

MINUTES

Governing Body Meeting.
30th September- 2nd October- 2014

Present

Abha Gupta		President in the chair
Charlotte De Vos		Vice President
Kapila Gupta		Treasurer
Gunder Lannoy		Constitution Chairman

Michelle Atkinson in attendance Editor/Media Manager

Elaine Hathaway in attendance Administrator

Board Directors

Annelise Andersen	Indira Kandasamy
Christine Berggren	Hannele Karhunen
Kathleen Brodrick	Pamela McConnell
Nathalie Brun	Heidi Mueller
Arlette De Waele	Ayo Odelana
Patricia Garcia	Suzanne Robinson
Carole Haigh	
Letty van Hooff Snel	Margaret Whitchurch

Apologies

Immediate Past President: Gabriella Adami

Board Director: Luisa Vinciguerra

OPENING REMARKS

President Abha welcomed the members of the Governing Body to Mere Court Hotel and Conference Centre Mere, Knutsford, Cheshire UK. She explained that all were at the meeting as elected members of the Governing Body and not representing their own countries and therefore decisions had to be made from an international point of view. She reminded the committee members that all matters under review were confidential and for them to wait until the Minutes were released before discussing issues more widely.

She asked that everyone keep Luisa Vinciguerra in their thoughts and prayers whilst she was hospitalised.

She asked for a moment of silence as a mark of respect for those who had lost their lives whether in the IW family or through natural disaster.



MINUTES

Governing Body Meeting. Best Western Hotel and Conference Centre Terni Italy
October 2nd -4th 2013 were approved

Proposed: Pamela McConnell
Seconded: Suzanne Robinson

MATTER ARISING

None

CORRESPONDENCE

None

PRESIDENT'S REPORT

Nigeria - Kidnap of female school children.

President Abha explained that a letter received from Inner Wheel Australia regarding the plight of the schoolgirl kidnap victims in Nigeria had touched everyone. She appreciated the concern and compassion of the writers and had responded personally. Sadly IIW could not become involved in political issues. The Board Director from Nigeria Ayo Odelana was extremely touched that members from around the world were so supportive. She explained that the Inner Wheel members in Nigeria had raised their voices and prayed that none of the parents would lose their children. The Nigerian Government were being pressed to take action.

Asteroid Golding

President Abha highlighted the wonderful naming of an asteroid after Margarett Golding, which would forever Light the Path of Inner Wheel from space. This had taken place on 17 June 2014. She congratulated IW Italy for the wonderful idea and the celebratory event when the name was officially recorded. She particularly thanked Inner Wheel Club Torino Europea District 204 and Board Director Luisa Vinciguerra for co-ordinating this enterprise.

Charters for Districts

A request had been received from India for retrospective District charters to be issued. The first new Districts of Austria, Romania and Nepal had been given a District charter to celebrate this initial landmark for these countries in 2013-2014 and Indian Districts felt they would like to have something to include in their archives too.

It had been agreed that if Districts wanted a charter they would have to supply the full information to IIW office via their National Representative, providing the details of formation date and the names of the founding Clubs. IIW office would create the charter and e-mail it to them for local production for the District records.



Misuse of Rotary Logo

Via the IIW contact form on the website IIW had been notified that a company in Pakistan were using the Rotary logo on their advertising materials. Although the Inner Wheel logo was not being abused the IIW Executive requested that a notification be sent to Rotary to warn them of the infringement. Rotary confirmed that they would follow it up and send a trademark cease and desist letter. The IIW Executive members confirmed that IIW would be vigilant and that any misuse of Inner Wheel logo would be investigated.

Presidential Visits:

President Abha explained that she had had quite a busy first 3 months. She was particularly pleased to find that the theme Light the Path had been extremely well received.

Many of her initial visits, installations and felicitations had taken place in India where large number of members had gathered. She felt that these events had been really well planned and she had enjoyed wonderful hospitality and adulation.

She explained that in October after the Governing Body meeting she would be going to Denmark for their Conference followed by meeting the LCC for the Convention. She would also be visiting Australia in October. In November she would be at events in India, Dubai and Nepal. The presentation of the District Charter in Nepal had been postponed to December. In January she would be again in India and also going to Sri Lanka. In February Inner Wheel India would celebrate its 60 years milestone. February would also see the IIW Executive meeting in the UK and the celebration in Bangladesh of the new District 345 Conference and visit to District 328.

In March she was hoping to visit Hanover in Germany for their National Conference and in April along with 2 events in Delhi she would be hoping to attend the GB&I Conference. Along with the IIW Convention in May there was also a possibility that there would be time to visit Italy and France before her Presidential year was over.

FINANCIAL REPORT

ACCOUNTS YEAR ENDING JUNE 30th 2013

The IIW Treasurer Kapila Gupta presented the financial statement of the IW Year ending on 30th of June 2014. She gave thanks to the accountant John Moss for his help and advice. The auditor Helen Rutter and Martin Chatten have checked the entries against the receipts.

She went through the figures shown in The Financial Statement.

She explained that the figures of 2013-14 could be compared with the figures of 2012-13.



Page 1 provided a summary of income and expenditure account.

Income:

She pointed out that income had increased a little bit, due to the small increase of membership in some countries, but deposit interest was still decreasing more and more.

Expenditure : was a little less than 2012-13 despite more expenses on maintenance of the new website and the database as well as the promotion of IW & having held the Governing Body Meeting in Italy. After taxation on deposit interest I IW had a surplus for the year of £103,714

She then went through the various categories of expenditure.

Publication Costs

These were a little less than in 2012-13, though there was the printing of Convention documents to be considered.

The cost for the Directories & Magazine 2013-14 were less than in 2012-13.

Accommodation----

The difference with 2012-13 was because of the higher rates to the local authorities, the increase of the insurance.

The higher amount of the rent was because some service charges were higher, and the rent of the meeting room was different from year to year (depending on the number of days)

Administration---

Administration showed many headings. Some had increased, some only slightly, others show lower figures than the previous year.

Salaries----

There was a difference in salaries compare to earlier years, -only one employee serving I IW full time.

Regalia---A little more was spent than last year. This was because new badges for the Board Directors had been commissioned and the polish and repair of the President's Jewel.

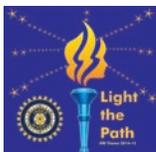
Executive meeting ---. This was within the sanctioned Budget.

GBM----This was more than the sanctioned budget, being held at President's home town. Most of the Board Directors had attended that meeting so were aware of what had taken place there.

Extension—

Last year a greater budget for extension was allocated (split into visits to non districted clubs, Rotary Convention and visits for IPP/VP to create new clubs). The accountant had made the addition of these 3 categories but the Treasurer said she would provide the detail when she went through the Budget for 2015-16.

Constitution review committee: She explained that this committee was no longer operating and therefore not generating any costs.



Communication & marketing

She explained that last year IIW started to list expenditure relating to “Communication”. Only one leaflet was created then. This year the translation of leaflets had been undertaken.

Computer expenses & Website --- these included the cost of the renewal of the website. Since the Governing Body Meeting of 2012, the Governing Body decided to invest in a new website. This was designed by the PR company RMS. She believed that in the meantime everybody was very aware of the progress to improve IIW’s image on line.

RMS were based close to the IIW office in the same building so all items could be followed up quickly. Once the new website was operative, the next logical step was to transfer the database to RMS as well. This was now fully taken care of and was online. Its costs were covered under Communication, Marketing & Computers.

Depreciation office furniture and Equipment : same as last year as the amount is defined by law.

Audit and accountancy could be divided in 3 categories:

- the audit and accountancy work
- the work of counting the ballots (president-vice-president-editor)
- bookkeeping and other advice: in this was included the appointment of Alison, the bookkeeper, who attends once a week to administer the weekly accounts

The Legal & Professional fees: were always budgeted, but luckily we had not needed much assistance of the lawyer, except for advice on one item.

As the money collected for UNICEF had been transferred to UNICEF, there was no need to allocate interest. (This appeared because it was included in previous accounts.)

Page 3 showed the Balance Sheet at the 30th June 2014.

This laid out the Fixed and Current Assets, Creditors and Reserves
The detail was in the next pages (items numbered 1 to 7)

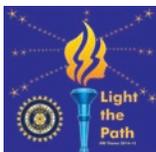
The tangible assets had decreased due to the depreciation of our office

Current assets were our bank deposits and stock.

The debtors were the payments done in 2013-14 regarding 2014-15 (mostly travel of the Board directors for Governing Body Meeting 2014, as well as the advance payment (deposit) towards the venue of the Governing Body Meeting 2015-16.

Creditors were the income for the directory 2013-2014, the corporation tax, the accruals (payments of 2013-14 done in 2014--2015) and the bank balances.

Total Assets less Current Liabilities show an amount of £1,459,304



This amount “The Reserves” on June 30th 2014 were £1,459,304 and split in 3 categories:

- the office equipment replacement fund
- the Convention business meeting fund
- the general reserve

Convention reserve: Costs for the planning visits to Copenhagen in August 2012, August 2013.

Pages 5, 6, 7 and 8 showed the Notes to the Financial Statement for the year ended 30th June 2014

Item 2 showed the Tangible fixed Assets of Leasehold Improvements Costs and Office Furniture and Equipment

Item 3 Debtors further down the Prepayments

Item 4 Bank Balances and Cash held by HSBC Bank,(Current Account, Deposit Account), National Westminster (Current Account, the Liquid Manager Account and the Social Projects Account)

Item 5 The Creditors lists

Item 6 shows us the Office Equipment Replacement Fund.

Item 7 shows Convention Business Meeting Fund ---1st July,2013--£141,803
Transferred from reserve-- £25,000
Travel Expenses --£7,449

Item 8 The General Reserve showed a figure of £1,212,788:
Starting from the balance of the year ending June 2013
With the surplus of the year £103,714

The Treasurer proposed the adoption of The Accounts

Proposed Kapila Gupta
Seconded Arlette De Waele
Carried

Board Director Arlette De Waele raised the issue of the General Reserve which she felt looked on paper to be quite large. She asked if there was anything that could be done to make use of it in the form of a Foundation, a Crisis or Calamity Fund or some form of Endowment scheme. The IIW Treasurer explained that in the event of a loss at a Convention or IIW having to organise a Convention alone much of this reserve could be used up. Additional Governing Body meetings without a reduction in delegates would also be costly. It was also mentioned that the Constitution of the organisation did not allow it to act as anything but an administrative office, so any charitable work would have to have a separate administration, Board and meetings, which also would use up some of the reserves before anything charitable was achieved.



However it was agreed that the IIW Executive Committee would enquire from the Accountant and Auditor for advice on this issue.

Budget 2015-16

IIW Treasurer went through the budget item by item comparing and contrasting the figures with those previously budgeted and the money actually spent on the various items. She pointed out that the budget for a Convention year did include many of the items which specifically related to the Convention. She explained that with the changes to communication and technology some items were increased in the budget, whilst others were no longer relevant.

IIW Treasurer Kapila Gupta concluded the presentation of the Budget 2015-2016 and proposed its adoption.

Proposed Kapila Gupta
Seconded Margaret Whitchurch
Carried

Board Director Christine Berggren highlighted the over spend for the Governing body Meeting in Italy and asked whether it was necessary to increase the budget for this item. The IIW Treasurer felt that because the Governing Body meeting for 2015-16 was already booked to be in the UK that the additional costs of holding the Governing Body meeting abroad would not have to be taken into account and that should help bring the costs back closer to the level of previous UK meetings, it was not necessary at this stage to increase the Budget. Board Director Letty van Hooff Snel felt that the Governing Body Meeting should not be held away from the UK, unless it was really essential to do so, because the costs were harder to control and without sponsorship or subvention had to be completely covered by IIW. The other Board Directors agreed with this sentiment.

AUDITOR

Kapila Gupta explained that annually IIW had to appoint the Accountant and Auditor for the following year.

Approval that Royce Peeling Green - RPG would act as Accountants and Auditor for 2015-16 was sought

Proposed Kapila Gupta
Seconded Carole Haigh
Carried

NON DISTRICTED CLUBS Charlotte De Vos Vice President.

The Board Directors were very enthusiastic to contact their allocated clubs. They had received the file with all the non districted clubs, with the responsible Board Directors, and the previous Board Directors who were in charge last year.

The Board Directors who served a second year, had the advantage that they were already in contact and that they could continue. The others were very happy to receive the files of their predecessor.



She explained that the contacts met at Rotary Convention in Bangkok in 2012 and in Lisbon in 2013, were very helpful. She had met a Rotarian lady from Marbella, and she gave a contact for the Marbella Inner Wheel Club. In the Marbella Club there were some Scandinavian members, who travelled a lot and they had contact (in 2011) with the club of St Petersburg in Russia. St Petersburg was even not in my list of non districted clubs. She had sent this information to the responsible BD, and hoped she would be successful in re-establishing contact.

Most of the Board Directors had sent a report. From 4 Board Directors she had not received a report, but maybe they would be able to give a report at the Board Meeting. Some reports were very extensive, even looking like a book. Some Board Directors were very active to try by different ways to have contact (mail, postal mail, fax, telephone.....)

Not all the clubs had answered to the board director. Some were even surprised to have a new request, as sometimes they had only just answered the previous one.

It's amazing how some very small clubs were still working well, even with 7 or 9 members.

As some non districted clubs were on social media, it could be a boost for the others. It's a way to know how they were doing.

The Vice President had made a small guideline for the use of the database, so that the Board Directors were used to working with it, and could guide their non districted clubs to register and update their club details.

Besides the non districted clubs, she had made a list of the Districts, who had no National Representative or National Governing Body. There were 9. Even if it is in the rules of the Districts to send the minutes of their meetings to HQ, IIW has no news of them.

Only a few were sending their minutes. From others we have had no news. It could be interesting to ask the Board Directors to stay in contact with them as well.

The Board Directors then explained their progress so far in contacting the Clubs they had been allocated. Many had not yet received news back but were hopeful that they would soon be receiving news. Others had managed to make contact and Vice President Charlotte de Vos thanked them very much for all their hard work to help keep these communication channels open and vibrant.

Proposed Charlotte De Vos
Seconded Nathalie Brun

EXTENSION - IPP Gabriella Adami

In the absence of Gabriella Adami the report was read by Charlotte De Vos
Charlotte De Vos moved acceptance of the report as read:-



“Communication is fundamental for our organisation, but also Extension is very important: I am becoming more and more convinced that extension must remain at the centre of our activities, considering all the possibilities we now have, ranging from proposal 17 to the new generation clubs. In fact it seems that fewer clubs have been disbanded than new ones formed. Unfortunately there is no information about the categories of the new clubs, so I cannot make a valid assessment regarding proposal 17. This is important because proposal 17 represents a ground breaking turning point in the history of the IIW also considering that the Rotary is urging all the wives of its members to take an active part in their own association.

In this context we can no longer count on the support of the Rotary to increase our membership, even though we have to continue to foster closer relations with rotary, never forgetting our origins which are our roots.

On the other hand we can now take advantage of the fact that we can invite women to become members, women who, although they have no direct link with rotary or IW, share their ideals, the objectives of friendship and service.

It remains essential that the acceptance of these new members should be treated with the necessary discretion and following the rules to the letter, otherwise problems, serious problems, could emerge inside the Club. We must consider, in fact, that if a member is accepted with the approval of only 50% plus 1 of the Club members, the remaining ones evidently did not approve: more or less half a club.

Obviously this is the rule, but in certain cases it could compromise the unity of the club and create tension and disagreement among the members and this is something we do not need.

Therefore maximum discretion and diplomacy are required when proposing new members and the existing members should avoid any unfounded prejudice which could lead to unpleasant situations.

In fact the image which we want to project is important when recruiting new members.

Nobody wants to join an Association which shows signs of conflict, where instead of working to support those in need, members keep arguing with each other for no valid reason and the only result is tension and bad tempers.

We must ensure that those who become part of our association are proud of it and really want to participate in the various projects with enthusiasm that the existing members are able to transmit to them.

They have to encourage the new members to attend District Meetings, to involve them in Club activities and later take on various positions of responsibility once they have acquired the necessary skills.

COMMUNICATIONS

In a world in which almost everyone has an iPad, a smartphone, a computer and considering the speed with which information is transmitted, it could seem superfluous to



talk about communication. But I believe it is useful, better to say compulsory, also because it is my task

I have already said there are various means of communication which are very fast, so we can find out about events which are happening thousands of miles away, in real time. Just consider that in just sixty seconds on the Internet, using smartphones tablets etc we can access millions of messages on FB, thirty hours of video content uploaded on “YouTube”, not to mention millions of photos from all over the world.

I am sure that you are saying to yourself that you already know all this, but it is just to explain how important it is in this context, for an association like ours, which has a global membership, to use these means correctly and sensibly.

Over the last two years our IIW website has been updated and consequently improved thanks to the involvement of the last two International Presidents Catherine Refabert and Carole Young with the help of Ashnadelle Hilmy/Mortagy, the previous IIW Editor.

I know perfectly well that improvements can be made continuously, that our understanding of communication is changing so quickly that future successful communication requires new approaches in a connected global world, and that developing our website with instantly available information must be one of our first priorities. However, for the moment, our fundamental objective is to use it properly uploading all the news and information about our Clubs, Districts, our Countries, providing materials like power points, leaflets, training sessions, rules and regulations and the Constitution.

Members must be able to consult the archive and all the documents regarding the past Administration easily.

It must however be remembered that not everyone is computer literate. Unfortunately a lot of people are not familiar with these means of communication and risk being cut off from the wider world of the IIW.

And then there is the language problem: not everyone can speak English fluently; when reading some people may grasp the gist of the information provided, but are unable to understand it in detail.

I know that it may seem strange to English mother tongue people that there are others who have to understand and then translate what they say into a completely different language, and those who can speak a foreign language know that it is not easy at all.

However the IIW is made up of members who speak many different languages, so we must take this into account and find a way of communicating efficiently with everyone who is part of our association.

What can we do to achieve this objective?

In both cases we have to involve the National Representatives.



Because translation tools on the internet are not very accurate it would be a good idea for any members who can speak English fluently to volunteer to help with the translation of all documents as they arrive.

To sum up, our official website can and must be improved to keep up with all technological advances, but today the important thing is to exploit what is already at our disposal.”

Proposed Charlotte De Vos
Seconded Ayo Odelana
Carried

UNITED NATIONS – Vice President Charlotte De Vos
Reports were received from:

Martine Gayon – New York : 5th session of the Open Ended Working Group on Ageing (30 July – 1 August 2014)

Globally the number of older persons is expected to more than double to over 2 billion in 2050, and are projected to exceed the number of children for the first time in 2047. Presently, about 2/3 of the world’s older persons live in developing countries. By 2050 nearly 8 in 10 will live in less developed regions.

The working group has identified a number of key blockages and barriers to the enjoyment of human rights in older age.

- gaps in international and regional human rights frameworks
- rights to non-discrimination, to health, to freedom from violence and abuse, to social security and access to resources, to social protection, to autonomy and independent living, to work and employment, to social inclusion and to access to justice.

The 5th session included 4 panel discussions which pay attention to the Human Rights and Care of Older Persons, Violence and abuse against older people (with focus on older women and financial abuse), the planning for End of Life Care (legal and financial issues) as well as recent developments and how to strengthen the rights of older persons.

Maryelle Tourvieille – Geneva : 26th Session Human Rights Council (10 to 17 June 2014)

The programme of work was: Promotion and Protection of all Human Rights

Economic , social and cultural rights :

- to prepare concise technical guidance to the implementation of policies and programs to reduce and eliminate mortality and morbidity of children under 5 years old.
- to promote cultural rights to enjoy the benefits of scientific progress
- to promote the right of education
- to fight against extreme poverty
- to promote the right of everyone to the enjoyment of the highest attainable standard of physical and mental health



Civil and political rights

The Human Rights Council decided to extend the mandate of special rapporteurs for a further three years on

- the promotion and protection of rights to freedom of peaceful assembly and association,
- the rights to freedom of opinion and expression , including in his report an analysis of women's participation in political, social, cultural and economic life . . What challenges women face in exercising their freedom of opinion and expression?
- the independence of judges and lawyers
- extrajudicial, summary or arbitrary executions .

Rights of people, and specific groups and individuals

At this 26th session , the HRC decided to organize high-level panel discussion and extend the mandate for more 3 years:

- on the safety of journalists
- on the identification of good practices in combating female genital mutilation
- on preventing and eliminating child , early and forced marriage;
- on violence against women , its causes and consequences
- on trafficking in persons , especially women and children
- on the issue of discrimination against women in law. The working group has to continue to work on its thematic priorities, namely, political, public life, economic and social life, including in times of economic crisis, family and cultural life and health and safety;
- on the human rights of migrants.

Many other human rights situations require the Council 's attention: situations in the democratic People's Republic of Korea, in Belarus, in Eritrea, in the Syria Arab republic. In her mail from a few days ago she mentioned that it's now the last week of the 27th session . Most of general debates and side events are focused on the latest news of Syria , Iraq, religion , terrorism ... and not focused on women's rights !

Ceja Gregor-Hu – Vienna

She sent the newsletter n° 54 on Ageing .

Ulrike Nemling – Vienna

In the last meeting before summer she did the audit of our NGO Committee on Narcotic Drugs.

One of the problems of our NGO Committee is that they have numerous members in all corners of the world. Unfortunately too many of them are not able to pay their membership fees. So the Committee is poor with enormous tasks to achieve. The Committee is on the way to set up a "market place". This is an Internet platform where NGOs worldwide can show their expertise and their projects. The idea is to find sponsors for these projects this way. UN will support this "marketplace" by screening the participants.

For more news regarding UN I recommend to visit the website

<http://www.un.org/en/rights/>

Proposed Charlotte De Vos



Seconded Heidi Mueller
Carried

Appointment of UN Representatives

Vice President Charlotte De Vos explained that it was necessary to propose the UN Representatives for 2015-16. These would be:-

Geneva Christiane Nichole and Maryelle Tourvieuille de Labrouhe
New York Martine Gayon and Delores Burgess
Vienna Ceja Gregor-Hu and Dr Ulrike Nemling

Proposed Charlotte De Vos
Seconded Patricia Garcia

Constitution Chairman's Report for the IIW Governing Body meeting October 2013

The Constitution Chairman explained that her role was an extremely busy one and that she spent much of her time responding to questions.

Since the first Executive Meeting end of June she explained that she had fewer queries to answer than usual, probably due to the long summer pause in Europe. Most of the queries --mainly from National Representatives and District Chairmen – were about nominations and voting by District Committees. As a reminder:-

Each District Committee can nominate one qualified member for the positions of National Representative or International roles. If there are two candidates for a post in the same District, there must be a vote by the District Committee. If a country had two Districts or more which each present a candidate, there must be an internal election by all the clubs in the country organised by the current National Representative (by postal vote).

If a Board Director nominee had to withdraw due to illness, District Committees could present another candidate for this office. In this case a postal vote must be organised by the National Representative and the new nomination sent to Headquarters by the deadline of 30 September.

District Chairmen were not always sure about the number of votes the clubs have on different occasions. For all District matters, resolutions and election of District Executive Officers, Clubs have two votes (3 if the Club has more than 50 members) .For the election of a National Representative, of National Governing Body Officers or the members of the International Executive Committee and the International Editor, clubs have only 1 vote. The exception is the vote for the Board Directors (16 votes).

The National Governing Body of Sweden wished to experiment with smaller Club – and District Executive Committees, before they made changes to their National Bye-laws. The Constitution Chairman saw no objection to this. The Association of Inner Wheel Clubs in Great Britain & Ireland for example had already adopted Club rules allowing Club Officers to combine 2 roles with the exception of the Club President.

She was further asked if a District Chairman could fill the role for a second year. Yes, The Standard Rules for Districts with no National Governing Body state page 20 (C & H)



that the Chairman shall be nominated and elected annually and shall not serve for more than 2 consecutive years. A Club President too may be allowed a second year in special circumstances and with the permission of the District Committee (C & H 2012 page 15).

Furthermore she was advised that D 238, would divide, but in fact it is a disbandment as 238 would cease to exist, and the remaining clubs would have to decide which neighboring District they wished to join .This must be decided by vote at a District Committee Meeting . Nothing could be done without the vote of the Club Voting Delegates.

The Constitution Chairman had been asked about TRANSFERS of Active Club members ;

There were two sorts of transfers. The Constitution says page 5 that the District can under certain circumstances allow a transfer to another club, when a member wishes to leave her club for personal reasons; but when a member moves to another town or another country she does not need a special agreement of her Club or District to be transferred to the new club. (Handbook page 30).In this case the Secretary and the Treasurer of her previous club shall communicate with their colleagues from the new club.

During the last two weeks the Constitution Chairman had spent a lot of time preparing instructions and scripts for the Board Directors who would have to speak on the Proposals at Convention 2015, where they will have to propose and second the proposals and amendments of the International Governing Body and speak against certain other proposals.

Furthermore she had reworded the two amendments that had already been discussed in June and which will be submitted to the Governing Body.

The Constitution Chairman proposed adoption of her report.

Proposed Gunder Lannoy
Seconded Hannele Karhunen
Carried

PROPOSALS AND AMENDMENTS

The Governing Body went through each of the Proposals and the Amendments that had already been discussed in June, in turn so that the Board Directors would be fully aware of what they would be doing at the Convention when proposing, seconding and speaking for or against the various proposals. The system for taking Amendments to Proposals was explained so that they were aware that amendments had to be proposed and discussed and voted upon prior to the original Proposal. President Abha explained where some proposals contained similar ideas that these would fall if previous Proposals containing the same outcome were passed.

VOTING FOR CONSTITUTION CHAIRMAN 2015-16

The Governing Body had received 2 nominations.

The successful nominee was **Gunder Lannoy from France**
Gunder Lannoy was therefore announced as Constitution Chairman 2015-16.



Proposed Charlotte De Vos
Seconded Kapila Gupta
Carried Unanimously

APPOINTMENT OF TRUSTEES

The annual re-appointment of the Trustees was explained. Dr Brenda Taylor from GB&I and Carole Buchanan from Australia acted as Trustees on behalf of the membership in relation to property owned by the organisation as a legal requirement in the UK.

Proposed Margaret Whitchurch
Seconded Heidi Mueller
Carried

APPOINTMENT OF LAWYER

Constitution Chairman Gunder Lannoy moved that SAS Daniels be appointed for 2015-16

Proposed Gunder Lannoy
Seconded Suzanne Robinson
Carried

EDITOR/MEDIA MANAGER Michelle Atkinson

Website review:

The IIW Editor/Media Manager explained that when she started to use the website she found that all the images were filed in many different areas in the back engine of the website and that it was very full and very difficult to navigate my way around it. So over the last few months, she had moved nearly every image and placed them into logical folders relating to the page they are found on in the website. She had also made categories of all the news and presidential visits images etc by year. This would certainly make life a lot easier for people using the website in the future.

The problem with moving the image was that once it was moved in the back engine, then the link to the image on the website page was lost. So she then had to go through every article one at a time and re-link every image to their space. There were many hundreds of photos on the website and each one takes approx. 1minute to do, as the system has to go through a quite a process. So as you can imagine this had taken a very long time. Many hours and in fact she had been working until very late at night/ sometimes until early hours of the morning to do this. She was happy to say though, that this was now done , and she would be able continue updating the website as articles come in, in a more manageable timeframe.

She explained that when you look at the website that she had moved a few things around to make them more accessible for people of find and to read them.

The tabs across the top, were now short and clear:

Home
About Us
Who's Who
Events
Library
News



Service
International
IIW and the UN
FAQ
Contact

Within News we now had the following sections:

- News
- New Clubs
- Non Districted Clubs
- Presidential Visits 2014-15
- Past President Visits 2013-14
- Past President Visits 2012-13
- IIW Video Gallery
- IIW Gallery

She had also made the service section easier to access the articles. Previously the Happier Futures articles were hidden and difficult to find so now in the Service section we have the following links:

- Happier Futures (which explains the Happier Futures concept)
- Our Happier Futures Work
- Other Service Projects

She had moved and added a couple of things to the History section. So the section now has:

- The first 10 years
- Global expansion
- The constitution
- The Margarett Golding Award
- Inner Wheel Day
- IIW Presidential Hall of Fame

She had not touched anything in the Library section at all – so the documents etc in there are not changed.

She had had a couple of issues and questions that she wanted to explore and find out the answers to with RMS to help me understand a little more about the workings of the website: They had provided the responses to this as soon as they were made aware of these queries.

1. Links to the Thumbnail images on the Board of Directors page and Editor/MM page – The images appear on the documents but not on the initial pages. – How do we make that happen?
2. She was not sure of the links to the International maps are working properly in the International section.
3. She would like to get the New Clubs and Non districted clubs set up to look visually like the News section.
4. She would like to be able to put thumbnail images into the header of the news article instead of the IW logo, and to do that what specifications would she need to have for the image?



5. The website was very slow to load when people log into it – she wondered what we could do to make this faster? Was it to do with the number of images etc that need to load? How could she improve the speed of this?
6. There was currently a 51% bounce rate – which meant that just over half the people that come to the website do not go any further than the home page – she would like to improve this –how? May be the speed of loading has something to do with it?
7. She wanted to create a table of IW clubs and districts on the International Page – Was there a template set up that she could use, how do we see this looking?

Website reviews/ Statistics:

July (1st July – 31st July 2014)

2738 sessions
2095 visitors
58.1% new visitors
6290 pages viewed
2.51mins average time per session
58.22% bounce rate

Top 10 countries visiting:

1. India (656)
2. UK (397)
3. Australia (227)
4. Italy (169)
5. Germany (142)
6. France (102)
7. Sweden (81)
8. USA (78)
9. NZ (62)
10. Philippines (58)

August (1st Aug – 31st Aug 2014)

4867 sessions
3443 visitors
56.77% new visitors
14715 pages viewed
3.18 minutes average time per session
51.28% bounce rate

Top 10 countries visiting:

1. India (908)
2. UK (532)
3. Australia (299)
4. Germany (210)
5. Sweden (260)
6. USA (244)
7. NZ (232)
8. Italy (193)
9. Denmark (153)
10. France (147)



The pages where people were visiting are :

1. Home page
2. Meet the President
3. Logos
4. Happier futures
5. Official documents
6. Convention reports
7. Then various news articles

Trends from July to August

-**Bounce rates** – Bounce rate is the people that leave the website from the Home page, without going any further into the website. This had improved from July to August from 58.22% to 51.28% - She felt that it was still not high enough. She explained that we want people to use the website more and would look at what can we do to improve this.

-# of sessions – The number of people going to the website had increased. Where had they come from? –

52.77% from Organic search using keywords – Inner Wheel, International Inner Wheel etc

24.7% by Referral – from Facebook, or From Other countries IW websites

17.57% Direct – goes directly into an article or logo section from an external link (such as an email)

6.34% Social – Facebook 393, LinkedIn 10, Twitter 2

Observations she had made of the website:

-There were not many news reports from some parts of the world. (e.g USA – only 1 report)

-She would like to encourage more news articles from a wider range of countries (eg. USA, Asian Countries, African Countries)

-She would like to encourage more service reports. We “advertise” ourselves as one of the world’s largest Women’s Service organisations – we need to showcase more service projects on our website, from a wider range of countries.

-Nowhere was there a breakdown of the clubs names and District numbers. Under the International Section I would like to include these.

What next for the website?

Her aim over the next few months was to:

1. Increase the number of visitors to the website – *(by communicating with Board Directors and Nat Reps)*
2. Decrease the bounce rate *(By talking to RMS about ways we can do this)*
3. Improve the speed of upload of the website when people connect. *(by talking with RMS about ways we can do this)*
4. Increase the number of countries providing news etc for the website *(by communicating with Board Directors and National Representatives)*
5. Include a breakdown of clubs and districts in the International section *(by getting information from Elaine and talking to RMS regarding how this can be displayed in a table)*



Social Media

Facebook

From 1st July – 14th September 1522 likes to 1639 likes (increase by 117people)

Age breakdown :

- 3% 18-24yrs
- 8% 25-34yrs
- 15% 35-44yrs
- 24% 45-54 yrs
- 21% 55-64yrs
- 14% 65+ yrs

From the following countries:

India 375	Sweden 41	Jordan 20	Switzerland 9
Italy 126	Morocco 41	Nigeria 18	Nepal 8
Egypt 72	France 41	Bangladesh 17	Brazil 8
Belgium 70	Finland 33	Malaysia 16	Croatia 8
Turkey 63	Netherlands 33	Romania 16	Israel 8
UK 62	Germany 31	Cyprus 16	Canada 7
Bulgaria 46	Mexico 29	Greece 16	Czech Republic 6
Pakistan 44	NZ 28	Portugal 15	United Arab
Philippines 44	USA 27	South Africa 15	Emirates 4
Denmark 44	Tunisia 21	Reunion 14	Spain 4
Australia 43	Norway 20	Sri Lanka 12	Singapore 4
			Iceland 4
			Martinique 4

She explained that she had used a programme called “Likealyser” to analyse the Facebook page. IIW had scored a total of 71/100 which was good, but there were a few recommendations of how we could improve the page:

Recommendations:

Respond to your fans questions and comments more quickly.

Review the length of your posts. – *The majority of your posts are between 100 and 500 characters. It is recommended that you write shorter posts since shorter posts generate more response from your followers.*

Publish posts more often - *You publish two to four new posts each week. To activate your fans, you should add something on a daily basis.*

Respond to posts by others more frequently.

Ask more questions of your fans.-*There are two major advantages when posing questions to your fans. It activates your fans leading to greater visibility for your Page and at the same time providing you with answers to questions that may be crucial for your company's sales and marketing.*

Analysis of posts – see the image for an analysis of our top posts.

Positive points of the Facebook page:

Posts per type:



54.2% 4.2% 37.5% 4.2%

By having a good variety in your posts, your fans never get bored and they can always expect something new and exciting.

The variety in your posts is A-OK!

Likes, Comments & Shares per post: 68

On average, your posts get 68 likes, comments and shares. Seems like you're really good at engaging your followers. Sweet!

Hashtags: Using.

Nice! You are using hashtags in your posts which expose your brand to more users.

Likes: 1,639

Nice, there are a lot of amazing things you can do with 1,639 likes.

Likes Growth: 6.57%

You have received a lot of new fans the last month. Good job!

What next for Facebook?

The Editor/Media Manager explained that her aim was to increase our Facebook following.

She had now "liked" many IW clubs and Country Facebook pages. As she saw interesting articles and events happening out there she was contacting clubs directly and would share their images and projects onto our page.

She saw that we had a good coverage of countries following us on Facebook, it would be great to get articles from each of these countries for our website.

She planned to create a Social media plan for the coming months to improve and increase the use of our Facebook Page.

Other forms of Social Media:

LinkedIN – She needed to take some time to check this out in more detail.

Twitter – She did not use this, so would need to take some time to check this out.

However both LinkedIN and Twitter were being automatically updated directly from the website when a new article was published.

Instagram – She had opened a new Instagram account at the end of June. She had been adding a few images every now and then, and had found a few IW clubs and IW members that have Instagram, Over the next few months she would continue to increase images on this and once this was up and running more then she would post it onto the Facebook page to let our followers know that we have an account.

She felt it would be our younger members that would use Instagram and once it is "hooked" into then it was a good way to share images of what was happening out in the Inner Wheel world.

What else had she done since July 2014?

-She had sent an email with an attached document regarding how to get reports onto the IW website and publishing guidelines to all Board Members and National Reps.

-She had very little return from any of these people as yet.



-She had a few articles sent through to her from Elaine, which was great – but she had to contact the senders directly in order to receive images in the correct format. She was unable to publish images that were not in Jpeg format and sent separately, not embedded into Word articles.

She explained that as the Governing Body could see, she had quite a few aims and key points to work on over the coming months.

She had enjoyed her work so far, even though it had been very time consuming. She felt that she had a very good grasp of what was currently in the IIW website and could now move forward to generate a greater interest and use of our Website and social media channels as we progress throughout the year.

She requested that the Governing Body members let her know if there were any specific issues they wished for her to attend to.

The Governing Body were extremely grateful for all her hard work at reconfiguring the website back engine, her obvious dedication and analytical skills in the area of website management and social media and marketing. Despite working fulltime she had given IIW so much of her own time and effort to try and improve the reach of the organisation in the modern world, remaining cheerful and resolute despite all the challenges!

Proposed Annelise Andersen
Seconded Carole Haigh
Carried

CONVENTION 2015

President Abha explained that the LCC were working very hard on the Convention for 2015.

She went through the timetable of events as they affected the Board Directors. She suggested that national costume should be worn, if available by the Governing Body during parts of the Convention. When the Board Directors explained that many countries did not have specific costumes she suggested office attire for the Business Sessions, formal/evening wear for the Gala Dinner and perhaps national colours instead of national costumes for the Opening and Closing ceremonies with a view to the event being colourful, enjoyable and successful.

Symposium

Vice President Abha explained that the seminar section of the Convention 2015 would be held as a symposium.

1: Vision 2024--Centenary Year

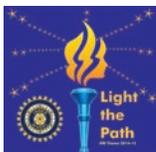
2: Epitome of Strength---Women.

(the epitome of =the best possible example of a particular type of person or thing.

Pronunciation ipitami.)

3: Inner Wheel Towards Greener Planet.

It would be mandatory for the Board Directors to attend but they would probably not be called upon to speak as President Abha wished to give others attending the Convention the possibility to be chosen.



International Social project

The framework of the International social project 2015-2018 was discussed. The title of the campaign would be announced at the Convention in Copenhagen in May 2015.

Official Proxy Vote Holder

The official proxy vote holder shall be the President of the previous Convention if she is present. In case of her not being present, any other past president's name can be decided among the present ones who have registered.

ADMINISTRATION

The Administrator provided information for the Board Directors on registration for the Convention. Information forms were completed.

NATIONAL REPRESENTATIVES REPORTS

These reports were read and various comments made about the need for more of the National Representatives to follow the template requirements and word count. The Board Directors looked at the various criteria used to endeavour to analyse the data and suggested that "Volunteer hours" might be easier to collect and provide more accuracy than trying to collate data on "number of beneficiaries". They were aware that the approximate amount raised was only an estimate. Board Director Pam McConnell pointed out that many clubs in GB&I would not reveal the amount of money donated to charity so figures gathered were probably an underestimate.

It was suggested that the number of invited women (Proposal 17) joining the organisation should also be collated.

It was suggested that a second year Board Director be requested to produce a summary sheet from all the National Representative reports

Proposed Kathleen Brodrick
Seconded Pam McConnell
Carried

OPEN FORUM

The Board Directors discussed many issues.

ANY OTHER BUSINESS

Coffee Table Book

President Abha had suggested the creation of a coffee table book to celebrate Inner Wheel and to be available by the Convention in May 2015. She had been given a quote



of £4,000 for 100 books (£40.00 per copy) and suggested these should be presented as gifts. The idea would be to showcase every country with pictures and text.

The Board Directors and the IIW Editor/Media Manager, who, President Abha had wanted to undertake the work of collecting the materials for the book, felt that there was too little time to gather the information, as well as work towards the Convention and the annual magazine. The IIW Administrator and IIW Editor/Media Manager suggested a deadline of 1 November for submission of materials which was considered far too short a notice period. (Most high quality books were in production for a long time or even years before they became available to the public.) The Board Directors liked the idea but suggested that such an undertaking might be more viable to celebrate the 2024 Centenary of the organisation, with the initial steps being undertaken in the next few years. President Abha graciously agreed that her idea would be excellent for a centenary souvenir.

Election Results

It was queried why the IIW election result figures were not publicised. The Administrator explained that in the past the IIW Executives had felt that it was hurtful to those who were unsuccessful to present the complete figures publicly. The Board Directors however felt that as results for elections in many countries and circumstances were fully publicised, nominees should accept that whatever the result the count should be available and transparent to them all.

It was agreed that all nominees should be provided with the complete results of their particular election.

Proposed Letty van Hoof Snel
Seconded Indira Kandasamy
Carried Unanimously

CLOSING REMARKS

President Abha Gupta thanked all who attended for their opinions and valuable contributions. She hoped that the Board Directors had felt that the meeting was worthwhile and looked forward to meeting them all again in Copenhagen. She asked them as Inner Wheel ambassadors to help make the Convention fabulous. She commented that street lights did not make the distance shorter but lit the way forward and she hoped that by lighting the path all would have the vision to see and the vigour to act. The President appreciated the good work of Treasurer, Vice President, Constitution Chairman and the Editor. The President was also happy with the homework of the board directors which made the work of Governing Body Meeting simpler.

VOTE OF THANKS

Vice President Charlotte De Vos thanked President Abha Gupta for her guidance of the meeting with precision and respect of opinion. She looked forward to seeing the Governing Body again in a few months time.



Board Director Suzanne thanked the President & her executive members and all the Board Directors gave standing ovation to the President for the successful meaningful and interactive Governing Body Meeting.

President.....

Date.....