, purses or canvas bags, notecards or stationary with rosemaling design.

The committee report was accepted as presented.

### **New Lodge Starts Committee**

Darlene Arneson, Chr., Esther Charlton, Lucy Ghastin, Jon Grinde, and Geoff Wodell

Jon and Geoff shared some of the past successes in starting new lodges. U.S. Census data has been helpful in identifying where Norwegians live. Leads for new lodges have also come from individuals, family members and some success with running ads and articles when there have been some individuals interested. Esther has done some mailings to Central Lodge members but with limited success.

The committee discussed utilizing the Financial Benefit Counselors to help with lodge development. They likely have clients that have bought products but aren't part of a lodge.

There also was discussion about not only starting new lodges but making sure that lodges that are struggling are revitalized. Support to them is important and the committee encourages board members to pass along any concerns about lodges in trouble.

There needs to be 40 members to start a lodge. There are some funds from International which can be used to help cover costs for board members to travel for the Institution and the Charter meetings.

The committee called the International Office and talked to Dean Nelson and Dean Stiller to get more information. They will send the information about these funds. The committee also asked them about where the lodge portion of central lodge member dues will go. That has not been determined. The committee discussed the lodge dues portion that Central Lodge members might pay. If that amount is collected, the committee recommends the funds be put in a separate fund used for New Lodge Starts.

***We propose:***

***Whereas, the dues structure mandated by the International Board of Directors and passed 2016 International Lodge Meeting defines Local Lodge dues and***

***Whereas, Central Lodge and New Century Lodge members have no Local Lodges to which Local Lodge dues could be remitted,***

***Now, therefore be it resolved that if Local Lodge dues are collected from such members, those funds shall be remitted to the respective districts for the sole purpose of New Lodge Starts and/or Revitalization.***

The group discussed looking at where lodges have been in the past and closed for a variety of reasons. There are also “gap” areas where we have Central Lodge members but not a lodge. These might be possible areas.

We had a lead about interest in the Carbondale, IL area. Esther will follow up on that lead with Bonnie Juul. We also heard about interest from DeKalb, IL and Darlene will follow up on that lead.

In discussion, Mike discussed the idea of having some of the central lodge members who serve on District Board’s to have some of the local lodge portion of Central Lodge member’s dues offset the cost. It was pointed out that would need to be discussed at the next District Lodge meeting and not handled by the District Board.

Action:

***Whereas, the dues structure mandated by the International Board of Directors and passed 2016 International Lodge Meeting defines Local Lodge dues and***

***Whereas, Central Lodge and New Century Lodge members have no Local Lodges to which Local Lodge dues could be remitted,***

***Now, therefore be it resolved that if Local Lodge dues are collected from such members, those funds shall be remitted to the respective districts for the sole purpose of New Lodge Starts and/or Revitalization.***

Motion passed.

The committee report was accepted as presented.

### **Cultural and Viking Chest**

Esther Charlton, Chr., Tom Boudreau, Lucy Ghastin and Geoff Wodell

The committee discussed the Folk Art Exhibit at the 2016 Convention. It was in a remote location and signage was very poor. Location is critical in the success of that exhibit at conventions.

She referred to the comments from the Reports Committee at the District Convention about having zone winners for the Cultural Skills Contest. This might be difficult as sometimes a zone may not have any people completing the forms. The committee will continue as is but for 2017 there will be one winner for each zone (if anyone has completed skills award).

There was a question about the \$150 referred to in the Policies & Practices – what is it designed for; can it be used for the contest, other events or what time period, etc .

Viking Chest- Vakkertland Lodge (Don Hoffman) has the chest and he will deliver it to La Crosse today. There was discussion about how full the chest is, to purchase a cart to move it around, and the correspondence from Owen to build a second one.

The rotation will begin again with this rotation. The zone directors are responsible for keeping track of the whereabouts and letting their lodges know that the chest is in their zone for that time period. The chest should be brought back to the District Board Meeting to be given to the next zone.

| <b>Time period</b>       | <b>Zone with chest</b> |
|--------------------------|------------------------|
| October 2016-April 2017  | 5                      |
| April 2017- October 2017 | 2                      |
| October 2017-April 2018  | 4                      |
| April 2018-October 2018  | 6                      |
| October 2018-April 2019  | 1                      |
| April 2019-October 2019  | 3                      |

The committee report was accepted as presented.

### **International Director Jon Grinde**

He welcomed the new board members and wished them well in this biennium. Jon encouraged the Board to use the International Director in a variety of ways- installing officers, visits, and helping where needed. He stressed the importance of the zone seminars and meetings and he is willing to help with them. He has two years left in his term and was not elected for Vice President. He was elected as the alternate to Ron Stubbings, International Vice President. He attended the American Fraternal Alliance Annual Meeting in Nashville, TN, which was an excellent meeting. He attended a Master Class when there and many of the presenters were from Madison, WI. He also had dinner with CEO Eivind Heiberg, International President Jon Tehven, spouses, and several members of Music City Vikings while in Nashville and had invited Vikings of the Smokies who weren't able to attend. Music City Vikings may consider submitting a bid for the International Lodge Meeting. The dues structure change passed at the 2016 International Lodge Meeting will need to be discussed and details worked out. There are two women on the Executive Committee. Governance continues to be an issue we need to work on. The nominating committee process worked well and is long time in coming. The Foundation is celebrating its 50<sup>th</sup> anniversary and new director, Corrie Knudson, was at the International Lodge Meeting where she raised more money than any previous director. Jon recommended the election of the District Nominating Committee now and not wait until next fall. He also encouraged the Board members to read and know the Sons of Norway 2014-2016 Charter and Constitutions and Robert's Rules of Order. There was discussion about after District

Visitors Kaia Ellis and Sarah Barnes, Masse Moro Co-administrators joined the meeting. Jon Grinde left the meeting at 11:30.

## **Heritage and Grants**

Cheryl Wille-Schlesser, Chr., Michaela Decker, David Hermundson, Mike Palecek, Kathy Secora

Members of the Heritage and Grants Committee were sent final reports from Kaia Ellis and Sarah Barnes, Co-Camp Administrators, for review before the District 5 Board meeting.

### **Masse Moro- A Summation**

To make certain that District 5 and the Camp personnel were properly covered for any liability concern at Masse Moro, District 5 purchased a liability product through West Bend Mutual Insurance Company.

#### Limits to Insurance

- The General Aggregate Limit- \$2,000,000
- Each Occurrence Limit- \$1,000,000
- Personal and Injury Liability Limit- \$1,000,000
- Damage to Premises Rented to You Limit- \$100,000
- Medical Expense Limit-Excluded (Families carry medical insurance)

Cheryl arranged a pre-camping conference with Erik Kiesler, Executive Director at the Beaver Creek Reserve, before our camping season. We discussed issues that arose in 2015 and how to avoid repeating them in 2016. A list of concerns and suggestions for a productive camping session were shared with the co-administrators and the camp directors prior to the start of Camp. Cheryl was happy to report that the 2016 session was much improved and the staff at Beaver Creek looks forward to our return in 2017.

Several individuals who pre-registered last summer did not report. Sarah Barnes and Kaia Ellis have prepared the following data for your consideration:

#### Highlights from Camp this year

##### Numbers/Make up of campers

- 53 total campers
- 13 new campers and 40 returning
- 16 from WI, 15 from MN, 6 from IN, 5 from IL, 2 from Washington D.C., 2 from TX, and 3 from AZ
- 35 female campers and 18 males
- Each cabin had between 8 and 12 campers, with 3 counselors living in each cabin
- The camper:staff ratio was just under 4:1

There were numerous challenges this summer from personnel issues to health concerns of campers and stormy weather. All concerns were resolved in a timely manner by our experienced Camp co-administrators and directors. Kaia and Sarah reported to Camp as issues arose and they effectively addressed each challenge. Cheryl thanks them for their efforts in making certain that Camp operations were not interrupted and that our campers had a very positive experience.

At this assembly, District 5 Treasurer Mike Palecek, and co-administrators Kaia Ellis and Sarah Barnes, will share additional information pertinent to Camp operations. Suggestions will be made for making Masse Moro solvent by a thorough examination of camp fees, marketing options, and establishing a tax-exempt status for our camp which will allow the administrators flexibility in applying for monies through foundation grants. There are many Scandinavian-



based organizations that can be approached for funding support.

To put our camp in perspective with other Norwegian language or cultural programs, please note that the cost of the two-week Youth Immersion Camp at the Concordia Language Villages in Bemidji, MN will be \$2,060 for 2017. Masse Moro's cost for this year was \$700.00. Due to the lower cost of our camp, we have seen a rise in a number of participants from District 1. In Cheryl's estimation, the District 5 Board should be seeking an increase in camper fees for 2017. It is the role of the District 5 Board to set this fee increase for 2017, keeping in mind that we do not want to outprice any family from participation.

### **Sons of Norway Foundation Grants**

Corri Maki-Knudson, Sons of Norway Foundation Director, informed delegates at the District 5 Convention in Marshfield (June 2016) that some of the grant deadlines will be changed. In addition, scholarships available through the Foundation will also have new deadlines. Listed below are the grant writing options. At this time, the Foundation website is in the midst of change. Changes should be complete by early October and will be posted.

1. Local Lodge Partnership Grants- promotion of Norwegian heritage. Maximum award \$1000. Deadline- December 15.
2. General Heritage and Cultural Grants- a focus on traditional Norwegian life or modern Norway. Maximum award \$1500. Deadline- December 15.
3. Helping Hands to Children – covers the establishment of educational or heritage programming for children, to include camps. Maximum award \$500. Deadline- December 15.
4. Helping Hands to Members Grant- offers financial assistance to member families who have suffered loss due to natural disasters. Maximum award \$1000. No deadline.

### **Sons of Norway Scholarships**

1. King Olav V Scholarship- open to members over age 18 who wish to explore Norwegian heritage, culture or modern Norway at a university. Awards vary. Deadline-January 2.
2. Astrid G. Cates/Myrtle Beinhauer Fund Award- \$1000 college study in any discipline at a U.S. college or university. Awards vary. Deadline- March 1.
3. Nancy Lorraine Jensen Memorial Scholarship- open to women only wishing to pursue a degree in chemistry, physics, or in chemical, electrical or mechanical engineering. Applicants must be between the ages of 17-35, and other pre-requisites apply. Awards vary. Deadline- March 1.
4. Oslo Summer School- 2 awards of \$1500 each. Deadline- January 2.
5. Helen Tronvold Norwegian Folk High School – scholarships to attend Norwegian Folk High School in Norway. Deadline- January 2.
6. Lund Fund- a \$1500 award for Americans studying abroad. Deadline – January 2.
7. Warne-Eng Scholarship- creates an opportunity for qualified applicants to attend educational institutions in Norway and assists with major costs of tuition, room, and board. See further pre-requisites and details. Deadline- January 2.

Kaia Ellis and Sarah Barnes reviewed details and activities of Masse Moro 2016, financial reports and general discussion about Masse Moro. They discussed proposed changes and ways to improve the experience for counselors, staff and campers. The last 3-year average in loss is \$6500. The capacity for campers is 70. Kaia reviewed the financials and the potential fundraising opportunities. It was recommended that we embrace strategic planning as we look at the future and fundraising efforts of Masse Moro.

The committee report was accepted as presented.

## **Publicity Committee**

Christina Fairchild, Chr., Rich Fairchild, Cheryl Willie-Schlesser, and Darlene Arneson

We began our discussion by defining the purpose and goals of the Publicity Director / Webmaster. We determined that our purpose is to communicate District activities through the use of our District Website and through Social media. We are also able to provide tools and resources to the District lodges. Using these methods, we hope to encourage participation and membership.

### **Goals:**

- 1) Make Ole Bull quarterly and place it in Ole's corner on the Website. Use as a newsletter supplement for prospective members. It would contain featured events such as Masse Moro, Barneberkie, etc. It might also contain Fraternal information.
- 2) Encourage and guide members on how to use the website through the use of Contests, training Procedures, etc.
- 3) The Publicity Director and webmaster will work with the board members to help them promote their lodge's activities.
- 4) Make a database in the District Website containing contact information for quality speakers and the programs they can present. This database will also include Norwegian singers and Dancers.
- 5) We are also creating a Youth tab that will contain Youth related activities and programs for the lodges. (This will be separate from Masse Moro and Barnebrikie.)

### **Website Publicity changes:**

- Newsletters will be kept on the website for two years. We will put a note on the newsletter page stating that newsletters older than two years will be deleted.
- Keep convention pictures until the next convention begins.
- Keep old documents / forms until new ones have been received.
- We need to create a template that members can fill out and send to us for adding website content. This form will also state what to put in the subject line. It's important that the subject line be specific as we receive many messages.
- We will create a deadline system for changing Website content.
- We will use Social media to receive feedback on the website. It's cheap and fast. Social media is another way to attract youth.
- The Friendly Fifth Friday News (FFFN) was discussed and a suggestion have one week will be business related and one week will be social events and activities. The purpose is to separate important business topics from all the others.
- We will add a featured member/lodge page to the website. For example, we plan on writing an article on a local 75 year SON member. We also have plans on featuring successful lodge and youth programs.

### **Website Policy:**

We'll add a policy section to the "policies and practices" document concerning the use of the Website and Social Media sites.

### **Opportunities:**

The website is only as good as the data we receive. Leaders/members: We need event dates for the calendar, updated lodge history, and we need lodges to submit newsletters. Please communicate this with your lodges.

### **Publicity idea's:**

- Whenever your lodge attends an event, promote your lodge by displaying a banner. People don't know that some of these lodges exist.
- Can we make Bookmarks containing SON information? They can be handed out at events.
- Should each lodge have its own banner at convention? Should we use more business cards? Hand out pamphlets containing lodge information or history...
- We could have a contest. Write a hundred words and submit a picture to be on the website.

The Board suggested that the webmaster reports on the usage and number of hits for the website. Darlene can try to have FFFN have a business emphasis some weeks and more social activities on other weeks but can't guarantee that.

The committee report was accepted as presented.

### **Sports and Recreation Report**

Michaela Decker, Chr, Tom Boudreau, David Hermundson, Ron Iverson and Cheryl Wille-Schlesser

District bowling event- January 1 thru April 30, 2016. Email all Lodges with information by mid-December. Follow up emails in January, February, and March.

Barnebirke- Thursday, February 23, 2017. Secure chairs for cookie tent, volunteer meal, Expo Center and registration tent. Send out volunteer sheets to all Lodges for helpers and cookies in mid-December. Follow up with Lodges as needed. Target goal for cookies is 1,000 dozen cookies.

Spotlight sports medals at the local level, especially for youth. Example: during one season of basketball a child could earn 2 or 3 medals for games and practices.

During the 2016 Marshfield Convention's walk-a-thon, \$856 was raised for Masse Moro.

Promote the game of kubb, both game play and rules, so we could have great participation at the next convention.

Try a new recreational event at the local level...a Chili cook-off. Print winning chili recipes on the website.

The committee report was accepted as presented.

### **Membership Committee**

Kathy Secora, Chr., Darlene Arneson, Michaela Decker, Christina Fairchild, Ron Iverson, Geoff Wodell, and Jon Grinde (ex officio). Thank you all for your input and participation.

Jon gave an overview of Vice-presidents' meeting at International convention. Kathy gave some highlights of teleconferencing with the International Vice-President Ron Stubbings today. Comments and idea were solicited from the committee. A brief summary of the highlights follows.

### **Advice to directors and board:**

1. Help a lodge determine one thing the lodge could do to improve membership and help them get it.
2. Have a successful lodge mentor a new lodge or a lodge that needs help.
3. Use Fraternal Gives to know how lodges are doing -call Sherry Gorse to ask about access. Are they volunteering, helping the community, etc?

4. Promote these ideas to lodges:

**It is everyone's responsibility to recruit new members.** Look into having trifold brochures and/or business cards printed with space for member's name or phone number for member to hand out. Member should offer to give prospective member a ride or meet them. (Need template from International).

- Emphasize benefits of membership. (Can have tiered pricing for events with cheapest pricing for long term members, highest for non-members)
- After events, invite guests back to discuss (or win a prize for the best picture.)
- Never approach a prospective member alone, go in pairs.
- Ask.
- Keep your social media up-to-date: history online, webpage, Facebook, your listing on D5 Webpage.
- Keep a list of all your visitors and send them email invitations (or snail mail) to future events.
- Send a welcome letter.
- Get it in the paper.
- Use the healthy lodge checklist (online.)
- Set-up Skype so distant or home-bound members can "attend" meetings.

**Pick one idea and use it.**

The committee report was accepted as presented.

### **Zone Alignment Committee**

Darlene Arneson, Chr., Esther Charlton, Lucy Ghastin, and Geoff Wodell. Jon Grinde also participated.

Darlene reviewed the history and timeline of the zone alignment, zone representation and the re-districting process. In District 5, Vikings of the Smokies officer Clark Brekke had inquired about the possibility to move to District 3. After checking with the International Office, a process was established by the International Board which was published in the August 2016 Viking.

At this time, Clark communicated that they are not ready to move forward and wanted to discuss it with Music City Vikings (the other Tennessee lodge).

The committee discussed a number of items related to getting lodges involved, keeping them informed about District activities and involving them. Discussion about the remote lodges, specifically the Tennessee lodges, putting in bids for the District and International Conventions was covered.

The committee discussed having all Board members involved in reaching out to lodges. We also recommend that using the International Director, District President and others for making visits and presentations. It is important to keep the zone director informed but the zone director shouldn't have to be the only one making contact.

There was some discussion about when do you look at making changes in zones, zone representation and moving zone lines but no solutions were given.

There was discussion from the board about how we can support and encourage the Tennessee lodges to consider submitting proposals for either the International and/or District Conventions.

The committee report was accepted as presented.

## **Committees**

There was a suggestion from Jon Grinde to change the date to appoint the District Nominating Committee to Spring 2017. There was a motion to elect the District Nominating Committee to Spring 2017. 2<sup>nd</sup>. Motion passed.

## **Zone Activities**

Zone 3 will have its Zone meeting on Saturday, March 18, in Mauston. We had 40 at the Zone 3 picnic and \$170 was raised through our raffle sales.

Zone 4 is considering a zone meeting but no details yet.

Darlene presented a program on Tubfrim at Fosselyngen Lodge in Milwaukee.

Kathy reported that four lodges participated in two events (Vasa Park and a Syttende Mai parade).

Joy went to Sturgeon Bay which had an interesting presentation on a food truck that has Mexican and Norwegian foods. The Green Bay lodge did a program on the Draken Viking Ship with a play.

Lucy is going to Norsemen of the Lakes for a fall program.

Mike also went to Fosselyngen Lodge event which was a Scandinavian Fest recruitment tool.

Geoff will be working at the Vennelag Frokost this next weekend.

Mandt Lodge will be celebrating its 90<sup>th</sup> anniversary the end of October.

Dave reported that there are 2-3 lodges that are struggling in Zone 1. Ron Iverson has two in Zone 2. Esther has one in Zone 6. There is 1 in Zone 3 and 1 in Zone 5 who need assistance.

## **District Lodge Meeting Follow-Up**

Troll Mountain Project in Mt. Horeb- there was an article in the paper. Vennelag Lodge has written a grant for \$750 and will match the grant and solicit donations. Mt. Horeb Chamber is selling troll prints. Geoff will explore what the District can do to promote the fundraising effort.

Darlene will send out the approved minutes and the Idea Board ideas.

## **Other items of business**

The District calendar was updated after the work of the committees.

The District 5 Policies & Practices document was discussed and handled under the consent agenda format. There was one section that was pulled and the rest of the document was passed. The section pulled was discussed, modified and passed. The motion to pass the entire document was then moved, 2<sup>nd</sup>, and passed.

There was a motion to have the registration fee for \$800 per camper. 2<sup>nd</sup>. Motion passed.

Esther announced an event in Ohio that she has flyers for.

The Spring 2017 Board Meeting will be on April 7-8, 2017 in Stoughton.  
The meeting was adjourned.