

RUIDOSO NOON LIONS 2010 RETREAT

1. Lion Boss Lion Dennis Haskell opened the Retreat at 8:30AM by welcoming the attendees. He reminded all that the intent of the Retreat was to review how we had done last year and to build on those things to make this the best year ever. He proposed that we make the Retreat equivalent to a Board Meeting such that any proposals could be voted on and decided today. The attendees agreed with this proposal. As its first action, the Board approved the membership of our newest Lion, Ramona Lujan.

2. There was some initial discussion about changing the time of the monthly Board Meetings. A motion was made by 1st VP Tom Moore to merge the Board Meeting (which occurs the first Tuesday of each month) with the Noon Meeting starting at 10AM. The motion, which was seconded by Lion Jerry Grace, carried. The rationale for this motion was that we have no programs on the 1st noon meeting of the month, it is our business meeting, and it will save members a lot of travel time with having to attend just one meeting instead of two.

3. Lion Boss Dennis turned the meeting over to Lion Bryson who acted as moderator. Lion Bryson announced to the club that he and Chris would be moving back to Las Cruces sometime in the near future. He then went over the Club assessment issues to be considered which included:

- ✓ Review the community service projects the Club is currently supporting to determine if we need to increase/decrease/discontinue support.
- ✓ Are there other service requirements in the community that the Club needs to consider?
- ✓ How can the Club render its community service projects more effective?
- ✓ What are ways the Club can increase the net \$ from our fundraisers while using our resources more efficiently?
- ✓ Are there other fundraisers the club needs to consider?
- ✓ How can we improve the Club's public relations to grow membership and increase member pride which will facilitate a higher level of retention of current members?
- ✓ Are there any ways the conduct of the Club's Noon Meetings can be improved to make them more informative, interesting, and timely?
- ✓ Are there any new ways the Club can improve its Membership Growth Program?
- ✓ What level of member orientation is needed to keep members informed and gung-ho about Lionism?
- ✓ What ways can we improve Club administration to enhance continuity, effectiveness, and involvement?

✓ Establish a policy/protocol that defines exactly what club Activity funds can be used for.

4. Lion Bryson reviewed the action items from the 2009 Club Retreat which showed all items completed except the Club's Orientation Program which never really was initiated (your humble Secretary had the lead on this).

5. Fundraisers:

- *Crafts, Guns, and Collectibles Show*: 1) Lion Don Fowler suggested that we have a Car Show with the *Crafts, Guns, and Collectibles Show* which might increase attendance. It could be in the parking lot across from the Convention Center. Vendors for car related items would be allowed to set up near the Car Show. The Lions could supply the trophies. 2) Lions Don Fowler and Jim Ballard will be co-Directors of the 2011 *Crafts, Guns, and Collectibles Show* with Lion Curt Dimberg chairing the Gun Raffle sales, Lion Jean Ballard chairing the food concession, PDG Kitty Callender chairing advertising, and Lions Jim Burrow and Larry Woods chairing door sales and vendor check-in.
- *Antiques Show*: 1) It was stressed that the pre-Show ticket sales are where the club can score big on the Antique Show. 2) Show Chair Bill Allen will negotiate with Wanda Jones (Arizona Antique Shows) to see if we can get more than 50% of the gate. 3) The tickets sales at Lawrence Bros. and Village Hardware should be scheduled for the week before the Show which has shown the most success. 4) The Club should have a table displaying various things about Lions to encourage interest in joining. 5) Planning Committee members are Lions Bill Allen, Jean Ballard, Jim Ballard, Kathy Perreault, Paul Perreault, Harry Tiemersma, and Chuck Maly.
- *Joint Service Club Golf Tournament*: 1) Lion Jerry Grace will be the Club's rep for the Tournament which will occur in September. Lion Don Fowler will help Lion Jerry as he has had experience running tournaments. 3) Other money making ideas (mulligans, Silent Auction, etc.) that can occur with the Tournament will be investigated.
- *Chili Cook-Off*: 1) This is the Club's easiest fundraiser. 2) PDG Kitty Callender suggested that as many workers as possible please try and attend the Friday evening barbecue dinner at the Race Track sponsored by Rick and Karen Thomas who head up the two day Chili Cook-Off.

6. Community Service Projects. The intent of the review was to look at each organization or charity the club makes a donation and determine if it is too much, too little, or should remain the same. Lion Jerry Grace proposed that since we do not have enough information about the financial status of each organization or charity, we cannot make an

objective call about how much we should donate. He suggested that we assign a Lion to each organization or charity and they in turn will contact them to get some information about their financial status. The resulting information will be tabulated and reported at the August Board Meeting after which the 2010-11 budget will be finalized and approved. Following are the current amounts given to each organization or charity and the Lion who will provide the financial information:

➤ LC Food Bank	\$1500	Jean Ballard
➤ LC Head Start	\$1000	Bryson McCool
➤ Run For the Beach	\$250	Kitty Callender
➤ Santa's Helpers	\$500	Jerry Grace
➤ Peace Poster Contest	\$250	Gary Henry
➤ Christian Services	\$1500	Bill Wooley/Tom Moore
➤ Lions Crane Reading	\$500	Kitty Callender
➤ LC Humane Society	\$500	Don Fowler
➤ LCIF	\$1000	For Melvin Jones Fellow
➤ NM Lions Eye Foundation	\$500	Bryson McCool
➤ The Warehouse	\$500	Sue Alborn
➤ Relay For Life	\$1000	Kitty Callender
➤ Nob Hill Eye Power Club	\$100	Bill Allen
➤ LC Meals On Wheels	\$1000	Jim Burrow
➤ Kids Eating Smart	\$500	Gary Henry/Patsy Blasdell

The other donations the club annually provides were also discussed as follows:

- LCIF, which receives \$1000, will remain the same. The Club receives back a plaque for the club's Melvin Jones Fellow for the year.
- Vision Assistance is budgeted at \$3000 which remains the same as last year. Additional funds can be taken out of discretionary funds if required during the year. Lion Curt Dimberg stressed the fact that more Lions need to be involved in doing the interviews with folks requesting financial assistance from the Club for eye exams and glasses as it will provide an opportunity to see first-hand the poverty in Lincoln County and how much our help is needed. Lions Ramona Lujan, Jean Ballard, and Kathy Perreault volunteered to be on the Vision Assistance Committee.
- Leader Dog, which is budgeted at \$500, uses the money to buy \$250 memorial bricks for club members who pass away during the year. It was mentioned that we did not get a brick for John Von Rosenberg who was a Charter Member of the Club. Lion Bryson will get the information from Lion Bill Wooley and order the brick.

- The club will give five scholarships (one each to Hondo, Carrizozo, and Capitan and two to Ruidoso) each year. \$2000 will come out of club funds with the remaining coming from the Joint Service Club Golf Tournament.
- Currently the Ruidoso and Capitan Student and Teacher of the Month, which has a budget of \$2000, receive certificates and checks for \$25 and \$50, respectively. It was proposed by Lion Doug Fuqua, Chair of this project, that the budget be increased to provide \$250 awards to the Student and Teacher of the Year to be awarded at the end of the year. After much discussion the attendees decided the Club should not attempt this at this time. It was the consensus of the attendees that the student and teacher certificates should be framed in the future.
- The Aspenfest Band Feed is budgeted \$250 to pay for food and supplies. This will remain the same and be chaired by Lions Leo Mitchell and Don Blair.
- The KidSight Program currently has \$3000 set aside which was received as a grant from the Hubbard Foundation in 2007. As of Sept 2010, the club's contract with iScreen ends which primarily was picture evaluation was free for three years after we bought the camera. iScreen has a new camera which we will receive if we sign a new contract where pic evaluation will be \$6 each. Since we normally screen 500-700 kids a year, this means it will cost us \$3000-\$4200 annually to do our screening. The alternative system is a PediaVision which costs \$9000 (plus a \$525 annual maintenance fee after the first year) and the pics are evaluated by the camera which means no additional pic evaluation charges. After much discussion, it was decided the PediaVision is the way to go on this. The current contract and pricing sheets, as well as info on the systems, are provided at the end of these minutes.

New organizations and charities (and responsible Lion) suggested to be included in our annual budget are:

- | | | |
|--------------|-------|-------------|
| ➤ The Nest | \$500 | Jerry Grace |
| ➤ Boy Scouts | \$500 | Jerry Grace |

Other community service projects discussed were:

- *Used Eye Glasses Collection For Recycling*: Lion Chris McCool has been doing this for the last five years. Lion Tom Moore has volunteered to assume this job for the upcoming year. The job consists of picking up the glasses at the five drop off locations, sorting the glasses as per the recycling plant instructions, boxing up the glasses, and getting the boxes of glasses to someone who will be attending a quarterly District Cabinet or MD40 Council Meeting.

- Highway Clean-Up: Lions Jerry Grace and Tom Moore have been doing this project on a monthly basis. PDG Kitty Callender reminded them that they need to be coordinating any cleanup activity with NMDOT.

Lion Bryson suggested that the Club initiate some new community service projects where Lions are actually involved instead of just writing a check. He proposed the Club consider food baskets at Christmas. Lion Jerry Grace said his Masonic Lodge gives out food baskets at Christmas and suggested the two organizations join together for this project which means more baskets could be given out. Lion Bryson also suggested that the Club consider doing (or helping out another service organization that does it) a Halloween Party for young kids.

7. Membership and Retention. The Club now has 56 members of which 19 members (or 35%) are At Large and 37 are Active. Many of the At Large members do attend meetings and work projects when they can. We do have some At Large members that while they also do pay their dues, we never see them at any club function. The question was posed whether we should continue to include these members in the club. After several opinions were stated, it was decided that we continue to include these members in the club if they continue to pay their dues. However, from henceforth when a new member is considered for membership, their sponsor must guarantee that the new Lion will be an active member in the club.

To enhance retention of current members, the Secretary will examine the club meeting attendance sheets and report to the Membership Committee Chair any Lions who have missed four consecutive meetings. The Membership Committee Chair will then notify the Lion to determine why the member is MIA. A membership status report will be made by the Chair at each Board Meeting. Sponsors of new Lions are responsible for seeing they attend meetings regularly, are involved in club projects, and are mentored to ensure they become knowledgeable about all aspects of Lionism.

8. Public Relations. Informing the community about what the club does is very important for several reasons. It will enhance the support from businesses and other entities in the community as well as increasing interest by residents in the community in becoming a Lion. It will also enhance club members' pride in being a Lion which will have a positive impact on retention. Public relations can be achieved through articles in the local newspapers, PSAs on local TV and radio, and the NM Lions Roar monthly newsletter. The club has a website (www.ruidosoonions.org) which is also a valuable PR tool. There is a state Lions website (www.nmlions.org) and International Lions website (www.lionsclubs.org) which are also valuable PR (as well as orientation) tools for folks who want to know about what Lions are doing.

9. Administrative Issues.

- After some discussion, it was decided that we have only two programs a month during noon meetings. Also, we should be giving certificates of appreciation to

speakers who provide programs. One meeting a month will be reserved for orientation which will be planned and presented by PDG Kitty Callender and Lion Bryson McCool. The first meeting of every month will be a Board Meeting (all Lions invited to attend and participate) which will begin at 10AM. The noon meetings on the remaining Tuesdays will begin at 11:30AM.

- There was some discussion about the job description for Vice-Presidents. It was suggested that VPs should be a co-Chair of all of the club projects (on a rotating basis through 1st, 2nd, and 3rd VP positions) such that they would have a working knowledge of these functions when they became President. Lion Bryson proposed to put together a chart that would show what functions each VP would be responsible.
- Lion Jim Burrow asked to be relieved of his duties as Health Update Coordinator. Lion Boss Dennis Haskell commended Lion Jim for the great job he has done in the past which was seconded by all with applause. After some discussion, it was decided the members would be asked for health updates at each meeting before the prayer. The primary prayer at each meeting will be the Lions prayer which will be placed in the song books. If a Lion wishes to provide another prayer in addition to the Lions Prayer, they will be allowed to do so.
- The Activity fund utilization protocol was overlooked and not discussed during the Retreat (your humble moderator forgot!). A proposal will be presented at the next Board meeting.

10. Conclusion. Lion Boss Dennis Haskell thanked all for attending and participating. He said he hoped all enjoyed the Retreat and learned a lot about the Club and Lionism. All agreed they had. The Retreat was adjourned.

LIONS ATTENDING: Bill Allen, Jean Ballard, Jim Burrow, PDG Kitty Callender, Curt Dimberg, Don Fowler, Jerry Grace, Dennis Haskell, Ramona Lujan, Chris McCool, Tom Moore, Kathy Perreault, Paul Perreault, Howard Rosen, Mike Schattner, Larry Woods, Bryson McCool