

**4<sup>th</sup> COUNCIL OF GOVERNORS MEETING**  
**RAMADA INN - LANSING, MI**  
**Friday, March 7, 2014**

**CALL TO ORDER** – The fourth meeting of the 2013-2014 Council of Governors was called to order Friday, March 7, 2014, at 7:00 p.m. by Council Chair Brian Shepard. Governors present were: DG Jerry Stephens, SD10; DG Evelyn Cooper, 11 A1; DG John Kontos, 11 A2; DG Barry Allen, 11 B1; DG Doug Schneider, 11 C1; DG David Boes, 11 C2; DG Jake Dasho, 11 D1; DG Wesley Wagester, 11 D2; DG Tim Anderson, 11 E1; DG Gus Malmberg, 11 E2. 1<sup>st</sup> VDG's present were: VDG Martin Malone, 11 A1; VDG Tom Hill, 11 A2; VDG Vicki Lautzenheiser, 11 B1; VDG Marsha Brown, 11 B2; VDG Diane Wehby, 11 C1; VDG Dennis Poirier, 11 D1; VDG Whitey Simon, 11 D2; VDG Peter Conarty, 11 E1; 2<sup>nd</sup> VDG's present were VDG Jim Leach, 11 A2; Jeff Mayuiers, 11 B2; VDG Leo Dolehanty, 11 D1; VDG Barb Durlinger, 11 E2. Others present: Council Chair Brian Shepard; State Treasurer, Paul Hemeryck; Wendy Burns, Executive Director. Also in attendance, Council Chair-Elect Jim Pettinato, 11 A1; PDG Karen Routson, 11 C2; PCC Don Brown, 11 B2.

Meeting opened with Invocation and Pledge of Allegiance.

**Approval of Proposed Agenda**

MOTION: Boes, Malmberg, to approve the agenda with amendments. Motion carried.

Introductions were made around the room and 2<sup>nd</sup> Vice District Governors in attendance were made welcome.

PCC Don Brown updated the council on Governor Betsy Farrell's condition. Governor Betsy is recovering from surgery at Hartland Rehab in Three Rivers, and is expected to be released April 8, just in time to attend MD 11 B2's District Convention. PCC Brown reported she is feeling stronger and looking forward to seeing everyone soon, and that she greatly appreciated the cash-card donation received from the council.

Special guest, Heather Cooper-Kim, Sales Manager with the Lansing Convention and Visitors Bureau, gave the council an overview of what services the Lansing CVB provides to those planning a convention or meeting in the area. If a request for a proposal is received, the LCVB then provides the information with all participating area hotels to bid on. They serve as a connection to many resources within the Lansing community – much like any Convention and Visitors Bureau does. All were encouraged to consider Lansing as the destination for upcoming conventions, and to reach out to a CVB when researching a community to hold an event in.

**Mission, Vision, Strategic Plan Review –Governor's Malmberg, Schneider**

Council Chair Shepard gave background information on past planning discussions held by previous councils, with PCC John Johnson's outline provided in December of

2013. Governor's Gus and Doug were appointed to provide an outline to begin the Strategic Plan process, and the following was reviewed:

### 1. Overview

In response to the MD-11 Strategic Planning Report submitted by Lion John Johnson on October 03, 2012, it was decided by the current 2013-2014 Council of Governors to address the issue and begin the process of developing a formalized plan. This process is to begin discussion and plans for the next 5 to 10 years regarding the operations of MD-11. Priorities to focus on include, but not limited to:

- Vision Statement
- Mission Statement
- Core Values for the Lions of Michigan
- Goals: 1-3 year goal; 3-5 year goal

As discussed at the December 6-7, 2013 Council of Governors Meeting, an AD Hoc Committee will be formed to work in conjunction with the Strategic Planning Committee and possibly the Constitution & By-Laws Committee. CC Brian Shepard will chair the Ad Hoc committee and DG Gus Malmberg and DG Doug Schneider will begin an outline of the process.

### 2. Process

It was determined to use the Strategic Planning Committee Report as a guideline for the process. The Ad Hoc Committee will take the lead for this process. It should consist of 10 committee members plus the Chair from a cross-section of the leadership in MD-11. Appointment to the committee should be no less than 3 years for consistency purposes.

### 3. Recommendations

- Recruit and appoint formal Ad Hoc committee. The committee should be comprised of Past District Governors from the last 5-10 years from each District.
- Solicit quotations from at minimum 3 individuals to provide Strategic Planning process instruction to both the Ad Hoc and Strategic Planning committees.
- Develop and adopt budget based upon the result of the quotations.
- Develop formal Strategic Planning Survey with the intention of collecting pertinent data.
- Establish timeline and benchmarks.

Establish reporting mechanism to the Council of Governors and MD-11 as a whole.

Governor's Malmberg and Schneider feel there is a need for someone knowledgeable in the strategic planning process, and it is their recommendation the council considers creating a paid position for a business/strategic planning manager to lead our

association through the process and whose main focus is to achieve outcomes laid out in the recommended strategic plan.

Governor Malmberg brought up a discussion held back in December while reviewing the Lions of Michigan Mission & Vision Statement. He feels it is a mistake to place a strong focus on membership, and suggests we focus on tangible items instead. DG Malmberg recommends the development of a formal strategic planning committee who will serve at least three years.

CC Shepard challenged the current Council of Governors to become the Ad-Hoc Committee. The position would be held for three years, as recommended. CC Shepard has offered to contact Rick Walker. Mr. Walker is an excellent facilitator and highly qualified to guide us through the process. DG's Malmberg and Schneider and will bring information back to the governors at the May Council meeting. CC Shepard suggested a conference call in advance of the May meeting date to outline a beginning point that we can present at the Business Session during the MD 11 State Convention. When a date is set for a conference call the council will be informed.

By a show of hands, eight (8) Governors voted in favor of contacting Mr. Rick Walker and holding a conference call.

State Treasurer Paul Hemeryck, Co-Chair of the Leadership Institute, suggested a session on Strategic Planning at the Institute would be an excellent opportunity to obtain feedback from Lions in attendance on what it is they want to see happen in the association. A follow-up from the LI Strategic Planning session can also be incorporated into the MI Forum in 2015. Governor Dasho commented on how well this council has worked together, and they are the council to make it happen. Governor Kontos asked CC Shepard about the role of a Strategic Planning committee chair within the districts, and how they could be involved since they already are knowledgeable on the process. CC Shepard felt that after a "roadmap" is outlined, they would be more than welcome to join the Ad-Hoc committee.

Vice Council Chair Barry Allen surveyed the Governors on plans for the April 4, 2014, LCI World's Longest Lunch Relay. Governor Tim Anderson, 11 E1, knows of eleven clubs planning an event; Governor Jerry Stephens, SD 10, is looking to connect clubs in both the Eastern and Central time zones. For the most part, Governors are concentrating on areas of concern in their districts, including leadership, membership and district conventions.

Vice-CC Allen asked the DG's to send him details when available on appreciation dinners. He will create a master list and send it to all.

The Tail Twister was busy collecting fines, and Governor Dahso collected a total of \$35.00.

Meeting recessed until Saturday, March 8, 9:00 a.m.

**4<sup>th</sup> COUNCIL OF GOVERNORS MEETING**  
**RAMADA INN - LANSING, MI**  
**Saturday, March 8, 2014**

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Meeting opened with Invocation and Pledge of Allegiance.

Motion: Cooper, Wagester, to accept the minutes of the December, 2013 Council of Governors meeting. Motion carried.

**Treasurers Report –PCC Paul Hemeryck, State Treasurer**

The finances of the state office are extremely strong at this time. This is due to a change that was made in the investment fund last year of diversifying our investments in varied mutual accounts. Current interest income is \$31,797.08.

Second-half dues received from the January, 2014, billing to the districts are deferred; 1/6<sup>th</sup> of dues collected are allocated to the accounts each month. The operating funds were reviewed. Designated funds can be moved into other accounts as deemed necessary by the Governors. Restricted accounts are detailed in the Lions Constitution and Bylaws and may not be changed. For example, the Leadership Institute receives grant money from LCI and may only be used for this purpose.

In August, CC Shepard had asked for consideration of reimbursement to the 1<sup>st</sup> Vice-District Governor's hotel expense during training provided during the three (3) Council meetings. VDG Vicki Lautzenheiser questioned if this is a policy that should be written in the Policy Manual for future reference. Where would money come from if funding was not available any longer? Treasurer Hemeryck stated there would be funding for this, due to past cost-cutting measures such as the State Treasurer and Executive Director only attending LCI Conventions on alternate years. VDG Jake Dasho recalled the money for funding hotel expenses was originally intended to be moved from the pin account. Treasurer Hemeryck assured that with an excess of \$45,000.00 in the account, it can be done by moving pin money to operating expenses.

Council Chair-Elect Jim Pettinato suggested Treasurer Hemeryck provide a list of accounts that may be dispersed to operating expenses for the 2014-2015 Council of Governors to review.

MOTION: Wagester, Cooper, to reimburse current 1<sup>st</sup> Vice District Governors hotel expenses for three (3) training sessions during the Council of Governors meetings. Amount not to exceed LCI Rules of Audit. Motion carried.

The Lion Pride magazine has strong revenue of \$121,343.00 in the bank. Lion Wendy Burns reported an increase in advertising revenue over this time last year, and has a meeting planned with publisher, Strafford Media, to discuss cost-cutting measures. With the postage increase that took place in January 2014, our postage costs have risen to approximately \$650.00/per issue. With eight issues annually, this is an increase of up towards \$5,200.00.

Treasurer Hemeryck went on to review the dues structure. Each Lion in the state pays \$67.50, on top of what is paid in **club dues**.

MD-11 Dues	\$	10.00
MD-11 Magazine		4.50
LCI Dues/Magazine		43.00
District dues (\$1.25-\$10.00)		<u>10.00</u>
		<b>\$67.50</b>

Membership as of 2/28/14: 11,551

All State Project Compliance Certification requests have been sent to the four (4) State Projects from the state office.

#### **Leadership Institute –PCC Paul Hemeryck, Co-Chair**

The application for the LCI Grant is completed and will be sent this week. Deadline to submit is April 30, and they are well ahead of schedule. The Master's program held at the past Leadership Institute is getting good feedback from LCI, and they expressed excitement over what MD 11's successful program.

The date of the next Leadership Institute is November 6-8, 2015, and will be held in Higgins Lake, MI, Ralph MacMullan Conference Center.

MOTION: Malmberg, Kontos, to receive the Treasurers report. Motion Carried.

#### **Lions Bear Lake Camp –PDG Jim Pettinato, Chair**

New camps scheduled to be held this summer include: Lions Hearing Center Family Camp Day; Arthritis Foundation Camp; Juvenile Diabetes Camp; Lions of MI All State Band Camp. The generators which were purchased and installed less than one year

ago have already been used three times. The fan project is completed and the electricity bill has reflected their use in savings.

The Lions Bear Lake Camp State Committee has held two meetings. Items discussed included the clean-up weekend, to be held May 3, 2014. Many Lions and the PDG Association assist in prepping the grounds for the season. The “Big Al Kassin” Award; the completion for the new, universally accessible climbing tower, PDG Pettinato reviewed the camp “wish list.” He will obtain a complete list with estimated pricing from Director Dennis Tomkins and provide the list for the DGE’s at the May meeting.

There will be a training day scheduled in mid-July for all DGE’s to attend. Information and dates are yet to be confirmed.

### **Michigan Eye Bank –PCC Don Brown, Chair**

The Charles Weir Sight Conservation Fellowship and William “Doc” Barr Knights for Vision Fellowship have both been established. The Charles Weir Fellowship is a recognition opportunity for those who donate \$500.00 or more in one fiscal year to the MI EyeBank. An attractive gold lapel pin and certificate will be presented to each Fellow. Sight Conservation Fellows who make additional \$500.00 donations to the MI EyeBank, or in whose name \$500.00 is made, become part of the Sight Conservation Progressive program. Progressive Fellows are awarded a new lapel pin with a stone, to add to the initial pin.

William “Doc” Barr Knights for Vision Fellowship is in recognition of humanitarian work, and awarded to those who donate \$1,000.00 or more in one fiscal year, or for people for whom a donation was made by others. Knights for Vision Fellows receive an attractive lapel pin and certificate. Additional \$1,000.00 in donations become part of the Knights for Vision Progressive program, and is awarded a new lapel pin with a stone to add to the initial pin.

The EyeBank currently has provided 1,031 corneal transplants, has nearly 500,000 citizens signed up on the Donor Registry, and received research money for 253 grants. The West Michigan Whitecaps baseball team has selected the Michigan EyeBank as a charity to receive proceeds from a 50/50 raffle, held at an upcoming game this August. Typically, the incoming Governors are invited to attend this event but due to the date conflicting with the Council of Governors meeting, an alternate date will be scheduled.

### **Convention Protocol –PID Gary Anderson**

PID Anderson provided Protocol overview and suggestions for hosting International guests at District and State conventions.

Complete the LCI International Officer Event Confirmation form. This will confirm arrival/departure date, speaking times; convention dress, etc. Arrange for visits to local Lions projects or meeting with the full Cabinet or Council. Secure transportation to and from the airport, and designate a Lion to be in charge of transportation.

Contact your speaker by phone to welcome them and answer any questions. Select two names for International Presidential Appreciation certificates to be printed by your speaker before their arrival. Give these names to your speaker at least a week in advance of their arrival.

Assign a HOST to the speaker. The host should not be a Governor, but rather a PID or a PDG. The host will answer question and accompany the speaker throughout the weekend, introducing them to Lions, etc.

PID Anderson also encouraged finding out what the AV needs will be when speaking. Many like a wireless mic or assurance a podium is available. For the speaker gift, a donation to LCIF is typical. During awards recognition, PID Anderson suggested naming the recipient and inviting them to come forward to be recognized and stand with the International Guest while their bio is being read.

It is also important to include a speaking opportunity for the spouse of the International Guest, as this is required by LCI to reimburse for travel expenses.

### **MD 11 State Convention –PDG Robert Sturgis, Chair**

PDG Sturgis updated the Council on this year's MD 11 State Convention in Battle Creek. The theme is "Race to Your Dream" which incorporates LIC President Palmer's theme of "Follow Your Dream" and International Guest Speaker, IPIP Wayne Madden's passion for racing. The theme will be utilized during the Welcome Reception Friday evening. Returning this year to entertain us will be The James Douglas Band. They were very popular among the attendees when we were in Grand Rapids in 2012.

There will be a picnic on Thursday, May 15, to be held at Cornwell's Turkeyville for those arrive early for the convention. Due to low turnout the past couple years, there will not be a group golf-outing, however, Lion Otie Ingraham, Gull Lake/Richland Lions Club, has volunteered to coordinate tee-times for those wishing to golf on Friday at. Publicity for all conventions happenings has been mailed to club presidents and secretaries, and includes this information.

Holland, MI, is the designated city for 2015. The convention will be held at the Double Tree Hotel.

The MD 11 State Planning committee will meet March 11 to discuss the proposals for 2016. The top three choices currently under review are:

Best Western-Sterling Heights  
The Marriott-Auburn Hills

The Kewadin Resort & Casino – Sault St. Marie

MOTION: Anderson, Dahso, moved to table the 2016 MD 11 State Convention decision until the May 16, 2014 Council of Governors meeting. Motion carried.

**Evaluation of State Treasurer and Executive Director – Council of Governors**

Motion: Dasho, Malmberg, to allow 1<sup>st</sup> Vice District Governor Marsha Brow to vote, if needed, in place of DG Besty Farrell, who is absent due to illness. Motion carried.

The Council of Governors went into closed session, including only Governors, 1<sup>st</sup> Vice District Governors and 2<sup>nd</sup> Vice District Governors.

The council conducted a performance review and Council Chair Shepard will present the results to the State Treasurer and Executive Director.

**Written Reports** –Written Reports were submitted by All State Band Committee, Leader Dog Committee, LCIF Committee, Hearing Committee, Youth Exchange Committee, GMT Committee, Michigan Forum Committee, Sight/Diabetes Committee.

Vice Council Chair Allen expressed his concern over the submitted reports, pointing out the frustrations voiced by many committee chairs who state little or no participation by committee members when meetings are held. DG Dasho made the suggestion that when a meeting date is determined and an agenda sent, the Governors should be copied so they know to “nudge” their committee member to attend and report back on details of the meeting. Lion Wendy will copy the Governors on any meetings taking place that the state office is made aware of.

MOTION: Allen, Anderson, to receive the Written Reports and presented.

**Lions of Michigan All State Band –CEO Caro Uhlman-Short**

CEO Caro Uhlman-Short reported a total of 42 students accepted in the ASB trip for Toronto, 2014. New this year are students from both Detroit and Grand Rapids.

Band camp will begin June 30<sup>th</sup> with the group returning from Toronto on July 8. CEO Uhlman-Short is looking for stops in the state on the way to Toronto where the band could perform, and asked the Governor’s to consider a performance in their area.

New this year is the band camp location, typically held at Albion College. Camp will be held at Lions Bear Lake Camp in Lapeer and has offered an affordable rate with many possibilities to offer students, such as evening campfires, swimming, kayaking, etc.

A new, online payment program was offered to students/parents this year, but did not take-off as successfully as hoped. Billing statements will be diverted back to the state

office from here on out. Please let your clubs know that “thank-you” notes may be delayed due to this sudden change.

LMASB 2015 Hawaii debuted at the Michigan Music Educator conference in January. Both band directors and students were in attendance at this annual event. The budget for 2015 is currently being worked on, and the intent is to keep it as close to \$3,000.00/student, as possible. Details will be completed and all will be updated in May. Any suggestions as to where to take the band in Hawaii (in addition to the LCI Parade and convention activities) is welcomed.

### **LCI International Convention –PDG Dennis Lautzenheiser, Chair**

Plans are going well for all convention events. Michigan Night will be held on Sunday, July 6<sup>th</sup>. Several options for a dinner venue were reviewed, and the most favorable was Joe Badali’s Reisorante Italiano & Bar. A hearty buffet at the fee of \$35.00/ inclusive for a minimum of 60 guests seemed the most affordable. The restaurant is a short walk from both the Chelsea-Eaton and Sheraton Hotels.

MOTION: Malmberg, Kontos, to hold Michigan Night at Joe Badali’s Reisorante Italiano & Bar. Motion carried.

Lions of Ohio are chairing the Midwest Breakfast and have sent information to the state office, which was then forwarded onto Michigan Lions. The Midwest Breakfast will be held on Monday, July 7<sup>th</sup>. Cost is \$35.00. PDG Lautzenheiser will accept reservations/checks for both Michigan Night and the Midwest Breakfast, keep a registration list, and forward checks onto the state office. One check will then be sent to Lions of Ohio.

105 Lions and guests have registered to date from Michigan. The parade give-away will again be American flags. Last year 2,500 were ordered and distributed to attendees. With the larger crowd this year, the Council suggested increasing the amount ordered.

MOTION: Dasho, Allen, to place an order of 5,000 American flags to give to Lions attending the International Parade for give-away along the parade route. Motion carried.

Parade line-up has been determined. LCI may change the designated area when confirmation is sent in May. A tall banner to hold that states “Michigan” is still being investigated. This will assist with ease of spotting the line-up location, which can be challenging in a large crowd. The International Director banner will be sent to a local company for updating it to state “Esther LaMothe.”

### **Old Business**

Governor-Elects are being asked to provide their 2014-2015 District Convention dates ASAP, along with the names of two (2) International Director Guest Speaker requests. ID Esther will begin work to secure your speaker.

Safari Pins were order last year and Governors were given 100 pins for their District. Safari Pins were a special awarded presented to Lions who sponsor a new Lion and the new pin is a replica of the pin awarded in the early 1960's. DG Anderson ordered and distributed the pins, and will take inventory of any leftovers and look into ordering more, if needed.

### **New Business**

VDG Dennis Poirier discussed changing "Lions Day in Michigan" from to "Lions Week in Michigan" this fall during the state-wide membership campaign in October. Lion Laura Hunt, Bay City, submitted paperwork detailing the work of Lions in the state to obtain a proclamation. Lions are encouraged to get out and promote membership in their community, and VDG Poirier recommends October 5-11, 2014 as the official kickoff date.

MOTION: Cooper, Anderson, to proclaim October 5-11, 2014, "Lions Week in Michigan." Motion carried.

VDG Poirier will contact Lions Hunt and assist in her efforts to request a proclamation from the State of Michigan. The intention is to obtain a proclamation early and assist in promoting membership month in advance throughout the state.

DG Boes asked the Governors how many are promoting or participating in the Lions Reading Action Program. This is a program started by LCI President Wayne Madden and extended for the next ten (10) years. Now it is easier than ever to become active, thanks to Scholastic. DG Boes contacted a representative from Scholastic who has expressed desire to partner with Lions in Michigan, and he has since received reading materials that include books such as "Buddy the Guide Dog" and the story of 15 year-old Louis Braille. Contact DG Boes for details on obtaining your packet for the Reading Action Program.

Governor Boes also provided a handout on Liberty Day. Liberty Day Constitution booklets with Q & A flashcards are included in a resource package to teachers across America. For complete details on obtaining a Liberty Day packet, go to [www.libertydaypacket.com](http://www.libertydaypacket.com) or visit [www.libertyday.org](http://www.libertyday.org).

VDG Martin Malone addressed the 2014-2015 Membership Plan. The incoming LCI President's theme is "Strengthen our Pride." VDG Malone recommends getting a Membership Plan in place well before July 1, including promotion in the Lion Pride so all Lions are made aware of the theme and membership plans for the upcoming year.

The Tail Twister went straight to work collecting fines in the amount of \$52.25.

MOTION: Schneider, Dasho, to adjourn the Council of Governors meeting. Motion carried.

