

Lions International

Multiple District 11

(Lower Michigan)



"We Serve"

**5th Council of Governors Meeting
Wyndham Garden Hotel
Sterling Heights, MI
Friday May 13, 2016**

**5th COUNCIL OF GOVERNORS MEETING
WYNDHAM GARDEN HOTEL
STERLING HEIGHTS, MICHIGAN
FRIDAY, MAY 13, 2016**

CALL TO ORDER – The meeting was called to order at 9:00 a.m. at the Wyndham Gardens Hotel, Sterling Heights, by Council Chair Linda Tate. Governors in attendance were: DG Tom Lanaville, SD 10; DG Sharon Jordan-Crowley, A1; A2 DG James Leach, Jr.; DG Peggy Allen, B1; DG Jeff Mayuiers, B2; DG Russ Amidon, C2; DG Leo Dolehanty, D1; DG Justin Faber, D2; DG Pam Schroeder, E1; DG Bob Gingerich, E2; **First Vice District Governors** in attendance were: DGE Martha Brown, A1; DGE Dave Hill, B1; DGE Jim Farrell, B2; DGE Lloyd Foster, C1; DGE Ken Ridalls, C2; DGE Tom Hardt, D1; DGE Dave Wineman, D2; DGE Ron Gibson, E1; DGE Carol Athan, E2. **Second Vice District Governors** in attendance were: VDG Terry Treppa, A1; VDG John Bingham, Jr. A2; VDG LuAnne Bullington, B1; VDG Barb Stutesman, B2; VDG Julie May, C1; VDG Brent Beracy, C2; VDG Jeff Hunt, D1; VDG Peggy Walls, E1. Also in attendance: ID Howard Hudson, Council Chair Linda Tate, State Treasurer Paul Hemeryck, PID Esther LaMothe and Wendy Burns, Executive Director.

APPROVAL OF AGENDA AND MINUTES

MOTION – Leach, Dolehanty, to approve the agenda as presented. Motion carried.

VDG John Bingham noted his name was left off the attendance record of the February minutes.

MOTION – Faber, Schroeder, to adopt the minutes with correction. Motion carried.

WRITTEN REPORTS

The written reports submitted by committee chairs will be included as part of the minutes of the MD 11 Convention. Leader Dog Report, Youth Exchange Report, LEO Report, Michigan Forum Report, Sight Conservation/Diabetes, Constitution & By Laws Report, Lions Quest Report.

MOTION –Leach, Jordan-Crowley, motion to accept the Written Reports as submitted.

GLT REPORT –PDG Karen Routson, Chair

VDG Training was completed at the February Council of Governors meeting. New District GLT Coordinators are preparing for Club Officer Training, with some Districts reporting training has already begun. PDG Karen offered her assistance to the DGE’s with training in any way needed. She is here to help make your leadership development and training goals within the districts a reality!

It was noted that all GLT and GMT positions throughout the districts and at the multiple district level are up for renewal or replacement at the end of 2016-17 Lions year. Plan now to identify the Lions you wish to place in these key roles in 2017-2020.

The VDG Training agenda is completed for 2016-2017.

- August: The Big Picture & Administrative Detail
- October: Goal Setting/ Building Your Team
- December: Rules & Regulations/Selection of Council Chair
- February: Working with the Rest of the World

GMT REPORT – Submitted by PDG Tim Anderson, Chair

Congratulations on the excellent job in growing your Districts! We are over 100 members to the positive from the same time period last year, due to your efforts.

The year began with six (6) Priority Districts and we are now down to three (3), with C2, D1 and D2 now off the list. Four (4) new Clubs were started in Districts A1, C2, D1 and D2. E 1 started two (2) new branch clubs: Wexford Trail Blazers (Cadillac Lions) and Ferris State Campus Club (Stanwood Lions).

Four Districts have positive growth: A2, B2, C2 and D2.

GMT Coordinators for next year will include DG Peggy Allen, B1; PDG Norm Stutesman, B2 and PDG Pam Schroeder have been appointed the new MD Family & Women Chairperson. PDG Tim looks forward to serving with all.

MEMBERSHIP COMPARISON:

April 2015

Add	Drop	Net Growth
827	1,072	-245

April 2016

Add	Drop	Net Growth
870	1,017	-147

May 2015

Add	Drop	Net Growth
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May 2016

Add	Drop	Net Growth
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941 1,173 -232 914 1,044 -130

MD 11 STATE CONVENTION REPORT –PDG Bob Sturgis

PDG Sturgis reported on the great turnout again this year for the Thursday night picnic. 100 Lions and guests attended the event, held at the Sterling Heights Lions Clubhouse. ID Howard and Lion Lynn Hudson were able to make it in time from the airport to attend as well, giving everyone the chance to meet them in a casual setting.

All are asked to continue to promote the MD 11 Convention throughout the year, stressing the fact that this is NOT a PDG-only event! Attendance is down a bit over last year, with 210 Lions pre-registered. It is expected that attendance will increase in 2017, with the convention in Traverse City at Great Wolf Lodge. 2018 bids were slow to come in this year, and the committee is still accepting proposals in an effort to select the top three – four locations and present them to the Council of Governors at the August meeting. Hotel rates are coming in high. We have been fortunate to keep rates below \$90.00 for the past several years and hope to be able to continue with an affordable rate in 2018.

EVERSIGHT REPORT –PCC Don Brown

Eversight hired a new Executive Director early in the year, Diana Kern. Lion Diana was inducted into membership at the Michigan Forum in February.

The District Committee Chairs are all very active within their Districts. Many assisted in signing up register voters on Donor Day. Michigan now has 54% of adult drivers on the Donor registry, which translates to 4.2 million Michiganders. There were 1,427 transplants in Michigan and 1,868 donated corneas. Eversight continues to change the future of vision.

PUBLIC RELATIONS CENTENNIAL BILLBOARDS –Lion Laura Hunt, Chair

The grant from LCI has been approved in the amount of \$15,000.00 and the money has been received by the state office. Clubs from around the state have contributed to the PR Centennial Campaign with over \$9000.00 collected to date. The goal is to raise \$20,000.00 from Lions Clubs in the state.

It was suggested by Treasurer Hemeryck to include the State Projects and Lion partners in the campaign. For example, for a donation their name could be included on promotions. The suggestion was made not to include too much information, which could create a ‘busy’ look. VDG Bingham suggested contacting the State of MI regarding placement of posters in rest areas and

welcome centers. Lion Laura will follow-up, stating the possibilities are endless.

The billboards may be limited in some areas of the state. As a result, Lion Laura proposed to the council amending the campaign to be named “The Centennial Billboard and Media Campaign”. Additional media to be added will be:

- Radio
- Transportation (mobile busses)
- Television
- Pop-up web advertising
- Digital advertising

The question was asked if the committee has looked into alternative billboard companies, rather than just one and Lion Laura stated they are getting information from more than just one company.

In answer to the question on how long a digital ad will run, Lion Laura stated typically 30-60 days. Billboards are contracted for 30 days, but if there isn't an advertisement to replace the current billboard ad, it could remain on display for much longer than 30 days.

PID Esther LaMothe suggested looking into Internet Explorer and Yahoo. Both had a pop-up ad with the slogan, “Where there's a need, there's a Lion” with a link directing the user to LCI's website. This may be something we may want to pursue.

MOTION: Leach, Jordan-Crowley, to amend the Centennial Billboard Campaign to include “media” in the campaign, changing the title to Centennial Billboard and Media Campaign. Motion carried by a show of hands, with District B2 opposed.

Including “media” in the title enables the PR Committee to use additional forms of media.

DG Gingerich expressed appreciation for the work the committee has done to create better coverage across the state, including the more remote communities.

Lion Laura also stated the committee is looking for a volunteer consultant to assist with PR, and that they will be sending out bids on updating the website to include an additional link to the PR campaign and requests from the public as related to the billboards.

Senator Mike Green has approved and submitted to the State Office the proclamation declaring "Lions Day in Michigan" October 1-7, 2016.

DISTRICT EDITORS REPORT –PDG Pete Conarty, Chair

The DE committee and the Publication Advisory Committee met in February. At that time selection was made for the 2015-16 recipient of the Roger LaMothe Award. Discussion was held throughout the year by the two committees as to whether or not they continue as two separate committees, meeting in a combined effort, or whether to combine both committees and creating one. Many of the members serve both the District Editor Committee and the Publication Advisory Committee. A proposal was made to the Council of Governors which recommends a combined committee with the following title and description:

District Editors Advisory Committee: This committee will be made up of the ten (10) District editors in MD 11. The chair will be appointed by the Council of Governors. Working with the Lion Pride Editor, District Editors will promote the Lion Pride in their District. They will encourage the flow of information from the District and club levels to the newspaper through the District Editors. The Pride Editor will have editorial license to edit and choose what materials will be used in the publication.

District Editors will work together at meetings and through the media to share information and ideas to strengthen the quality of our District newsletters.

The committee will act in an advisory capacity to the Pride editor concerning content, layout and format. The committee will assist every three years in obtaining bids for the production of the newspaper and in helping to review all aspects of the paper including the budget.

PDG Conarty asked to the Governors to request a motion to combine the two committees into one, joint committee. Before this can be approved, a check of the Policy Manual and discussion with Constitution & By Laws Chair, Lion Ed Weessies must occur. Lion Wendy will contact Lion Weessies and review the MD 11 Policy Manual. Follow-up will be made at the August Council meeting.

LEO REPORT – PDG Terry Walters, Chair

PDG Terry provided a complete listing of the MD 11 Leo Clubs for the 2015-2016 year. There were seven (7) new Leo clubs installed in 2014-15, and seven (7) in 2016-17. The District committee chairs have provided valuable assistance in making this happen. Exciting this year are the successful efforts of Lion John Messner and PDG Dave Bennett to create a Lions ASB Leo Club.

The club will be inducted at the MD 11 Convention Saturday evening, prior to their performance.

LIONS of MI ALL STATE BAND –PDG Dave Bennett, Chair

For 38 years the Lions of MI All State Band have represented our state at the LCI Convention, and this year is no exception. 38 band members will travel to Japan to perform. This year, the band will perform prior to the Saturday Awards banquet. Band camp will be held at the Covenant Hills Camp in Otisville, and there will be a public concert on June 19 at 6:30 pm before leaving for Japan.

The newly formed LMASB Leo Club will be sponsored by the Ashley Lions Club, with VDG Brent Beracy appointed as advisor.

Looking to 2017, the cost of the trip to Chicago will be \$1,500.00 and the goal is to have a 100-member band for the Centennial Celebration.

CENTENNIAL MOTORCYCLE/SNOWMOBILE EVENT –Lion Bill Bradfield

Lion Bill is a Vietnam Veteran diagnosed with Diabetes due to exposure to Agent Orange. In 2010 he organized a motorcycle ride to raise money for diabetes research. To date, he has helped raise nearly \$250,000.00 through car shows, motorcycle and snowmobile events fundraising events. Lion Bill has organized a ride to take place on motorcycle in Michigan July 31-August 2nd. This winter there will be a snowmobile ride that will begin in Michigan and will involve other states participating in rides, as well.

Lion Bradfield asked the Council for their support of this event which has been endorsed by LCI as a Centennial Celebration event.

MOTION: Dolehanty, Gingerich, of endorsement for the Lions Centennial Celebration Ride-for-a-Cure for Diabetes. Motion carried.

FINANCIAL REPORT – Paul Hemeryck, State Treasurer

Treasurer Hemeryck reviewed the financial report through April 2016. A complete report will be presented during the Business Session on Saturday during the convention.

Treasurer Hemeryck pointed out the financial reports show a positive in the MD 11 account. Funds have been collected for the MD 11 Convention, but total expenses for the event haven't been paid yet. All Districts are now paid in full. Dues money is spread out over a six-month period. In July, the 1st-half dues statements will go out to the Districts for the first six months of the Lions

calendar year. Annual dues for Lions are \$14.50. Annual dues to LCI are \$67.50.

The market has not been strong and we've seen a larger loss than expected. PCC Brian Shepard, Financial Technology, handles our investment account.

Lion Pride revenue is showing a positive, but keep in mind there are still two issues to be mailed in May and June.

The Sight and Diabetes fund has over \$5,000.00 in the account. The question was asked if money can be used from the account to support Lion Bill Bradfield's Centennial Ride. Treasurer Paul stated this money would be available because this is not a restricted account.

MOTION: Faber, Schroeder, to provide up to \$1,000.00 in matching funds from money sent to the State Office by Lions Clubs for the Lions Centennial Celebration Ride-for-a-Cure for Diabetes. Motion carried.

NEW BUSINESS

Appreciation Dinners – Lion Wendy asked the DG's to submit to her their dinner dates and she will create a schedule and place information on the website calendar.

PDG Bill Simpson re-capped the recent Pin Traders Swap Meet that was attended by LCI 1st VP Bob Corlew. The Pin Traders will be presenting a special award during the Awards Banquet in honor of longtime trader, Lion Bill Leszcht, and PDG Bill described Pin Traders as “the storytellers of Lions.”

The PDG Breakfast will be held on Sunday and all are invited to attend. Membership into the PDG Association is \$10.00 and includes the annual Who's Who in Lionism, published by the State Office.

Governor Leo Dolehanty thanked the Council for their support of the Flint Water Fund. Support has come in from around the state and every dollar collected goes to help those in need.

ID Howard Hudson closed the meeting with words of praise for the work Lions of Michigan are with the LMASB, LEO Clubs and continued efforts throughout the state.

The Governors agreed to donating Tail Twister fines collected at the meeting to be donated to Lions Bear Lake Camp in honor of DG Jim Leach's mother.

Meeting Adjourned at 12:10 p.m.