

**Rotary Club of Wiaraton**  
**Public Image Report**  
**Executive Meeting**  
**October 19, 2020**  
**(Submitted by Mike Mason)**

Public Image Committee has not met since its 1<sup>st</sup> meeting of the 2020-21 Rotary year on July 22<sup>nd</sup>. The next meeting is targeted for November.

**2020-21 Committee Members:**

Ken Jones, Pat Cavan, Scott Elliott, Randy Curran, Greg Hollinger & Mike Mason along with Friend of Rotary member David Clarke.

**Club Fundraising Support:**

- The Committee continues to promote the Club's various fundraisers through timely postings on Social Media.

**Member Profiles:**

- Scheduled postings of Member Profiles on Facebook & Instagram are ongoing with weekly scheduling now in place on Fridays through to the end of the year.
- Outstanding profiles yet to be completed include Greg's (seeking some "expansion" of what he has provided & a photo of him has not yet been found in various pictures that the Club has on file) & Monty Bennett's (Ron Balsdon has agreed to work with Monty to prepare his profile.)

**Keeping Visible in the Time of Covid-19:**

- The "***Rotary Remembers***" stories initiative in an effort to help keep the Club visible in this time of Covid-19 is ON HOLD as feedback on the responsibility for these stories being that of each of the Club's Committees received a "cool" reception from Directors at the Sept. 14<sup>th</sup> Executive Meeting.
- Also ON HOLD & following along the "Stories to be Told" line is the publicizing of how the Club is meeting Rotary's 7 Areas of Focus. This requires input from each of the Club's Committees & the concept received a "cool" reception from Directors at the Sept. 14<sup>th</sup> Executive Meeting.
- Rotary related information taken from various sources is being posted on a regular basis. Sources include Rotary International & other Canadian Rotary Clubs.
- The Sponsor/Partners Fundraising Committee continues to approach the Club's Sponsors/Partners with the intent of recognizing those businesses & individuals via the Club's Social Media sites. In addition, obtaining "testimonial" quotes from the

Sponsor/Partners as to why they have/continue to support the Club is ongoing. The response from the Sponsors/Partners has so far been mediocre. Feedback so far is YES by all means, NO but we will continue to support the Club to ignoring the inquiries. So...., the Committee is not sure how this will play out.

**Website Members Corner:**

- NO information has been received for posting on the Members Corner.
- Do we wish to continue posting the Executive Meeting Minutes? What to be included & posting by whom?