

MD40 Council Meeting 26 August 2023
Jackson Ranch Steakhouse Socorro

1. **Welcome.** Council Chair Joe Jaramillo welcomed everyone to the first MD40 Council Meeting of 2023-24. He introduced D40N DG Ed DeArmond and asked him to please lead everyone in reciting the Lion's Prayer. He then introduced D40S DG Missy Williams and asked her to lead everyone in the Pledge of Allegiance. CC Joe then introduced the officers of the D40N and D40S Cabinets and PCCs and PDGs.

2. **Roll Call.** Council Secretary Bryson McCool conducted the roll call for the Council. In attendance were: CC Joe Jaramillo; D40N DG Ed DeArmond; D40S DG Missy Williams; D40N 2nd VDG Joel Edwards; D40S 2nd VDG Frankie Davis; CT and Leaderdog Chair Susie Brusuelas; Global Membership Chair PCC Randy Rhue; Global Leadership Chair PCC Dutch Dutchover; Global Service Chair PCC Annie Miller; Diabetes Awareness Chair Linda Cuenco; MD40 LCIF Coordinator and LCI Convention & USA Canada Forum Chair PCC Melissa Washburn; Reading Action Program Chair Carol Marshall; Public Relations Chair K. R. Scott; Special Olympics Chair Dot Bean, Tail Twister Jeff Sakasitz; and CS and MD40 Constitution and By-Laws Chair Bryson McCool.

3. **Opening Comments.** CC Joe Jaramillo extended his sincere appreciation to all those who are in attendance today and that he looks forward to working with DG's Ed DeArmond and Missy Williams to have a successful and productive year.

DG Ed DeArmond announced he is also looking forward to a successful year and that we need to put emphasis on getting the word out about what we do in our communities. He reminded everyone about Mission 1.5 where the goal this year is for LCI to have 1.5 million Lions. Each of us should strive to bring in one or more members so the Mission 1.5 goal can be achieved in MD40 and do all you can to serve your community.

DG Missy Williams said she is excited about serving as District Governor and agrees with the goals mentioned by DG Ed. She stressed that if we want things to improve, we need to do things a little differently than we have in the past. Clubs need to be planning and setting goals for the year.

4. **Approval of MD40 Convention Council Meeting Minutes.** CS Bryson asked for a motion to approve the minutes of the Council Meetings during the 2023 MD Convention in May as transcribed by Past CS/T Melissa Washburn and sent out by email to all Council members. DG Missy made the motion to approve which was seconded by DG Ed. The motion carried.

5. **2022-23 MD40 Financial Report and 2023-24 MD40 Budget.** CT Susie Brusuelas announced the 2022-23 MD40 Financial Report was sent out to Council members after the Convention. She also has copies of the MD40 Council budget for 2023-24.

6. Old Business

~ **2024 MD40 Convention Update.** MD40 Convention Planning Committee Chair Shane Umphress announced the 2024 MD40 Convention will occur at the Hotel Encanto in Las Cruces. They have all the facilities such that all Convention events can occur at the Hotel. It is centrally located with numerous restaurants close by and the Mesilla Valley mall which is across the street. Hotel Encanto will have a group room rate of about \$141/night. Lions will also be provided a list of nearby hotels which will have lower rates. He and Zone Chair Greg Groves will be contacting Lions Clubs in Las Cruces to join the Planning Committee.

PCC Melissa Washburn announced PIP Doug Alexander has expressed a desire to be our Keynote Speaker for the 2024 MD40 Convention. PIP Doug Alexander was the LCI President during 2021-22. The possible candidates for the Convention Keynote Speaker will be reviewed by the Planning Committee. PCC Annie Miller mentioned that Leader Dog has expressed a desire to be represented at the Convention.

~ **Rose Bowl Parade Contest.** DG Missy announced an unnamed MD40 Lion has donated \$5K for a fellow Lion to ride on the Lions float during the Rose Bowl Parade. Each Club can donate \$100 and select a member of their Club to be a contestant in the contest from which one will be selected. The funds collected are for the expenses that will be incurred by the winner. MD40 will collect the funds and the names of the contestants will be collected by the end of September and the winner will be selected by 1 October 2023.

7. New Business.

~ **MD40 Redistricting Discussion.** Redistricting Planning Committee Chair Bryson McCool made a presentation on Phase 1 of the redistricting planning which covered: Why we must redistrict; What are trying to accomplish with redistricting; and How can redistricting successfully occur to achieve the desired objectives of annual membership growth and increasing community service. There were numerous insightful and helpful comments made during the presentation which the Committee will consider during its further refinement of the redistricting plan. The slides from the presentation can be found at the end of these minutes.

8. Committee Reports.

~ **Global Membership Team.** GMT Randy Rhue asked the District GMT's please send him their District GMT reports so he will know how membership is faring in each District. He gave an example of how we need to look at membership building as a prayer where ingredients for a biscuit, while by themselves are not very enticing, can be brought together to make a pretty tasty item. He ended with challenging Lions to bring one of their Club members to a Cabinet or Council meeting to help them find out what Lions are doing.

~ **Global Service Team.** GST Annie Miller reported the Clubs in D40N and D40S have been quite busy with several Clubs reporting on their activities. D40N and

D40S reporting to date shows 6,842 individuals served by 822 volunteers; 33% of the Clubs have reported with following activity type count: Vision – 11; Hunger – 4; Environmental – 1; Diabetes Awareness – 1; and Other – 42. The D40S GST is investigating having a s District community service project.

~ **Global Leadership Team.** GLT Dutch Dutchover stressed the importance of education and to that end shared the following training information with attendees for MD40 Clubs, Zone Chairs and Global Action Team members:

1. Wyoming Lions Leadership Institute (Sept. 29- Oct 1, 2023) at Casper Mountain, WY (Extended to 31 Aug. 2023 to register)
2. Zone Chairperson Seminar PPT. presented during the Boston Convention. Email from Lion Natalie Wielgus, 1 Aug 23, was forwarded to all North and South Zone chairs.
3. Successful Zone Chairperson webinar on Sept 12, 2023 at 1:00 P.M. Chicago time, will be available. Please register online.
4. 2023-2024 Leadership Development District Grant Program Application. Deadline Sept. 30, 2023. (District GLT's apply)
5. Advanced Lions Leadership Institute (ALLI), Register by 29 Sept 2023, Canada) Application is available in LEARN on the LCI website.

~ **LCIF.** MD40 LCIF Coordinator Melissa Washburn reported she recently attended the 2023-2024 kick off for LCIF in Chicago with the new chairman IPP Brian Sheehan. For those that do not know Brian Sheehan is a force to be reckoned with. His goal this year is \$52.5M set by the LCIF BOD for the entire Foundation, but his personal goal set by himself is \$70M.

MD40 has a goal of \$23,544. D40N goal is \$12,204 with \$840 already donated and D40S goal is \$11,340 with \$4134 already donated. While in Chicago, we were put into our Districts and asked to set LCIF goals together and this is what the District Coordinators came up with: The budget is set at a \$27 per member donation and goal is to increase by 9% and make that a \$30 per member donation. D40S LCIF Coordinator Annie Miller is going to target one corporate sponsor and we want to increase the number of direct monthly donors.

All Clubs should have an LCIF Coordinator position filled and if they don't, it then falls on the Immediate Past President to fill that position.

LCIF has also come up with a Legacy gift program. There were many behind the scenes conversations about this, as most Lions feel that their estate should go to their children or that their children would fight for their estates. But there was a quick fix if anyone is interested as they can take out a life insurance policy and make it payable to LCIF and then there wouldn't be any family feuding.

IP Dr. Patti Hill has replaced the "Share Pin" that used to be awarded when a donation to LCIF was made with a custom Presidents pin. Donation levels are: Bronze level awarded for \$50-\$99.99, Silver level awarded for \$100- \$199.99, Gold

level for \$200-and above. There is also a Leo Supporter pin for a \$20 minimum donation.

~ **Leader Dog.** Leader Dog Chair Susie Brusuelas reported since 1939, Leader Dogs for the Blind has operated one of the world's most respected and innovative guide dog programs. The Guide Dog program at Leader Dog is available for people who are: Legally blind; At least 16 years old; Able to care for a dog; and Efficient with orientation and mobility skills. They offer their Guide Dog program in a variety of formats: on-campus training (their most popular option), in-home delivery, flex training, urban training, warm weather training, and training specifically for individuals who are Deaf-Blind.

There are many ways that Lions can join forces with Leader Dog to help visually impaired people become more independent. Contact our philanthropy department at [888-777-5332](tel:888-777-5332), [248-651-9011](tel:248-651-9011) or donorsupport@leaderdog.org. Donations can be made in Honor or Memory, e.g., donate in the name of fellow Deceased Lion. Tribute Bricks are a great way to support Leader Dog – Regular Brick 4"x8" \$250 or Large Brick 8"x8" \$500. Bricks will be installed on the grounds of Leader Dogs for the Blind at our Rochester Brick Plaza in the summer of 2024. Donors will receive a keepsake miniature brick with the same inscription as the actual brick 8-14 weeks from when the order is received.

Sponsor a Puppy - When you sponsor a puppy, you'll receive: A 5x7 photograph suitable for framing; Four wallet-size photos to share; A puppy profile; An official sponsorship certificate; A plush puppy; and most importantly, the knowledge your sponsorship will help change lives. **Your tax-deductible gift helps to make people unstoppable.**

~ **MD40 Communications Committee (Public Relations/Lions Roar & Directory/Information Technology).** Public Relations Chair K. R. Scott reported the following:

- 1) **GOALS:** We have a three-fold set of goals: improve Lions communication with non-Lions, encourage clubs to report their activity more regularly than they might in LCI, and help encourage public support and potential membership interest. To that end, we will keep in close contact with our GAT leaders to help build on their efforts.
- 2) **CLUB OUTREACH PROGRAM:** Improve the following areas of:
 - a. Developing a file of club histories and information about past clubs Farmington Club's history is an excellent example. We continue to ask MD40 and Districts to appoint a Historian as a member of their extended group of advisors. The more we can remember about our clubs, the less of the chance of another club closing and us losing their records.
 - b. Finding out what tools clubs use for their community relations and providing assistance to clubs needing to develop a public relations program with an eye toward improving the visibility of Lions Clubs state-wide and for recruitment of new members.

- c. Assisting clubs with their Public Relations goals and assisting them in applying for Club Marketing grants information attached) and finish the MD40 Marketing Grant PR grant process.
 - d. Offering training opportunities for clubs to learn effective PR tools for them to use social media more effectively.
- 3) **IMPROVING COMMUNICATIONS:** There is now a state-wide Communications Committee made of several members of our Lions community, north and south, that is bringing together the **NM LIONS ROAR** (nmlions.org), our **MD40 NM Lions Club Forum** Facebook page for internal communications, the **Lions Club MD40** Facebook page for external communications with non-Lions, and our larger state-wide PR efforts (see the attached page for details from our first meeting chaired by Shelly Smith). Our collective goal is to improve readership of the ROAR and the Lions Forum, as well as develop better outreach to our larger non-Lion community through the use of our Lions Club MD40 Facebook page. We also have an email address, (nm40lions@gmail.com), that can be used for both internal and external communications. Additionally, if we decide to get an MD40 cell phone number as a central contact number to include for ads and outside communications with the public and media. We will also work with using QR codes to link to our information.
- 4) **LCI SITE:** Work with clubs to increase LCI site use, especially in the communications and marketing areas (see attached useful LCI webpages)
- 5) **MEDIA PRESENCE:** Using LCI and other media resources, we will begin to expand Lions presence in major media markets across New Mexico including Albuquerque, Las Cruces, Santa Fe, Farmington, and Roswell. We will try different social media and information and platforms to see which have the greatest appeal to our clubs and their communities, potential new members.
- 6) **TIMELINE:**
- a. We are currently in Phase I to determine how to best use internal and LCI-provided resources to improve internal communication and public information. This will continue through 2023 and into 2024.
 - b. Phase II will involve training clubs, district, and MD40 cabinet on how to use Marketing tools and seek grants from LCI. This will begin in early 2024.
 - c. Phase III will be the development of a wide array of social media to reach out to younger potential members. This will be a 2024 - 2025 initiative.
 - d. Phase IV will include the development of a statewide database of club information, including history and activities, to use for media contacts. This should be concluded by the end of 2025.
 - e. Phase V is the evaluation phase which can be after a period of time or ongoing through all phases. To be conducted at any time between 2024 and 2025.

7) **LIMITING FACTORS:**

- a. Interest in and support of our Lions Clubs statewide, including leadership of Districts and MD. If this effort is not perceived as useful and beneficial to our organization, then our plans will not develop very far.
- b. Commitment to a long-term effort to achieve these plans. Without it, there will be an uneven effort shifting from year to year as MD40 Chairs and District Governors change.
- c. Financial Support will be key, especially when moving into media markets. That is why we will push for club Marketing grants and the MD40 Marketing grant. Districts and MD40 do not have internal resources to push this area without outside help.
- d. Time is also a factor. If we experience significant delays, such as another COVID-type event, this plan will progress unevenly as clubs will shift their focus to their members and their local activities.

8) **LIONS FORUM FROM LION SHELLY SMITH**

- a. Please share with everyone that it is easy to add someone to the mailing list; one club member can check to see if everyone is on the roster (although all emails posted in LCI files have been put on the roster). From the nmlions.org homepage, there's "Sign up or update your contact information" at the bottom with another one to be placed at the top of the page.
- b. Have someone in your club selected to scan the Lions Forum monthly and share it with the entire club at a meeting or via email (even though everyone should receive notice individually).
- c. See the attached Communications Committee report for more details.

9) **ROAR AND DIRECTORY TIMELINES FROM LION JENNIFER LONG:**

- a. The directories should be there to be distributed.
- b. The new schedule for the ROAR will start with September. **Articles will be due the 30th and Roar will go out the 1st.**
- c. I have started posting the request for articles and the ROAR notice on the MD40 Facebook page.
- d. Everyone should start using my new e-mail jjlong8888@gmail.com since the other one is hit or miss.

10) **Useful Websites for Marketing, PR, and Communications**

- LCI webpage links to using Social Media
www.lionsclubs.org/en/resources-for-members/social-media
- LCI webpage links for Club Marketing
www.lionsclubs.org/en/resources-for-members/resource-center/club-marketing
- LCI webpage links to effective tools to have successful Public Relations (a how-to list of ways to work with the Media)
<https://lionsclubs.app.box.com/s/x8xs505gobx3mlwv5wzvqkq30422ge7ma>

- LCI webpage for Marketing Awards (for recognition of outstanding club marketing efforts)
<https://www.lionsclubs.org/en/resources-for-members/resource-center/club-marketing-communications-chairperson/marketing-award>
- LCI webpage on the Different types of Grants offered (most clubs do not realize the scope of grants offered by LCI – we are pushing clubs to get the PR grant)
<https://www.lionsclubs.org/en/start-our-approach/grant-types>
- LCI webpage Resources for members (a great resource for project ideas and more)
<https://www.lionsclubs.org/en/resources-for-members/resource-center>
- Video: How to use Social Media to Promote Your Club and Increase Membership by Lion Danny Elkins, GAT Area 1H on 1/30/23
<https://www.youtube.com/watch?v=JV6fwpFyZUc&t=312s>

~ **Diabetes Awareness.** Diabetes Chair Linda Cuenco reported the following: June 24, 2023 was our first Lions Day in the Park with Strides for Diabetes Awareness in the South (Ruidoso). We would like to applaud all Lions Club Participants. Special thanks to Lion Brenda Dunn (KidSight) Program.

Lions Day in The Park with the Diabetes Awareness Strides Walk Event, was presented earlier at our last State meeting. Also, proposed at the Moriarty Club House D40N Convention.

The New Mexico Lions Diabetes Awareness Program, Southern New Mexico Diabetes Outreach in conjunction with Ruidoso Evening Lions Club and Ruidoso Valley Noon Lions Club, hosted a Lions Day in the Park. The event was held at Two Rivers Park in Ruidoso New Mexico with Strides Walk for Diabetes Awareness and Prevention.

The success of the Strides for Diabetes Awareness/Lions Day in the Park was coordinated by Lion Jessica Lookingbill Knox our District 40-S Diabetes Awareness in Action.

Six Clubs assisted with the Ruidoso Strides Lions Day in the Park, which included the Ruidoso Evening Lions Club, Ruidoso Vally Noon Lions Club, Los Leones de Mesilla Lions Club, Santa Fe Capital City Lions Club, Rio Grande Lions Club and Sandia Mountain Lions Club. The June 26, 2023 Ruidoso Strides Lions Day in the Park was a first for Ruidoso. The event could be an annual event in Ruidoso.

The Ruidoso Lions Day in the Park with Strides for Diabetes Awareness resulted with the following benefits:

- 1) 2 prospects for membership
- 2) 6 hours of visibility in the community. Several community members didn't know Lions existed in Ruidoso and were happy to know that Ruidoso Lions were helping the community with diabetes awareness.
- 3) Ruidoso 6 hours Lions Day in the Park with Strides Walk for Diabetes Awareness generated \$1300 for camperships. Ruidoso already has 2 kids for the

next camp. Funds from the Ruidoso Health and Wellness Fair will be used for the two kids.

4) Keynotes speakers at the Lions Day in the Park with Strides Event, Dr. Effie Medford (Retired and Co-Owner East Mountain Medical) and Dr. Acosta, CEO of Mesilla Valley Pharmacy both requested to attend any future Diabetes Strides Health and Wellness Fair events.

5) Since the Ruidoso Lions Day in the Park with Strides event, three other clubs have expressed interest to have a Strides Walk for Diabetes Awareness in the following locations (Clovis, Las Cruces and Gallup).

~ **LCI Convention/USA Canada Forum.** PCC Melissa Washburn provided the following report:

July 7 to July 11, 2023 the 105th International Convention was held in Boston Massachusetts. MD40 had 11 Lions attend with 7 of these Lions attending an International Convention for the first time. The next International Convention is going to be held in Melbourne Australia starting on June 21 to June 25 2024.

USA/Canada Forum is coming soon and will be held in Reno Nevada September 21-23, 2023. If your interested in attending, it's not too late. Registration is still open for late registrants for \$345.00. So far, 1622 Lions and guest have registered to attend and they expect that number to climb this final month before Forum. If you are looking for a fun, exciting, informational event, this is where you want to be. This Forum offers different kinds of forums, offers sessions on how to be a club officer, hold office in a Multiple, what the laws are for Lions clubs, how to host new fund raisers, and the list goes on and on. I know that we already have 9 Lions from MD40 registered. And they always offer great hands-on projects to be involved with like the Strides Walk they will be hosting on day one. If you are interested in attending and need information, please let me know.

The schedule for future International Conventions is as follows:

- 2024-Melbourne, Australia June 21 through June 25, 2024
- 2025- Mexico City, Mexico July 4 through July 8, 2025
- 2026- Atlanta, Georgia July 3 through July 7, 2025
- 2027- Washington, DC July 2 through July 6, 2027
- 2028- Singapore June 23 through June 27, 2028

The schedule for future USA/Canada Forums is as follows:

- 2023- Reno, Nevada September 21 through September 23, 2023
- 2024- Louisville, Kentucky September 5 through September 7, 2024
- 2025 Atlantic City, New Jersey September 18 through September 20, 2025
- 2026- Memphis, Tennessee Dates to be Announced

These Conventions and Forums are a great way to get re-energized with Lionism and an awesome way to meet new Lions and make new friends from around the world.

~ **MD40 Constitution & By-Laws.** CS Bryson McCool announced that any proposed changes to the MD40 Constitution and By-Laws must be provided to him NLT 15 February 2024. The proposal must be in an official letter from the submitting Club and signed by the Club President. The letter should include the proposed change and the rationale for that change.

~ **Reading Action Program.** Lion Carol Marshall commended the La Mesa Lions Club for their project to provide books to elementary students. She said what is really important and effective is if Lions can find the time to sit down with a child and read the book with them as many times their parents cannot read or cannot read very well. A dictionary is a great book for a child to learn how to read. Lion Carol related how she is working with a special needs student to teach him to have more self-esteem.

~ **Special Olympics.** Lions Lenny and Dot Bean showed everyone a special appreciation award that was presented to the Lions for providing eye screenings at the Special Olympics events. It was decided the Eye Bank would be a good place for displaying the award. Lion Lenny announced they are still looking for an optometrist that would do the eye screenings for the upcoming Special Olympics in Las Cruces.

9. Raffle Drawing and Closing Statements. Lion Sharon Kemp (Sandia Mountain Lions Club) won the 50/50 raffle of \$129 which she donated to Leader Dog.

CC Joe Jaramillo said he was very pleased with the great turnout and thanked all for attending. He adjourned the meeting.

Lions in Attendance:

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| CC Joe Jaramillo | Las Cruces Sunrise |
| PCC Wes & Theo Brown, Jr. | Farmington Evening |
| PDG John Sakasitz | Gallup |
| Lion Jeff Sakasitz | Gallup |
| D40N DG Ed DeArmond | Gallup |
| Lion Clara DeArmond | Gallup |
| PCC Dutch Dutchover | Los Leones de Mesilla |
| Lion Susan Brusuelas | Los Leones de Mesilla |
| PDG Claudia Jensen | Los Leones de Mesilla |
| PDG Rick Jensen | Los Leones de Mesilla |
| D40S DG Missy Williams | Artesia Downtown |
| Lion Perry Williams | Artesia Downtown |
| PCC Gemma Ferguson | Carlsbad Downtown |
| PCC Annie Miller | Carlsbad Downtown |
| PCC Melissa Washburn | Carlsbad Downtown |
| D40S 2 nd VDG Frankie Davis | Carlsbad Downtown |
| PCC Randy Rhue | Ruidoso Valley Noon |
| PDG Vern Levitt | Socorro |

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|----------------------------------|------------------------|
| Lion Dale Dawson | Socorro |
| Lion Debbie Dawson | Socorro |
| Lion Moneic Wing | Socorro |
| PCC Jim Brannon | T or C |
| Lion Frank Hack | T or C |
| Lion Christi Edwards | Clovis Evening |
| 2 nd VDG Joel Edwards | Clovis Evening |
| PCC Bill Whatley | Albuquerque Northeast |
| Lion Rita Graham | Albuquerque Breakfast |
| Lion Carol Marshall | Albuquerque Breakfast |
| Lion Dot Bean | Albuquerque Rio Grande |
| Lion Lenny Bean | Albuquerque Rio Grande |
| Lion Sharon Kemp | Sandia Mountain |
| Lion Linda Cuenco | Sandia Mountain |
| PDG Bobby Richardson | Sandia Mountain |
| Lion Sharon Kemp | Sandia Mountain |
| Lion K. R. Scott | Edgewood |
| Lion Greg Groves | La Mesa |
| Lion Shane Umphress | La Mesa |
| Lion Bryson McCool | La Mesa |

MD40 Redistricting Planning: Part 1



**MD40 Council Meeting
26 August 2023**

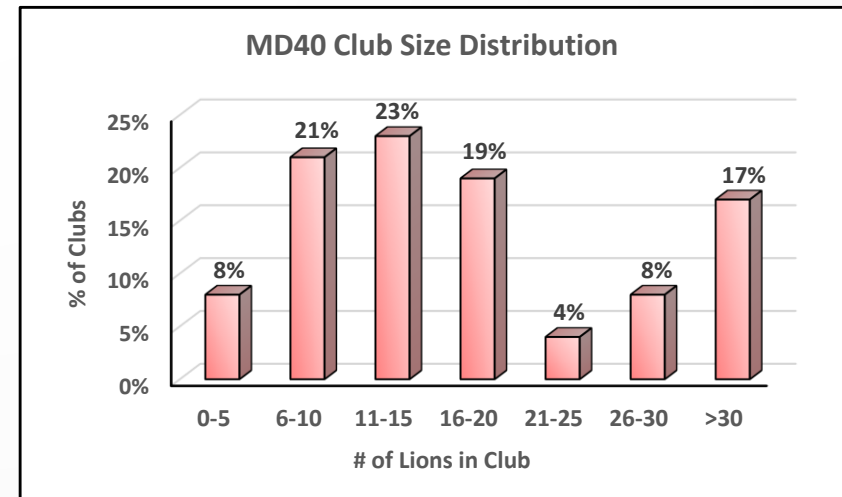
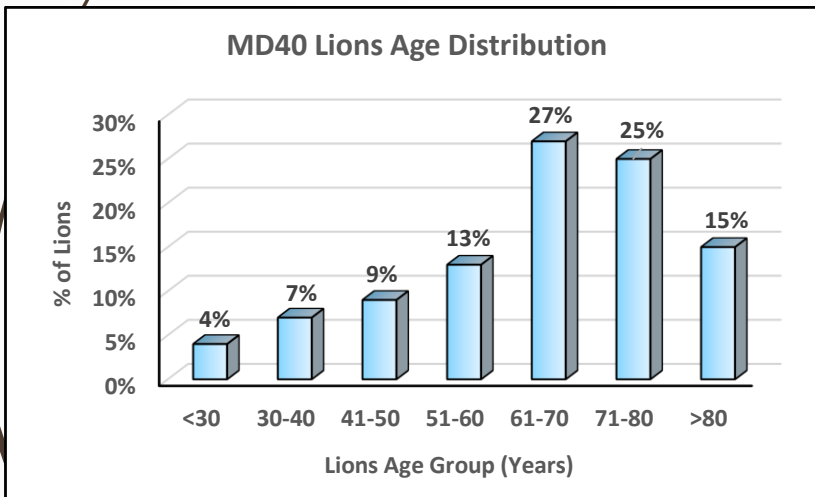
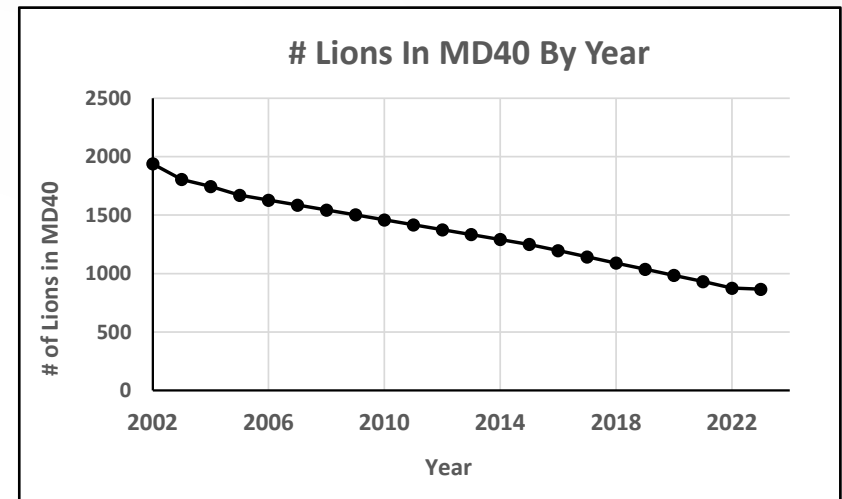
Topics

- Why must redistrict MD40?**
- What are we trying to accomplish with redistricting?**
- How can redistricting successfully occur to achieve the desired objectives of annual membership growth and increasing community service?**
 - 1. Establish a Mission Statement**
 - 2. Define the D40 Hierarchical Organizational Structure**
 - 3. Example of Region/Zone/Club Allocation**

Why Must We Redistrict MD40?

3

- ❑ Over the last 20 years, membership growth has declined in MD40 to a point where D40N and D40S are now each at 1/3 strength of a viable District (i.e., 1250 members).
- ❑ Over 50% of MD40 Clubs have 15 or fewer members.
- ❑ 2/3 of MD40 Lions 61 or older. 40% of MD40 Lions are 70+ years old.



Why Must We Redistrict MD40?

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- ❑ This drastic reduction in members since 2000 in MD40 has resulted in:
 - ✓ Fewer eligible Lions who wish to move up into leadership positions
 - ✓ District budgets adversely limited caused by considerably less dues funds coming in.
 - ✓ District Cabinets not able to sufficiently service the needs of the Clubs.
 - ✓ As membership declines, so does the potential to serve our communities.
 - ✓ As Clubs become smaller, their chances of rebounding lessens with the chance of folding significantly increasing.
- ❑ Since it appears membership growth in MD40 will continue to decline (or not increase in a significant way), Lions in MD40 voted to go to one District in 2022 which was approved by LCI in 2023. The rationale for doing this was enhancing membership growth would have a better chance of occurring if MD40 became D40.
- ❑ *Going to one District is not a “silver bullet” to remedy declining membership growth. It will take a comprehensive and realistic action plan where all MD40 Lions heed the “all hands on deck” call.*

What Are We Trying To Accomplish?

5

Primary Objectives

Realize annual positive membership growth

Increase the potential to provide needed services to our communities

Actions Needed to Accomplish Objectives

Provide assistance to Clubs to help them achieve their full potential

Increase Club involvement above Club level

Emphasize growing smaller Clubs

Emphasize recruiting younger members

Encourage Clubs to have active membership recruiting & retention programs

Active mentoring program to encourage Lions to seek Cabinet positions.

Provide training/materials /assistance to Lions to learn more about Lionism, club officer positions and leadership skills.

Establish a District Lion recruiting strategy for higher populated communities.

How Can Redistricting Successfully Occur to Achieve the Desired Objectives?

6

- Establish a Mission Statement -

In Richard Stevenson's GMA training for Club's, the first question he poses is, "Where do you want your Club to be in five years." What if we use that approach for D40 for developing its mission statement:



D40 Mission Statement: In 2030, D40 will be a viable District with 1250+ members and 35+ Clubs serving 50,000+ New Mexicans and residents of the Navajo Nation.

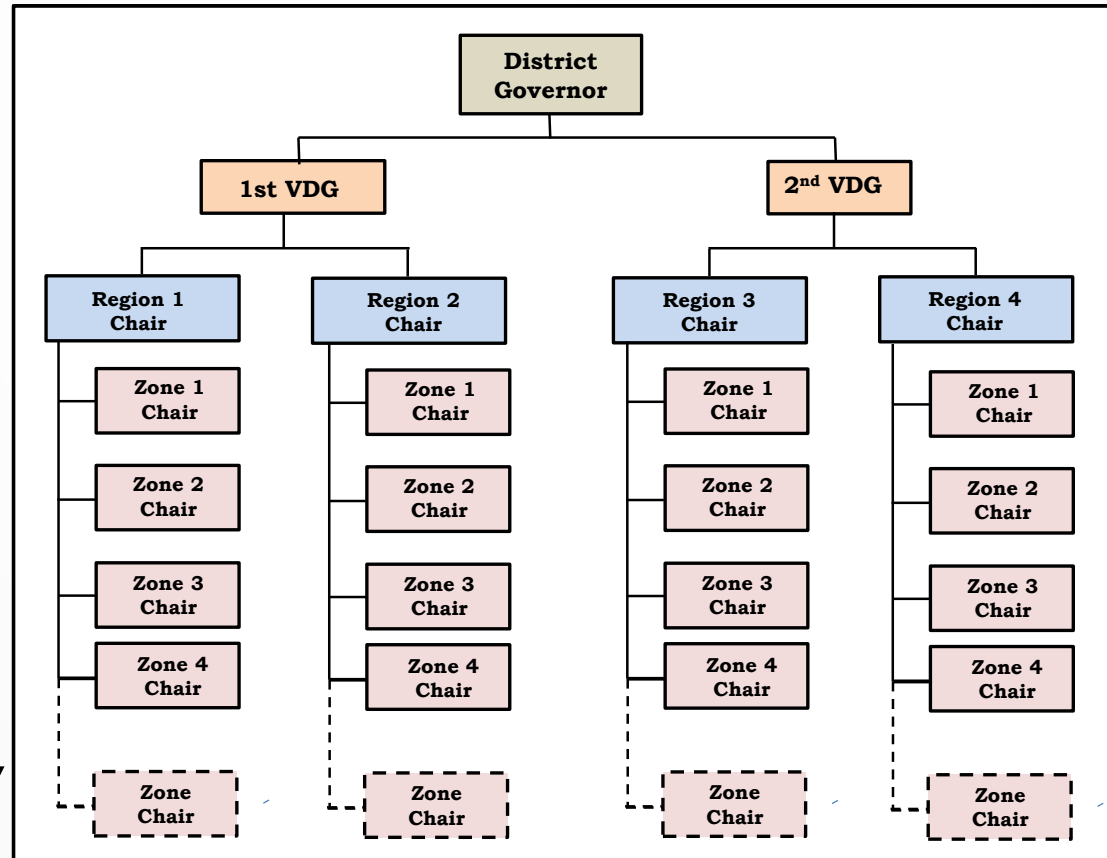
Redistricting Planning

- D40 Hierarchical Organizational Structure -

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- ❑ The assignment of Clubs to Zones and Zones to Regions each year will be decided by the DG. While the number of Zones and Regions is arbitrary, it will probably work out better if there are no more than 4 Regions.
- ❑ It is imperative that there is an adequate level of communication between each management level to ensure the DG has a comprehensive knowledge of what is going on at the Club level so he/she can make management decisions in a timely manner.

Top-Down
Management



Bottom-Up
Reporting

Redistricting Planning

8

- Example of Region/Zone/Club Allocation -

- ❑ To ensure a Zone Chair can reasonably achieve their responsibilities, a Zone should not have more than 4 Clubs.

