

MD 31 North Carolina Lions Promotions Committee Minutes

Saturday, February 11, 2012

Marriott Executive Park, Charlotte, NC

Promotions Committee Chair PDG Gary Steele called the meeting to order at 1:00 PM

Governor Boehm gave the Invocation and Governor Champion led the Pledge of Allegiance.

Committee Members in Attendance:

PDG Gary Steele, Chair	31-E	DG Denning Buchter	31-F
PDG George Suggs	31-A	PDG John Owen	31-G
DG Randy Champion	31-A	DG Andy Lilliston	31-G
PDG Robert Sprinkle	31-B	PDG Tony Camaioni	31-H
1 st VDG Mike Reid	31-B	DG Rick Sutton	31-H
PDG Bill Womack	31-D	DG Jim Boehm	31-J
DG Mike Hopkins	31-D	PDG Carlton Weeks, Council Chair	
DG Michael Schwartz	31-E	PDG Ron Kelly, Secretary-Treasurer	
PDG Jerry Thomas	31-F		

Committee Chair Steele welcomed the Lions and guests to the third Promotions Committee Meeting of the 2011-2012 Lions Year. He then invited PID Lacy Presnell to make a few remarks, to which he gracefully declined after saying his customary, "Happy to be here."

PCC Harvey Whitley, our candidate for International Director was recognized. Lion Harvey began his remarks by making sure that everyone going to the International Convention in Busan, Korea was on the list he passed around at this morning's State Council meeting. He then went on to discuss the budget he has put together for his campaign. He noted that after talking with PID Lacy Presnell his efforts had to be revised due to Lion Lacy's input and that it would be completed for him to report at our next meeting. His best guess, at this point, is that from start to finish the campaign and two-year tenure in office should come in close to \$20,475. With regard to the International Convention, he said he would be depending a lot on the District Governor-Elect's for assistance.

PCC Dave Butler agreed to serve as Parliamentarian.

Governor Schwartz moved to accept the minutes of the November 12, 2011, Promotions Committee meeting as distributed to all District Governors by e-mail and as posted on the web site; seconded by Governor Lilliston. The motion passed.

Promotions Chair Steele reviewed sales of Lions clothing and the monies generated since the last Promotions Committee meeting. Total Sales during this period were \$4,319.20, he said.

Promotions Secretary-Treasurer Kelly reviewed the financial statements and money market accounts. He noted that he e-mailed invoices for the semi-annual promotions dues to the respective District Cabinet Treasurers on February 6th. He pointed out the new line items #512, #513, & #515 on the financial statement which further delineates the monies in the International Officer Promotion Fund and the International Executive Officer Campaign Fund. This was done, he said, for transparency purposes so the committee could see what funds came from dues and what funds came from private donations. He then reported an error on Lines #520 (Sale of Lions Trading Pins) and #525 (Special State Trading Pins). There were no sales of the Line #525 Pins this year and the amount on that line should be zero. The \$1,400 reported on that line #525 should be on Line #520 making the actual number \$2,400 and the difference \$4,250. On the expense side he noted that he has already paid the registration fee related to the Busan Convention for the Committee Chair. He then went on to review the Money Market Account where the balance on 02/06/12 stood at \$37,138.68. In concluding his remarks Lion Ron stated that there was \$15,365.13 in checking and \$9,141.80 in clothing inventory.
(See attachment A)

Governor Buchter moved to accept the Financial Report, as corrected; seconded by Governor Sutton. The motion passed.

Promotions Chair Steele then addressed the International Convention in Busan, Korea. His main concern, at this point, was which banners to take. PCC Harvey Whitley stated that he had budgeted for a banner announcing his candidacy which he was in the process of purchasing. In the discussion that followed, it was decided that only two banners would be taken to Korea; the North Carolina Lions Banner and Harvey's Banner. It was also decided that in lieu of transporting banner poles to Korea, Lion Gary would contact a Lions Club in Korea to assist us in obtaining banner poles locally.

Promotions Chair Steele then addressed clothing and hat inventory. He stated that he had 379 items in inventory; not including some 667 Sid Scruggs patches (\$0.50). There are 201 of the gold Sid pins (\$1.00) and the 19 Special "collector" pins. He said that they were about \$900 above the budgeted clothing sales. Further, he said, they were about \$300 over budget in purchases. With only the State Convention to go and one Club looking to special order some hats and red vests, Lion Gary said he would not go over budget as the Club order was prepaid and he had enough in inventory to cover the convention. The discussion then moved on to the need to purchase hats. After some discussion, **Governor Lilliston moved that the Promotions Committee purchase Baseball Caps as part of the Official Uniform (as opposed to Baseball Caps &/or Visors); seconded by Governor Schwartz. The motion passed.**

Unfinished Business:

(At the November 12, 2011, Promotions Meeting Governor Schwartz broached the subject of taking credit card orders for the purchase of Lions clothing, hats, etc. Promotions Chair Steele and PCC Ron Staley were to study the matter and report back at the February meeting.)

Promotions Chair Steele opened the floor to the discussion of taking Credit Card sales and recognized Governor Schwartz. Lion Mike stated that it was his opinion that if we could take a credit card as a method of payment we could increase sales and could possibly list our inventory for sale on the State web site. Pricing and charges could be problematic, he said.

He went on to mention a company called SquareUp.com which has a device that fits onto your cell phone and you do your credit card swipe right there. They charge 2.75% on all cards and your sale goes directly into your bank account within 24 hours of the transaction. Lion Steele then called upon PCC Ron Staley and Lion Steve Walker to discuss their experience with using credit cards in transacting Lions business. Also, 1st VDG Chris Hardy, Treasurer of the VIP Fishing Tournament, joined the discussion and mentioned a wireless credit card device they are experimenting with for the fishing tournament. Long story short, it was a very informative and interesting discussion and the use of credit cards to transact business appears to be the wave of the future. Promotions Chair Steele basically tabled the discussion to a future date once more information becomes available.

Promotions Chair Steele then brought up the other piece of unfinished business: State Trading Pins for use in the Conventions registration packets. He mentioned that he had 165 pins left over from the distribution to the District Governors. He received 26 pins back from 31-F, 15 from 31-G, and 90 from 31-J. This totals 296 pins or 154 short of filling 450 registration packets. He then asked the Districts that have not returned pins if they would get with him and give him the number of pins they could possibly return.

New Business:

Promotions Chair Steele stated that he had nineteen (19) collectable pins. They have been in inventory for some two years, he said. Pin Traders have told him that they won't sell at \$50 but just may attract buyers at \$25 per pin. **Governor Schwartz moved that the price of the "collectable pins" be reduced from \$50 per pin to \$25 per pin; seconded by PDG Suggs. The motion passed.** Lion Gary asked the District Governors put a notice in their Newsletters regarding the reduced price for these pins.

Promotions Chair Steele brought up the fact that he has a "Sale Table" upon which he has placed some 20+shirts with the old style logos, mostly in sizes small & medium. He has marked them down to \$10 per shirt for quick sale. **Governor Schwartz moved that the Promotions Chair use his discretion to properly price the old style shirts to move these items out of inventory; seconded by Governor Champion. The motion passed.**

There being no further business, Governor Boehm gave the benediction.

The meeting was adjourned the meeting at 1:45 PM.

Respectively submitted,

Ron Kelly

PDG Ron Kelly, Promotions Committee Secretary-Treasurer

Agenda
NC Lions MD-31 Promotions Committee Meeting
Saturday, February 11, 2012
Charlotte Marriott Executive Park Hotel, Charlotte, NC

Call to Order	PDG Gary Steele
Invocation	DG Jim Boehm
Pledge of Allegiance	DG Randy Champion
Welcome	PDG Gary Steele
Recognition of International Officers	PDG Gary Steele
Recognition of PID's	PDG Gary Steele
Appointment of Parliamentarian	PDG Gary Steele
Minutes of the November Promotions Meeting	PDG Ron Kelly, Promotions Sec/Treas
Report on Sales since last meeting	PDG Gary Steele
Promotions Financial Report	PDG Ron Kelly, Promotions Sec/Treas
1. Approval of Financial Report	
2012 International Convention – Busan, Korea	PDG Gary Steele
Clothing & Hat Inventory	PDG Gary Steele
Unfinished Business	PDG Gary Steele
1. Use of Credit Cards for sales	
2. State Pins for State Convention packets	
New Business	PDG Gary Steele
Benediction	DG Jim Boehm
Adjourn Meeting	

North Carolina Lions Promotions Committee
Budget and Financial Statement - Account # 4823
7/1/11 - 6/30/12

	2011-2012	2/6/2012	Difference	Line
	Budget	Actual		Item
INCOME:				
Balance Forward		19,595.23		500
Promotions Dues (8254x \$0.75/member)	6,170.25	3,095.23	3,075.02	510
* Promotions Reserve (Intl. Officer Promo Fund -\$ 0.25/member)	2,056.75	1,031.77	1,024.98	511
* Harvey Whitley donations		3,537.00	-3,537.00	512
* International Executive Officer Campaign Fund (\$2.00/member)	16,454.00	8,254.00	8,200.00	513
* Donations - International Executive Officer	0.00	100.00	-100.00	515
Sale of NC Lions Trading Pins	6,650.00	1,000.00	5,650.00	520
Special State Trading Pins	950.00	1,400.00	-450.00	525
Sale of NC Lions Clothing	7,500.00	7,480.70	19.30	530
NC Breakfast - International Convention \$25/person	1,050.00	0.00	1,050.00	540
Interest	10.00	5.09	4.91	550
Miscellaneous Income	2277.25	154.20	2,123.05	560
Appropriations from Money Market*	0.00	0.00	0.00	565
Total Income	43,118.25	26,057.99	17,060.26	

EXPENSES:

State Promotions Chair - State Meetings Expenses	2,900.00	1,432.25	1,467.75	610
State Promotions Chair - International Convention Expenses	4,000.00	962.81	3,037.19	620
Shipping - flags / banners to International Convention	150.00	89.11	60.89	625
* Promotions Reserve (Intl. Officer Promo Fund)	0.00	0.00	0.00	631
* International Executive Officer Campaign Fund	0.00	0.00	0.00	632
Office supplies, Printing, Postage and Telephone	300.00	385.80	-85.80	640
Clerical Services and Storage Rent - NCLF	600.00	0.00	600.00	650
Financial Audit and Tax Filing	200.00	200.00	0.00	660
Bond for Secretary / Treasurer	100.00	100.00	0.00	670
Purchase NC Lions Clothing	7,000.00	7,387.85	-387.85	680
Purchase NC Lions Trading Pins (4,350 x \$1.45)	6,307.50	6,307.50	0.00	690
International Convention - NC breakfast	1,050.00	0.00	1,050.00	710
International Convention - Hospitality Room	2,000.00	0.00	2,000.00	720
Contingency Expenses	0.00	0.00	0.00	750
Transferred to Money Market (dues, donations)*	18,510.75	13,422.77	5,087.98	755
Total Expenses	43,118.25	30,288.09	12,830.16	
	0.00	-4,230.10	4,230.10	

Checking Balance (including balance forward)

15,365.13

* designated accounts in Money Market

Date	02/06/12
Checking Account Balance (including bal. fwd)	\$ 15,365.13
Clothing Inventory	\$ 9,141.80
Pin Inventory	\$ 950.00
*Promotions Money Market	\$ 37,138.68
Total Promotions Assets	\$ 62,595.61

Promotions Money Market - Account # 5714

Promotions Designated Accounts

July 1, 2011 - June 30, 2012

Money Market Allocation

<u>Name</u>	<u>Action</u>	<u>Date</u>	<u>Description</u>	<u>Withdrawal</u>	<u>Deposit</u>	<u>Balance</u>
		2/6/12	Grand Total Money Market Account			<u>\$ 37,138.68</u>
1.						
Promotions						
Reserve (Intl						
Officer)	Bal. Fwd.	07/01/11				6,800.23
		07/24/11	Annual interest distribution		44.56	6,844.79
		10/23/11	Promotions reserve 31-A from Promo		144.50	6,989.29
		10/23/11	Promotions reserve 31-F from Promo		145.63	7,134.92
		10/23/11	Promotions reserve 31-G from Promo		137.25	7,272.17
		10/23/11	Promotions reserve 31-H from Promo		114.38	7,386.55
		10/23/11	Promotions reserve 31-E from Promo		161.00	7,547.55
		10/23/11	Promotions reserve 31-B from Promo		96.38	7,643.93
		10/23/11	Promotions reserve 31-D from Promo		124.38	7,768.31
		10/23/11	Promotions reserve 31-J from Promo		108.25	7,876.56
			Subtotal			7,876.56
a. Silent						
Auction fund	Bal. Fwd.					0.00
		01/17/11	Silent Auction donation 31-A		812.00	812.00
		02/06/12	Silent Auction donation 31-E		725.00	1,537.00
			Subtotal			1,537.00
b.. Club /						
Individual						
Donations	Bal. Fwd.					0.00
		02/06/12	Donation to Harvey - Ron and Sallie Staley		2,000.00	2,000.00
			Subtotal			2,000.00
			Total			11,413.56
2. Intl						
Executive						
Officer Fund	Bal. Fwd.	07/01/11				18,167.89
		07/24/11	Annual interest distribution		44.56	18,212.45
		10/23/11	International Officer 31-A from Promo		1,156.00	19,368.45
		10/23/11	International Officer 31-F from Promo		1,165.00	20,533.45
		10/23/11	International Officer 31-G from Promo		1,098.00	21,631.45
		10/23/11	International Officer 31-H from Promo		915.00	22,546.45
		10/23/11	International Officer 31-E from Promo		1,288.00	23,834.45
		10/23/11	International Officer 31-B from Promo		771.00	24,605.45
		10/23/11	International Officer 31-D from Promo		995.00	25,600.45
		10/23/11	International Officer 31-J from Promo		866.00	26,466.45
			Subtotal			26,466.45

a. Joe Silver					
fund	Bal. Fwd.				5,316.00
			Subtotal		5,316.00
b. Club / Individual					
Donations	Bal. Fwd.				-6,720.85
	on line	08/09/11	Donation to Sid - Salisbury LC from promo	100.00	-6,620.85
			Donation to Sid - Ron & Jan Kelly from Promo	100.00	-6,520.85
			Donation to Sid - Raleigh Host LC from Promo	200.00	-6,320.85
			Donation - Sid - Franklin Ellis LC from Promo	50.00	-6,270.85
			Donation to Sid - Smithfield LC from Promo	50.00	-6,220.85
		10/23/11	Donation - Sid & Judy Scruggs - Franklin Ellis LC from Promo	50.00	-6,170.85
		10/23/11	Smithfield LC from Promo	50.00	-6,120.85
			Subtotal		-6,120.85
			Total		25,661.60
3. Interest	Bal. Fwd.	07/01/11			89.12
		07/24/11	Annual interest distribution	89.12	0.00
		07/29/11	Interest earned	9.62	9.62
		08/31/11	Interest earned	9.18	18.80
		09/30/11	Interest earned	7.85	26.65
		10/31/11	Interest earned	7.15	33.80
		11/30/11	Interest earned	9.66	43.46
		12/30/11	Interest earned	9.98	53.44
		01/31/12	Interest earned	10.08	63.52

**2011-2012
Promotions Money Market Ledger**

	<u>Action</u>	<u>Date</u>	<u>Description</u>	<u>Withdrawal</u>	<u>Deposit</u>	<u>Balance</u>
Bal. Fwd		07/01/11	bal. fwd 2010-2011			23,652.39
		07/29/11	Interest earned		9.62	<u>23,662.01</u>
on line		08/09/11	Donation to Sid - Salisbury LC from promo		100.00	23,762.01
			Donation to Sid - Ron & Jan Kelly from Promo		100.00	23,862.01
			Donation to Sid - Raleigh Host LC from Promo		200.00	24,062.01
			Donation - Sid Scruggs - Franklin Ellis LC from Promo		50.00	24,112.01
			Donation to Sid - Smithfield LC from Promo		50.00	24,162.01
		08/31/11	Interest earned		9.18	<u>24,171.19</u>
		09/30/11	Interest earned		7.85	<u>24,179.04</u>
		10/23/11	Donation - Sid & Judy Scruggs - Franklin Ellis LC from Promo		50.00	24,229.04
		10/23/11	Smithfield LC from Promo		50.00	24,279.04
		10/23/11	Promotions reserve 31-A from Promo		144.50	24,423.54
		10/23/11	International Officer 31-A from Promo		1,156.00	25,579.54
		10/23/11	Promotions reserve 31-F from Promo		145.63	25,725.17
		10/23/11	International Officer 31-F from Promo		1,165.00	26,890.17
		10/23/11	Promotions reserve 31-G from Promo		137.25	27,027.42
		10/23/11	International Officer 31-G from Promo		1,098.00	28,125.42
		10/23/11	Promotions reserve 31-H from Promo		114.38	28,239.80
		10/23/11	International Officer 31-H from Promo		915.00	29,154.80
		10/23/11	Promotions reserve 31-E from Promo		161.00	29,315.80
		10/23/11	International Officer 31-E from Promo		1,288.00	30,603.80
		10/23/11	Promotions reserve 31-B from Promo		96.38	30,700.18
		10/23/11	International Officer 31-B from Promo		771.00	31,471.18

	10/23/11	Promotions reserve 31-D from Promo	124.38	31,595.56
	10/23/11	International Officer 31-D from Promo	995.00	32,590.56
	10/23/11	Promotions reserve 31-J from Promo	108.25	32,698.81
	10/23/11	International Officer 31-J from Promo	866.00	33,564.81
	10/31/11	Interest earned	7.15	<u>33,571.96</u>
	11/30/11	Interest earned	9.66	<u>33,581.62</u>
	12/30/11	Interest earned	9.98	<u>33,591.60</u>
on line	01/17/12	Silent Auction 31-A to Harvey Whitley from Promotions	812.00	34,403.60
	01/31/12	Interest earned	10.08	<u>34,413.68</u>
	02/06/12	Silent Auction 31-E to Harvey Whitley from Promotions	2,725.00	37,138.68