



New York District of Circle K International

Summer Board Meeting
Minutes
July 14th, 2018

CKI[®]
Circle K
International



Summer Board Meeting

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New York District of Circle K International

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Attendance

Presiding Officer

District Governor Ryan Coffey

Voting Board Members in Attendance

District Secretary Kristian Mosquito

District Treasurer Sayef Iqbal

District Editor Tyler Reimold

Capital Division Lieutenant Governor Zachary Stanke

Empire Division Lieutenant Governor Justin Bennett

Iroquois Division Lieutenant Governor Jordan Louie

Liberty Division Lieutenant Governor Odalis Gutierrez

Long Island Division Lieutenant Governor Charles Hager

Seneca Division Lieutenant Governor Rebecca Lopez

Southern Tier Division Lieutenant Governor Erin Herbstritt

Western Division Lieutenant Governor Erick Morocho

Non-Voting Board Members in Attendance

Executive Assistant Nikita Lee

Executive Chair Peony Tse

Alumni/Kiwanis Family Relations Committee Chair Alaina Hinkley

Awards Committee Chair Ayesha Alam

Club Building & Strengthening Committee Chair Naile Ruiz

Conferences & Conventions Committee Co-Chair Amna Bajwa

Conferences & Conventions Committee Co-Chair Viktoriya Borisova

Marketing Committee Co-Chair Brendon Nguyen

Service Initiatives Committee Chair Sami Sharifiy

Technology Committee Chair Omar Carrera

Voting Board Members Not in Attendance

Hudson Valley Lieutenant Governor Ryan Luibrand

Non-Voting Board Members Not in Attendance

Marketing Committee Co-Chair Julia Antignani



New York District of Circle K International

Guests in Attendance

Subregion F International Trustee Stephania Gonzalez-Mena
NYC Young Professionals Kiwanis Member Sara Louie

Kiwanis Committee Members in Attendance

District Administrator John Keegan
Assistant District Administrator Alison Mandel
Assistant District Administrator Greg Faulkner
Assistant District Administrator Rich Hall
Kiwanis Committee Representative Sean O'Sullivan



Meeting Minutes

- I. Call to Order
 - A. Governor Ryan Coffey called to order at 9:27AM
 - B. Bayley Seton Hospital in Staten Island, NY
- II. Opening Business
 - A. Meditations for Intentions
 - (1) Led by Sara Louie
 - B. Ryan: This is our last chance to get trained as a board
- III. Executive Updates
 - A. District Editor Updates (Tyler)
 - (1) We have a video call system called Meet, which allows more people than Google Hangouts.
 - (2) Has been working on one-on-ones with club editors and webmasters
 - (3) Circling the Empire: Preliminary first release will be mid-September
 - (a) Encourage all club editors to submit
 - (b) E-mail will be sent in the next coming days
 - (4) NYCKI logo is recommended over the CKI seal for e-mails
 - B. District Treasurer Updates (Sayef)
 - (1) Expense sheet is in folder, is up to date prior to CKIx
 - (2) Remember to CC on all reimbursements
 - (3) Fundraising Goal: 20,000
 - (a) 43% of goal with CCNY Gala
 - (b) 13% of goal without CCNY Gala
 - (4) LTGs, remember to share fundraising resources
 - (5) FRF submission: ~80%
 - (a) They should eventually do it on their own without reminders
 - (6) Started one-on-ones with treasurers, take about an hour, met 5 so far
 - (a) Hope to get things done by end of summer
 - (7) Confident about goals, especially membership



- C. District Secretary Updates (Kristian)
 - (1) MRF submission: 19/30
 - (a) Several clubs are using a Google Form until they get access to the International MRF
 - (2) Held one-on-ones with half of club secretaries
 - (a) Notes are in the Google Drive
 - (3) Service Hour Analysis
 - (a) Service Hours: 2766 (18.44% of goal)
 - (b) 128% compared to last year
 - (c) Service Growth Clubs
 - i) Fordham, Hunter, Adelphi, SUNY Geneseo, Ithaca, UBuff
 - (d) For continued service growth, members need to do individual service, clubs need to grow membership, and clubs must hold events in autumn
 - (4) Will work on Service Spotlight with Tyler and Marketing Committee
- IV. Governors Project: Food and Water
 - A. Presented by Governor Ryan
 - B. Water Walk
 - (1) On Sunday board will drive or take ferry to Washington Square Park
 - (2) Will give handouts, have a water walk, and raise awareness
 - C. General Presentation
 - (1) The Governor's Project focuses on water (which is more fundraising-oriented) and food (which is more hands-on)
 - (2) Powerpoint will be available for presentations
 - (3) Notable water charities:
 - i) The Thirst Project
 - ii) Charity: Water
 - iii) UNICEF WASH
 - (4) When talking about the water crisis, mention surprising facts
 - i) Sayef: Mention how it affects other aspects of life



- (1) Education, women and children's rights, back health
 - ii) Kristian: \$25 can provide clean water to someone for life
 - iii) Amna: Know how to answer "jerk" responses
 - (1) Ryan: Remember to emphasize that people are people. If necessary, disengage in conversation
 - (2) Sara: If anyone mentions clean water in US, in some cases there isn't
 - (5) Don't neglect the food aspect; it's a great way for hands-on service
 - i) Clubs should know where their local soup kitchens are
 - ii) Justin: many stores throw out good food that can be used in soup kitchens
- V. Kiwanis Projects
- A. Presented by AKFR Chair Alaina
 - B. NY District Kiwanis has preferred charities that are fantastic chances to work with sponsoring Kiwanis Clubs
 - C. Kiwanis Pediatric Trauma Center
 - (1) Fund money for children's trauma centers to identify trauma injuries
 - (2) With trauma centers, 25% of injuries for children can be reduced
 - (3) What do they do?
 - (a) Three in NY: Long Island, Albany, Buffalo
 - (b) Program called "Baby Safe" – how to keep children safe and deal with injuries until emergency services arrive
 - (c) Family Caring Network
 - (d) Safe Kids Training
 - (e) Trauma Kits
 - (4) What can you do?
 - (a) Toy drive
 - (b) Fundraisers
 - (c) Donate through Amazon (smile.amazon.com), 0.5% of purchases go to KPTC



- D. Kiwanis Pediatric Lyme Disease
- (1) Tick bites transfer pathogens, which can result in fatigue, weakness, and possibly permanent neural damage
 - (2) Why is it important to raise awareness?
 - (a) Simply getting bit puts you at immediate risk
 - (b) 1.6x more common than breast cancer, 6x more than HIV
 - (c) Sometimes tests provide a false negative
 - (d) If you think you got a tick bite, demand testing and antibiotics
 - (3) What can you do?
 - (a) Take a Bite out of Lyme Fundraiser
 - (b) Raise awareness

- E. Kamp Kiwanis
- (1) Camp that provides summer camp for underprivileged kids, and people with disabilities
 - (2) Kiwanis sponsors children to attend a camp
 - (3) What can you do?
 - (a) Club trip to Walmart, to purchase things for children's wishlist
 - (b) Volunteer at Kamp Kiwanis
 - (c) Attend the Downstate K-Family Picnic and DLSSP
 - (d) Donate through Amazon (smile.amazon.com)

VI. District Project: Mind Your Mind

- A. Presented by Service Chair Sami
- B. Focused on raising awareness about various different mental health issues people live with
- C. Facts
 - (1) Mental illnesses are biologically based brain disorders
 - (2) Less than half of people with diagnosable disorders do not seek treatment
 - (3) Most chronic mental illness begins in youth
- D. Advocate



- (1) Talk about your own story (if you're comfortable)
 - (2) Volunteer with mental health organizations
 - (3) Look out for signs of bullying, depression, etc.
 - (4) Lobby for government policies focused on mental health
- E. Educate
- (1) Educate yourself! What mental health is and the different types (depressive, anxiety, eating, personality, etc.)
 - (2) Educate others! Have conversations about what you've learned
- F. Service/Advocacy
- (1) Hands-on projects to spread positivity on campus
 - (2) Educational events
 - (3) Volunteer at hospitals and nursing homes
- G. Fundraising
- (1) You can donate to organizations that spread awareness or brain research
- VII. International Update
- A. Presented by Sub F Trustee Stephania
 - (1) Attends Rutgers University, NJ District
 - B. Very happy to be at the NYCKI board meeting
 - C. One goal for the year is to improve inter-District unity
 - (1) New Jersey and NY can interclub easily because of location
 - (2) NJ K-Family Picnic – Sunday, July 22
 - (3) NJ Winter Formal – December
 - (4) Make sure to invite other Districts to NY events!
 - D. Awards
 - (1) Look at CKIx Awards to get an idea of what should be accomplished now
 - E. CKIx 2019 will take place at the Walt Disney Resort, FL
 - F. CKIx 2020 will take place in Las Vegas, NV
 - G. International Committee applications will be released soon



- VIII. Neuroscience for Leadership Workshop
- A. Presented by Capital LTG Zak and Southern Tier LTG Erin
 - B. How to take advantage of human neurochemistry to improve your life and leadership skills
 - C. Evolution has resulted in us being motivated by certain activities
 - D. Endorphins
 - (1) Pain inhibitor and provides runner's high
 - E. Dopamine
 - (1) Pleasure from goal seeking behavior
 - (2) Tip: don't talk about goals to other people to avoid dopamine hit until you actually do it
 - (3) Highly active (nicotine, food addictions)
 - F. Oxytocin
 - (1) Love chemical, made from personal connections (physical and mental)
 - G. Serotonin
 - (1) Pleasure from pride, confidence, and achievements
 - (2) Leadership chemical – felt in sync with others
 - H. Cortisol
 - (1) Stress hormone (Flight or fight)
 - (2) Provides stress and anxiety
 - (3) Socially contagious
 - (4) Damaging when in high doses
 - I. Application to Circle K
 - (1) Consider how human biology works, and adapt strategies to your interpersonal and individual relationships
 - (2) Exercise: think of ideas
 - (a) Charles: Ensure a positive environment through optimism and positivity, because it's contagious
 - (b) Tyler: For dopamine, have achievable short term goals



- (c) Nikita: LTG visits boosts morale (oxytocin)
 - (d) Kristian: congratulate people for the work they do
 - i) Brendon: congratulate them for the effort they put in rather than their talent
 - (e) Tyler: Serotonin is based on digestion, so eat with others!
 - (f) Ayesha: Cortisol self-perpetually affects leadership. It's important to avoid that through positivity.
 - (g) Ryan: Single meaningful moments (e.g. DLSSP people volunteering to help set up early) increases serotonin.
 - (h) Zak: story about first club meeting and club president being personable and making people laugh
- J. In general, make sure to have a positive atmosphere and approach negativity properly
- (1) Tyler: Compliment publicly, criticize privately"
 - (2) Sara: Lower cortisol by doing things to lower stress

[Lunch Recess 11:55AM-12:54PM]

[Board divides into Chairs and LTGs for discussions, 12:54PM-1:40PM]

- IX. Recruitment and Retention Workshop
- A. Led by CBS Chair Naile
 - B. Recruitment
 - (1) How to approach someone
 - (a) Get to know people, and then let that lead to recruitment
 - i) Handshakes, conversations, and relationships
 - (b) People don't join organizations, they join people
 - (c) Be human. Show yourself instead of showing a "club face"
 - (2) Connecting their interests to Circle K
 - (a) Leadership opportunities (District and International)
 - (b) Lower dues than sororities and fraternities



- (c) Networking and relationships across the world
 - (d) Service opportunities
 - (3) Tabling
 - (a) Be creative, be inviting, be interactive
 - (b) Personally talk to people in front of the table
 - (c) Have interactive attention grabbers
 - i) Rock-Paper-Scissors challenge to get their time
 - ii) Hand out spoons for ice cream first meeting
 - iii) Key Clubbers here sign
 - (d) Be prepared with a sign-up sheet/laptop
 - (e) Always send follow-up personal texts or messages, mentioning what you talked about, thanking them for their time, and inviting them to the meeting
 - (4) Treat every event as a recruitment event
 - (a) Make all events interesting so people come with questions
 - (b) Build relationships
 - (5) Exercise: sample club fair
 - (6) Ryan: Recruitment is a conversation about whether the club is suited for the member or not
 - (a) Story about recruitment: met Sara at an orientation, and she recognized his name and mentioned Sean O'Sullivan. This created multiple layers of connection and made Ryan feel welcome
- C. Retention
- (1) General Interest Meetings
 - (a) Do it on a personal basis
 - i) You'd be better off texting a few than mass e-mailing many
 - (b) Start strong and show them what CKI is about
 - i) Three tenets: service, fellowship, leadership
 - ii) Avoid calling it an icebreaker. Call it a fellowship session or something else



- (c) Have a quick service project and talk about leadership
- (d) Work on creating a welcoming atmosphere
 - i) Meetings are about the members, not yourself
- (e) Any ideas?
 - i) Erin: Having proof (photos, testimonials) of what the club does
 - ii) Nikita: Wheel of Fortune. Anything interactive
 - iii) Erick: Every time a member signs up, have them ring the club bell

(2) Overall, focus on relationships. Become friends and family, then members

(3) Any other stories or comments?

- (a) Kristian: Joined Circle K when Sara Louie entered the Honors Lounge and personally asked to attend, right in the middle of eating lunch
- (b) Amna: Kristian personally reached out and memorized everyone's names. It's beneficial to connect with new members
- (c) Erin: Emily Fenter was RA, came to a meeting, and offered a leadership position
- (d) Ayesha: If the weather is nice, it is advantageous to have a club meeting outdoors
- (e) Sayef: In club meetings, keep them interesting. Make sure your club doesn't seem cliquey.
- (f) Justin: A lot of success comes from one inspirational person. Be that one person who begins the process to build up a club
- (g) Erick: Immediately after the first GIM is the most important time for Circle K. Have events planned out for the weeks after the first GIM

X. Upcoming Events

- A. KPTC Night at the Races: July 21st
- B. Kiwanis Family Picnic: August 11th
- C. Kiwanis District Convention: August 16-19th



- D. District Large Scale Service Project: September 28-30th
 - E. Serve-A-Thon: October 13th
 - F. New York Speaking: November 2-4th
 - G. Tri-K: November 9-11th (Voting Board only)
 - H. Winter Board Meeting: TBD
 - I. Awards Board Meeting: TBD
 - J. District Convention: March 22-24th, 2019
 - K. CKIx: June 26th-30th, 2019
- XI. Committee Updates
- A. Club Building & Strengthening (Naile)
 - (1) Informational sessions - monthly webinars, to educate club officers
 - (2) LTG surveys - to see the strengths of each club
 - (3) Review forms - to allow clubs to interact with each other on what event well and what didn't
 - B. Marketing (Brendon)
 - (1) Outreach
 - (a) In the last 4 months of previous service year, District Facebook page reached 12k people
 - (b) In the past month, thanks to District Board spotlight series, already 10.5k people have been reached
 - (2) Governor's and District Projects Logos
 - (a) Have been produced, will be used for future material
 - (3) Upcoming Projects
 - (a) Sparknotes for Brand Guide
 - (b) Guide/video for Canva
 - (c) DLSSP promo video
 - (4) Comments?
 - (a) Erick: Maybe divisions can have their own logos that Marketing can design?
 - C. Awards (Ayesha)



- (1) Awards review form
 - (a) One person who fills it out will get a gift card
 - (2) Membership Monday - social media spotlight for general members
 - (3) Membership Ceremonies and club awards are great ways to recognize members
 - (4) First-Timer Awards can bring recognition and improve the environment for new members
 - (5) Comments?
 - (a) Erick: Be sure to advertise International awards
- D. Technology (Omar)
- (1) District Board photos are now available
 - (2) There's a section on the website listing all clubs with social media links
 - (3) Website has a goal tracker, updated to May
 - (4) Don't hesitate to ask to have stuff added!
 - (5) Use one single hashtag for NYCKI
 - (6) The website will have its theme updated
- E. Service Initiatives (Sami)
- (1) Committee has a calendar to outline service projects that can be done throughout the year
 - (2) Service Sundays - spotlight one service project per week and work with Marketing to send it out
 - (3) Working on a video for the District Project
- F. Conferences & Conventions (Amna and Viktoriya)
- (1) Convention Themes
 - (a) Possible themes for New York Speaking and DCON were presented, and the final themes were selected by the board via blind vote.
 - (2) Convention Promotion
 - (a) When promoting District Events, promote it on a personal level.
 - i) Mention the experience rather than the event



- ii) E.g. "Join me in..." rather than "Attend this..."
 - (b) Show them how much you love it
 - (c) Send invitations that review the past and what will happen
- XII. Public Speaking Workshop
- A. Presented by Governor Ryan
 - B. Public speaking is difficult because it's a time you're vulnerable
 - (1) Even when one knows the general points, nerves can overcome us
 - C. General Tips
 - (1) Have an opener to grab people's attention
 - (a) E.g. Asking the audience a question, thanking someone, telling a story
 - (2) Use pauses effectively
 - (a) Lets people reflect on speech
 - (b) Tool to get people to stop talking
 - (3) Prepare for your speech prior to doing it
 - (a) Winston Churchill: "For every minute of speaking, an hour of preparation was spent."
 - (4) The best way to improve is to practice
 - (a) Circle K is a great chance to practice because nobody is out to get you
 - (5) Comments?
 - (a) Jordan: When preparing for speeches, everyone has a different style. Play to your strengths
 - (b) Sami: How do you avoid fillers?
 - i) Becca: Record yourself speaking, replay it, and then adjust
 - ii) Sean: Get in the habit of mentally correcting other people's fillers. Eventually you'll correct yourself
 - iii) Ryan: Replace fillers with silence
 - (c) Justin: The best speakers are the ones who can hold the best attention. Sound genuine, and sound believable



Rich and Alison leave

- XIII. Burnout Workshop, part 2
- A. Led by Secretary Kristian
 - B. Exercise: Breathe then scream out stress
 - C. Why is burnout more likely in Circle K than other stress factors?
 - (1) You gain positivity from Circle K, and to feel unfulfilled from a normally positive source affects your well-being
 - D. Ways to improve
 - (1) Don't let stress build up
 - (a) Spread out your responsibilities
 - (b) Learn to say no
 - (2) Take time to reflect on your purpose in Circle K
 - (a) Remind yourself why you're here
 - (b) Consider how to best serve that purpose
 - (c) Be willing to prioritize what is best to allow yourself to be productive without burning out
 - (3) Concentrate on yourself, things unrelated to your work
 - (a) Vacation, break, free time
 - (b) Hobbies. Have another source of fulfillment outside of Circle K
 - (4) Concentrate on yourself, things unrelated to your work
 - (a) Vacation, break, free time, travel, hobbies
 - (5) Surround yourself with positivity/encouragement
 - (a) Rely on fellow board members as needed
 - (6) Take care of physical health
 - (a) Sleep, water, exercise, healthy eating
- XIV. Leadership Development Workshop
- A. Led by Governor Ryan
 - B. Exercise: Close eyes and mention the name of someone who inspires you
 - (1) Being a leader is not making people do things, but making people feel a certain way



- C. Exercise: Stand up if you think you're a leader
 - (1) You are a leader. Think about the person who inspires you. You are that person to other people.
 - D. The best leaders are those who can speak to others, and at the end of the moment, a new idea is created through collaboration
- XV. Future Business
- A. Board Meeting Review Form
 - B. Board Service Trip in January
 - C. Consider moving Awards Board Meeting online
- XVI. Silent Reflection
- XVII. Open Forum/General Updates
- A. Erick: Thank you for the surprise birthday celebration
 - B. Alaina: Was not able to attend DOTC and worried about not having been as connected, but now feels comfortable
 - C. Erin: So much progress regarding people talking over each other
 - (1) Amna: Result of DOTC recommendations
 - D. Vik: Sick the whole day, but still enjoyed the day. Even if people have different ideas and opinions, we all have shared passion.
 - E. Amna: Multiple people in life have been inspirational, and it connects to the starfish story from DCON
 - F. Tyler: Thank you to Ryan for working really hard and preparing for the weekend
 - G. Kristian: Appreciated focus on personal growth and avoiding auto-pilot, and now feels the board is close and can rely on each other
- XVIII. Remarks from Kiwanis Committee Members
- A. Sean: Enjoy the moment. Remember the lessons from these training sessions, because these skills will apply to your adult life. The memories will last for life. You are all leaders, and are in a great position to practice public speaking. Kiwanis is happy to provide Circle K now, and the best way to pay back is to pay it forward by joining Kiwanis.



- B. Greg: "Good luck."
 - C. Johnny K: Make sure your address on the directory is correct. Thank you to Ryan for a fantastic board meeting. Remember personal connection through phone calls. If there are any difficulties, call him. Great job to all of you
- XIX. Closing Remarks from Governor Ryan
- A. Though we are great friends, remember not to make it seem cliquey. We trust each other a lot, but remember at conventions that is it about the members and that they feel welcome.
 - B. Go out and have the courage to fail. Failures will be the best learning moments in your life.
- XX. Adjournment

Minutes taken by

Kristian Mosquito

Kristian Mosquito

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New York District Secretary

Circle K International