

MERLOW Planning Meeting Minutes
August 24, 2008, White Cloud Lions Den

MERLOW Coordinator **McClure** called the meeting to order at 1:30 p.m. Present:
Governor **Larry Morlock** First Lady **Gayle Morlock**
PDG **Dick Maguire**, Membership Development PDG **Harry Johnson**, Extension
Vice-Governor **Wayne Kreitner**, Retention Lion **Tony Rutledge**, Region II, Zone 2
Lion **Tim Anderson**, Region II, Zone 3 Chair Lion **Laurene Homsher**, Region III, Zone 3
Lion **Larry Alman**, District Editor, Newsletter PCC **Janalee McClure**, Coordinator

Coordinator McClure stated the purpose of her position according to International guidelines:
Assist in goal setting for each individual function of the team.
Provide support for the development & execution of action plans.
Promote open communication and collaboration among all team members.
Schedule periodic meetings to measure progress and celebrate success.

Governor Morlock presented his District Goals to the team:
Membership increases for every club in the District.
Organize a minimum of one Club in District.
Have every club represented at Fall Conference and District Convention.

Extension Chair PDG Johnson presented his goals: (Note: Extension article scheduled for October)

- Finish organizing a new Lake City Club.
 - Action: Another visit & presentation in the middle of Sept.
PDG **Bill Raymor** will make the presentation
International will come to help set up a club if PDG **Harry** can find TWO interested members in Lake City.
- Start organizing a new club in Marion within two weeks.
 - PDG **Harry** is waiting for material from International. As soon as material arrives he will set up an initial meeting with Mr. McCrimon.
 - ZC **Tim** reported that Cadillac has Missaukee County members. He will email PDG **Harry** the information. Also he knows Mayor Dennis Hyser so he will help PDG **Harry** set up a meeting with him in Sept. too.
 - PDG **Harry** reported Marion formerly had a Lions Club so the community would be a little familiar with Lions.
 - Harrison has the closest Lion Club to Marion. PDG **Harry** will touch base with Harrison Club as he starts organizing the Marion Club.
- Stabilize the Remus Club as soon as possible. ZC **Tony** is working on this already with President **Mike Gingrich**.
 - Action: Get the M reports current.
 - Lion **Bill Simpson**, Big Rapids Club will get the M reports current.
 - Action: Do an Orientation for the Club
 - Governor **Morlock** will contact Lion **Dave Rowe** to ask his assistance.
- Reorganize the Grant Lions Club as soon as possible. ZC **Laurene** will lead this endeavor with the assistance of Lion **Dale Weaver** and Extension Chair PDG **Harry**.
 - Action: Find two people to lead this project in Grant. Or perhaps even start with a Branch Club under the Newaygo Club.
- Leo Extension in Cadillac. ZC **Tim** plans to have this completed this fall.
 - Action: Work with Lion **Cindy May**, Mesick Leo advisor.
- Leo Extension in Greenville. VDG **Wayne** has this in the works for completion this school year.
- Leo Extension in Harrison & Onkama. ZC **Laurene** will be working to assist these clubs.

VDG **Wayne** presented his Retention Goals: (Note: Retention article scheduled for November)

- 50% reduction in membership losses this year:
 - Action: Send 'Dear John' letters to each member dropped to pin point reason for drops.
 - VDG **Wayne** will send the letters immediately upon receiving the 'drop' information from the Club Secretaries.
- Make sure all clubs are using the Orientation tool that assists retention.
 - Action: Either do the Orientation himself or ask Club to contact Lion **Dave Rowe** for an official orientation meeting.
- Encourage membership growth in every club so drops & new members will be even at year end.
 - Action: Start the 'Red Dot for sure shot' program. VDG **Wayne** will place the red dots on watches of all Lions so they think of new members every time they look at their watch.

Absent Women's Development Chair Lion **Laura Johnson** made a phone report to Coordinator **Janalee**:

- Request each Club to add a woman member this year.
 - Action: Lion **Laura** will write an article for the Governor's Newsletter immediately.
 - Clubs will receive recognition at District Convention in April 2009.
 - Lion **Laura** will be visiting clubs to present this program.
 - ZC **Tony** suggests all Zone & Region Meetings present this program too.
 - District Editor **Larry** will send minutes of this meeting to all Zone & Region Chairs so they are familiar with this request.

In the absence of the Leadership Chair the MERLOW Committee set Leadership Goals:

- Encourage Lion Clubs to send members to the Higgins Lake Leadership Training in November.
 - Action: Leadership to write article in the Governor's Newsletter in September.
 - Governor **Morlock** will contact Leadership Chair **George Whyte** with the request.
- Utilize all the past Lions trained at Higgins Lake Leadership Training in our District:
 - Governor **Morlock** will get the current list of graduates sent to PCC **Janalee** for immediate direct contact.
 - PCC **Janalee** will try to get commitments for District Convention, next Fall Conference and even Club Visitations as soon as the list arrives.

In the absence of the Orientation Chair the MERLOW Committee set Orientation Goals:

- Orientation Chair to attend all Zone & Region Meetings.
 - Action: District Editor **Larry** will add Lion **Dave Rowe's** email to all Zone & Region Meeting Notices immediately.
- Orientation Chair to visit at least 3 clubs, 1 in each region, to offer orientation for new members.
 - Governor **Morlock** will contact Lion **Dave** immediately for his concurrence with the goals.

Membership Chair PDG **Maguire** presented his goals: (Note: Membership article scheduled for Dec.)

- Every Club to be a 'plus 1' in membership by the end of this year.
 - Action: Zone & Region Chairs to put this information out at all of their visitations & meetings. District Editor **Larry** to get information in the Governor's newsletter right away.

Committee requests IT Chair get the Zone & Region Chair reports up and running as soon as possible.

- Action: District Editor **Larry** to contact IT Chair Lion **Karla Roebuck** right away with the request.

Next Meeting scheduled for Sunday, October 27, 2008, 1:30 p.m., at the White Cloud Lions Den.

Meeting adjourned at 3:20 p.m.

Respectfully submitted,

PCC **Janalee McClure**, MERLOW Coordinator for District 11E1