



GRAND RAPIDS LIONS CLUB
FULL BOARD MEETING MINUTES
January 29, 2019
Phone Conference Call

Members Present: Chairperson Shawn Eyestone, Vice President Ben Eavey; Treasurer Jeff Kraai, Secretary Cheryl Anderson. Board of Directors: Erik Anderson, Bill Fleetham, Boyd Griswold, Colleen Mulder, Thadeus Phelps and Kyle Travis. Membership Chair, Dr. Gary Anderson.
Absent: President Ed Thauer

1. Called to order by Chairperson Shawn Eyestone at 12:03

A. Executive Reports:

President's Report, Ed Thauer, President Ed absent, report ready by Chairperson Shawn. Hello all, I will be unable to attend the board meeting next Tuesday. So I want to give you an update on the 100th Anniversary Committee projects. We are working on a Concert of sorts as a fundraiser utilizing 20 Monroe. We have a meeting set for a tour with the director there Tuesday the 12th before our general lunch meeting arranged by Bob Sndyers. We have arranged for a band to play at our Annual Meeting in June after the Mayor talks so we can stay and celebrate with dancing. We have sent out an invite to our new Governor to come and be a Keynote speaker at an event we will host. Also we have sent an invitation to President George W Bush to also come and be a keynote speaker as well. We are hopeful we can get one of those. Our intent is that if we can arrange soon we then perhaps can see if our International President could join us as well. Pat Droste called me and would like us to also help with a project he has set for July 8th related to Classic Cars and would like to attend and present at our Feb. Board Meeting. Have a great meeting, Ed

Discussion:

Shawn brought up a point of having people check in with a phone app (hastag) to post on social media to help raise awareness of who we are and what we are doing.

Jeff Kraai brought to our attention that the cost of the anniversary party may be a little extreme and we may have to have some fundraisers to help with the costs. Who is responsible for organizing a fundraiser?

Shawn said to send the responsibility of the fundraiser back to Pres Ed. Although at this point in time, we are a little behind in schedule. Dates have to be set ASAP!

B. Vice President Report, Ben Eavey:

Nothing to report at this time

C. Treasurer's Report, Jeff Kraai:

a. Report sent out earlier to all board members. There was also an email request to support the Field Trip to the Air Zoo for the Visually Impaired in the estimated amount of \$409.55. Gary Anderson moved and Boyd Griswold seconded, no further discussion. Vote unanimously in favor-so moved

b. Drop Members: 7 members were dropped via request or non-payment late December to avoid paying their dues to Lions International for this next 6 months. There are still 2 members that we will table until next the board meeting. Working on getting Lion Wayne Beuschel to be lifetime member with Lions International. LCI was contacted by Cheryl but has not heard back.

c. Report shows we had a small loss by the end of the year. Our Eyeglass Recycling Center had a larger loss compared to last year. Part of the reason may be the company we send our discarded glasses to, is about a year behind in sending our reimbursement checks. Motion to accept Jeff Kraai's Treasurer's report by Gary Anderson, 2nd by Bill Fleetham, no further discussion, vote taken and passed unanimously.

d. Tom Murphy did an inspection checking for any unusual items. Did not see any unusual
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items. Gary moved to accept the year end report as of 6/30/2018. 2nd by Kyle Travis. No further discussion, vote taken Vote unanimous approved. So moved.

D. Membership Chair Report, Gary Anderson:

There is a meeting scheduled, Thursday, January 31, at Anderson Eyecare for six people to discuss service opportunities – hands on for members. Other issue is how to address new members, (President to call new member and welcome, other member do a follow up etc)

2. Committee Reports from the appointed Board Member:

Erik Anderson:

a/b. Marketing/Technology: reached out to Mike Murphy for a report. Mike says they meet on a “needed meeting only”. Discussion: Ben spoke up and asked how much of the website can someone change without the approval of the marketing committee? Gary inquired about posting videos on our website. Ben said we could post to Youtube and then upload to our website. Colleen said we could give the video to the marketing committee. Erik asked or could this go to the technology dept? Shawn asked Ben to set up a channel and have technology upload it. Shawn asked Erik to check with marketing. Ben asked, “how do we film and who is responsible for the filming and uploading?” Functionality is correct to use a phone to video but that Ben is not uploading any videos to the website. Gary asked, could we upload the videos and take them down if marketing has an issue with the video? Ben commented the website has stayed the same since we launched it. Marketing was going to redesign and update, nothing has happened. Ben will look into redesigning some of the website and Cheryl will upload videos when the website is ready to accept videos. Gary said that when something goes live, we are to inform the marketing committee. Gary made a motion to have Ben set up the framework on our website with Youtube, and once a video is loaded to our website, the Marketing committee is to be informed. If the marketing committee doesn’t approve the video, we will take it down. Final discussion: Shawn to Ben, what is the cost? Ben, said little cost, approx. \$50 for a plug in. Erik seconded, vote taken and passed unanimously – so moved.

Colleen Mulder:

a. Drive for Vision Report: 2018 results, \$43, 000 net, (\$60K +gross) raised. It is up about 20% from 2017. 2019: Goal for 2019 is to beat our net number from 2018, continue to keep the outing fun and efficient. Making the outing more efficient will be the focus of the committee in these early meetings. Committee is updating the literature (Save the Dates, Brochures, Letters, etc.) to go out to sponsors & players. Committee has also accepted a proposal to offer incentives to vendors of Blue Sky Vision (includes GRO, Shoreline Vision, and VRA locally in w. MI) that would like to participate in 3 key events that those three practices are heavily involved in (Drive for Vision, Blind Dinner & Run for Sight) Next meeting February 22nd to review all updated literature and ready for committee approval. Drive for Vision is Monday, June 17th @ Quail Ridge GC

b. Raffle Calendar :

Printed:	750
Issued:	615
Sold:	495
Possible to still be sold/returned	100
Cash received or pending	\$11,665

Plan to close by next week and drawing soon after.

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Bill Fleetham:

Nothing to report. Would like to report to The Board, that Bill will be missing most of the remaining board meetings due to his work (new bus route). He was able to attend today, b/c of a school snow day. Chairman Shawn said that we will keep Bill on the Board, because Bill's term will end in June.

a. VI Sports Day: This is really not a committee. Dr. Droste and his staff handles it all.

b. White Cane: It consists of Anne Baird and myself. Last year, the Walmart Store on Alpine is where we stood to collect money for White Cane. It was the Anne Baire, Dan and myself.

c. Community Resources: Anne Baird had nothing to report. Cheryl Anderson has been answering questions sent to the Grand Rapids Lions Website and will now copy both Bill and Anne on all correspondence.

Boyd Griswold:

a. GR Lions Foundation: Nothing to report on the Foundation. This is new to Boyd and he will have a report next board meeting.

Thadeus Phelps:

a. Programs: Mark Oberlin, Shelley Irwin and Bob Snyders are getting the speakers. Mark will have a presenter for Feb 12 soon.

b. Social: Kim Gary has not gotten an report back as of today

Kyle Travis:

a. Eye-glass Missions: Volunteer hours are down. Kentwood H.S. is sending approx. 8-10 students a week. Inventory is slowing down. The next mission trip of 24 people to Mexico is Feb 19-24, 2019. There was new equipment purchased for this trip and a donor who was going to pay for the equipment has not come through yet, Gary Anderson is working on it.

b. Lion's Club Kids Holiday Shopping: The Kids Holiday Shopping Committee

Anne Baird, Mike Thibodeau, Don Jakel Event:Final Report Date: December 8, 2018

Time: 7:00 – 11: 00 a.m. Place: Cascade Meijer Store

Financial Costs- \$4,000.00 Gift Cards

260.63 Wrapping paper, gift boxes, bows, labels, tape, name cards

106.90 Breakfast Food & Condiments (Donuts, Juice, Coffee, Cream, Fruit, Paper products etc.)

\$4,367.53 Total

Donations

Meijer agreed to donate \$1000 in addition to the \$100 per child donated from the Grand Rapid's Lions. Last year the Board approved an increase from \$75 per child to \$100.

The total gift card given each child was \$100 in spending for their families. Pass the Hat donations through the luncheons assisted in supplementing additional costs.

\$ 4,000.00 = GR Lions Club + \$1000 from Meijer Grant =40 Gift Cards at \$100 each

\$ 25.00 Individual donations (JP cash/Visa credit card)

\$ 100.00 Breakfast Sponsorship Donation

\$ 260.63 Wrapping paper, gift boxes, bows, labels, tape name cards

\$ 357.00 Pass the Hat donations

\$4,742.63 Total

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Summary Results:

\$ 4,742.63	Total Donations
- 4,367.53	<u>Financial Costs</u>
375.10	Surplus balance (Included \$192.67 value of remaining gift cards,
\$ 160.90	reimbursement
- 299.57	check for breakfast expenses).
\$ 75.53	Unaccounted gift card balance

The reason for the excess of \$375.10 was that we were able to benefit from using Santa Bucks and a Meijer M-perks code as a cost savings on advertised specials. This saved a total of \$1,424.09, including \$297.09 on coupon items that kids brought. This was the first time we were able to use Santa Bucks WITH the M-perks due to the date of the event. This feature increased the kids buying power to often purchase beyond their \$100 limit.

c. Student Awards: Students are chosen by their high school and given a \$75 gift card. We pay half and Schuler's Bookstore pays the other half

d. Holiday Raffle: We took in \$805. Paid out for gifts \$581. We made \$224

3. New Business:

- a. Brent Spoelstra sent in a request to help those that were affected by the government shutdown with a monetary donation. Discussion: There have been several financial requests sent to our website that we turned down. The request Brent is asking about doesn't have a name or a company attached to the request. Plus, the people involved in the shutdown will eventually get all their backpay. They will just have to wait a week or two to get paid. There is not really a financial burden for these people. Shawn commented that this request is outside of our scope of helping – denied further action.
- b. Dr. Bob Hohendorf received a letter requesting money to help with the cost of VT (Visual Therapy). Then forwarded the letter onto the rest of the clubs in our district. This VT visual therapy is very expensive. The person requesting the help lives in Whitehall. Visual Therapy is expensive but they also have to continue the training at home. However, if Dr. Bob Hohendorf is requesting it on their behalf (this is what he did, his specialty), it must be necessary. Gary Anderson motioned that this is within the scope of the club's mission and to contribute \$100. Bill Fleetham seconded. Further discussion; a couple of other clubs in the district have donated \$100-\$250, so we are within a proper amount to donate. Vote taken, unanimously passed-so moved.
- c. Gary Anderson said there is a free application for Video Tele-Conferencing we can use for our meetings, if we are unable to physically be there. You see & hear all the members on the screen and see who is talking or wants to talk. Gary would hold a training session prior to its use. Shawn also said there is an application called Ring Central, same type of application. You can send out personal invitations and even share documents. We will discuss video conferencing at next month's executive meeting.

Adjourned: 12:57pm

Respectfully Submitted,
Cheryl Anderson
GR Lions Secretary

NEXT FULL BOARD MEETING is Tuesday, March 26, 2019