



Name **Douglas Cross**
Office **105M MERL Chairman**
Date **16th August 2009**

2009-10

DECISIONS REQUIRED **None**

REPORT

DG Femi wants it made very clear that his main intention this fiscal year is the increase membership if possible back to the District regaining its full status within 105MD this can only be achieved by having 1250 members

It is therefore essential membership is shown on the Agenda and discussed at each Zone meeting. The Region Membership Officer must be invited to all Zone meetings

The full programme for the **MERL** Committee will be divided into sections.

NEW CLUBS

Our target will be to form a new club in each of Regions 1, 2 & 3 plus one in both of the main cities Birmingham & Coventry.

A very optimistic total of 5

Some work and meetings have already taken place and details will be given to cabinet has they occur during the year.

Alcester following meetings and a Yellow Card drop, This club will now be formed as a Club Branch of Shakespeare on August 10th 2009 at Alcester Fire Station, Seggs Lane Alcester. Initial membership 6 plus probably 4 more on the night.

Birmingham Small Heath will be reconsidered following making certain personal connections via DG Femi

Coventry 3 as it will be called in reports until the new members name it themselves. A preliminary meeting will be held on August 4th.

North A new club will be planned in the Northern area of 105M after further discussions have taken place.

Atherstone & Daventry will be considered for reforming

REBUILDING

All existing clubs with less than 10/11/12 members will be given special attention in each Region, again certain actions have already been put in place

Birmingham Erdington(6) following a Yellow Card drop meetings both social & club are now ongoing, a few extra Lions will be added to the existing 6, but additionally a new lease of life as been given to the existing members

Wolverhampton (5) following very poor results from the card drop it appears we may gain three members plus one member returning. At present we plan a further drop in the Autumn.

Codsall (6)& Dudley (9) should consider membership drives

Sutton Coldfield (6) gained one overall last year but now have a Yellow Card drop for fixed for September

Hinckley & Burbage (9) are planning a YC drop for Oct to suit Xmas Programme

Northampton (9) have recently carried out a Yellow Card drop.

Other clubs fit into this category

PROBLEM CLUBS (in membership numbers only)

Membership in newly formed clubs is a problem so great care must be taken in Sandwell & Thurby to ensure new members are inducted during the next few months. Help from Guiding Lions is essential during this time

Many new Lions leave after the first few months and we must **very careful**

Market Harborough & Brixworth Club Branches must be encouraged to push on and gain members.

Paul A is intending to carry out a YC drop around other villages near Brixworth

MH are planning a card drop

YELLOW CARDS

The results considering the numbers of cards dropped results are poor, but accepting this they do work, in some cases Balsall Common & Northfield showed that more than one drop was necessary.

But they must be agreed with other clubs around to help with labour.

In both Alcester & Wolverhampton recently help from adjacent stronger clubs was almost none existent and only a few individual Lions saved the day.

Remember on the Drinks & Nibbles night you must have a planned future programme with social nights very important.

BUT and a very big but individual invitation is still the best way to obtain new members.

FINANCE

Financial help will be given were necessary, but we should reserve this help to either New Clubs or Clubs with low numbers.

I have applied to LCI for a further grant but these are hard to prepare the documents for and no guarantee that we will receive any cash

OBJECTIVES

The MERL Committee cannot achieve this alone, remember you are all membership officers. Particularly cabinet officers

We will only achieve our 1250 target if all exiting clubs increase membership and candidly the larger clubs should find it easier to obtain members

Phil White will assist any clubs or officers were details of LCI/ Lions etc are required,

DG is convinced that we can also obtain commercial membership who will give financial support to clubs in return for say honorary membership

Doug 28th July 2009



Name **Andy Pemberton**
Office **MERL MD Committee representative**
Date **2nd August 2009**

2009-10

DECISIONS REQUIRED

Support MERL workshop 29th 30th August, paying expenses of those attending

JUSTIFICATION FOR DECISION

Last year MD did nothing to support the District membership teams.

2009/2010 MD MERL chairman is organising 2 day training/workshop meeting in Birmingham for as many of the following from each District DG,1st VDG,2nd VDG, District MERL team to attend.

Last year membership in MD fell by 249, 4 new Clubs were formed and 15 dropped.

We need to encourage attendance at the meeting to ensure we participate in a proper exchange of ideas.

ACTION SINCE LAST REPORT

Since start of DG Femi's year have had to apologise for being unable to attend District meeting, but will attend NEW Club in Coventry meeting 4th August

OBJECTIVES

Support MERL Chairman Doug as and when requested
Attend MD MERL meeting.



Name : Dave Roberts
Office : Membership Officer Region 1
Date : 28th July 2009

2009-10

DECISIONS REQUIRED

None

JUSTIFICATION FOR DECISION

N/A

ACTION SINCE LAST REPORT

Attended MERL meetings. Arranged and supported Wolverhampton Lions Club membership drive and Drinks and Nibbles meeting, resulting in three potential new members and one previous member re-joining.

OBJECTIVES

To attend Zone meetings to support Zone Chairmen to promote membership and increase membership.
To form Zone membership teams to share ideas and help co-ordinate future leaflet drops better.



Name : Heather Hill
Office : Region 2 Membership Officer
Date : 3rd August 2009

2009-10

DECISIONS REQUIRED

None

JUSTIFICATION FOR DECISION

None

ACTION SINCE LAST REPORT

I have attended at Erdington Lions with MERL Chairman Doug Cross and members of Erdington Lions at a skittles night which was also attended by potential new members. I subsequently attended a meeting and again this was attended by potential new members. I was unable to attend their quiz night, but I understand this went very well and was well attended by Lions and visitors alike.

I will be helping Hinckley and Burbage with their drinks and nibbles evening, following a card drop in September – if anyone is able to assist, please do offer – it will be much appreciated.

I will be giving a talk on membership to Zone Chairman Bob Dutton's zone on 20th August.

I am available to talk to anyone who wishes me help – please invite me.

OBJECTIVES

To assist DG Femi and Region Chairman Greg on membership matters and try to increase membership within the district as much as possible.

I will be available to attend any clubs in the region that require assistance with their membership drives via the drinks and nibbles evenings – if requested to do so.



Name Chris Haynes
Office Region 3 Membership Officer
Date 21 July 2009

2009-10

DECISIONS REQUIRED

None

JUSTIFICATION FOR DECISION

ACTION SINCE LAST REPORT

Attended 2 Merl Meetings.

Have had discussions with the following clubs re Drinks and Nibbles evenings,
Hinckley Burbage to be held on Monday September 7th
Brixworth Branch Wednesday 21st October and another in March 2010
Rushden going to discuss planning on August 4th
Wellingborough at the end of October

Daventry

Have had a first meeting to discuss what area to target for a meeting, together with a article in the local newspaper(circ approx 5000)

OBJECTIVES

To continue to offer help and support to the clubs in the region, trying to improve membership.



Name **Lion Bill Ranautta**
Office **MERL Committee Special Duties Officer**
Date **20 July 2009**

2009-10

DECISIONS REQUIRED

None

JUSTIFICATION FOR DECISION

N/A

ACTION SINCE LAST REPORT

The hard work put in for the last two years is finally paying off to a successful conclusion. A Club in Alcester is hopefully being formed on Monday 27th July 2009. My personal thanks to all the Clubs in the Zone and in particular the Shakespeare Lions Club, who have helped to progress with this venture.

Work has begun on the Coventry Lions Club. Hopefully we will be doing a Card Drop on Sunday 13th September 2009. We are urging the Clubs in the surrounding area to help with this Drop. Any Club who can help, please come forward. A Meeting has been arranged for Tuesday 4th August at 7.30pm at the Standard Triumph Club, Herald Avenue, Coventry CV5 6UD.

We are also doing a Card Drop for the Market Harborough Branch Club in September 2009. A date has to be finalised.

OBJECTIVES

To identify areas in which to form new Clubs and encourage and assist smaller Clubs to increase overall Membership.



Name **Phil White**
Office **Leadership Development Officer**
Date **30 July 2009**

2009-10

DECISIONS REQUIRED

None

JUSTIFICATION FOR DECISION

N/A

ACTION SINCE LAST REPORT

Incoming District Officers Workshop was held on Sunday 17 May at MDHQ

Attended MD Emerging Lions Leadership Institute faculty review meeting on Sunday 28 May

Delivered Incoming Presidents Workshop on Monday 29 June at MDHQ. This was a different format to normal, provoked much discussion and was very well received. There was a good percentage of first time presidents with a few more experienced ones to add to the discussion and share ideas.

Delivered Incoming Secretaries and Treasurers Workshop on Tuesday 30 June at MDHQ. Thank you to PDG Lion Heather Lee and Lion Peter Rotherham, who co-presented with me. This workshop did not have a good mix of new and experienced officers. The percentage of experienced officers was too high and there were very few first time officers.

A second Incoming Presidents Workshop was held on 27 July in Market Harborough. Again this was very well received although only 6 attended. The second Incoming secretaries and treasurers workshop, which was arranged for Tuesday 28 July at Market Harborough was cancelled because of the low numbers who registered.

A 'So you Want to be a DG' seminar is planned for 13 August

The District projector has been loaned out to two clubs.

OBJECTIVES

To develop and refine my role

To promote the range of workshops/seminars available and encourage ideas for new ones.

To promote Lions Leadership Institutes

To provide information/training/support as required

To deliver a minimum of one of the offered workshops during this year

To look for potential in all fellow Lions in the District and encourage and develop that potential where possible

To keep up to date my knowledge on leadership and training and attend any courses available to me