

East Region Report

Mid Winter Conference/3rd Cabinet Meeting
 January 18, 2025 from 8 to 2:30 PM
 Region 10 SEC, 400 E. Spring Valley Rd., Richardson, TX 75081

Attended Meetings:

1. Monthly DG Team/Executive Committee meetings 11/13 and 12/11/2024, and 01/8/2025)
2. The 2nd Executive Council meeting (11/20/2024)
3. 2025 New Voices Symposium Planning meetings (10/15, and 11/13/2024).
4. Second zone meetings in East Region:
 - a. Zone 1 (ZC Maria Lucero): Nov. 11, 2024 at Tokyo Hana, Rowlet, TX from 6:30 to 8 PM. Presented District's status update. Well attended by delegates from Wylie Evening, Sachse, Garland Evening, Rowlett Lions Clubs, as well as PCC John Eads and Dallas Founder Lions Club Secretary Ani MacKay.
 - b. Zone 4 (ZC Joseph Kyle): Nov. 14, 2024 at Jessie's, Kaufman, TX from 6:30 to 8 PM. Attended by delegates from: Maybank-Cedar Creek, Kaufman, Forney Lions Clubs, PDG Esmeralda Rodriguez, FVDG Kedar Timalsina, Dallas Founder Lions Club Secretary Ani MacKay.
5. Zone 7 meeting, Nov. 19, 2024 via Zoom, from 6:30 to 8:15 PM. Gave speech about 'Membership Retention.'

Miscellaneous Meetings/Events:

- a. Provided exercise routine for attendees at Health, Wellness and Diabetes Screenings, Nov. 16, 2024 at Georgia Farrow Rec. Center, Irving TX, from 12 to 1 PM.
- b. Co-Facilitator at the 2nd Membership Summit Roundtable, FUMC Coppell, TX from 1 to 3 PM.
- c. Promoted Lions Clubs at the Ms International Texas, Nov. 16, 2024, Sharon Event Center, Mesquite, TX from 4:30 to 11 PM. Attendance including Lions Ani MacKay (Dallas Founder LC), Conrad Alagaban and Maceh Seley (DFW Cyber LC), Emma Ramos (Dallas Filipino LC)
- d. Supported Italy Lions Club at Italy Christmas Parade, Dec. 14, 2024 at downtown Italy, TX from 5 to 9 PM. Attendance including PCC John Eads, PCC John Landrum, PDG Keith Murray, SVDG Gary Vineyard, Lions Amy Vineyard and Karen Murray.

Zone Reports (based on Club Health Assessment report Jan. 9, 2025):

Zone Zone Chair	Membership Change	Service (#reported, people served)	LCIF Donation
1 Maria Lucero	Rowlett (+3) Sachse (+2), Wylie (-3) NC: Garland Evening	Rowlett (24; 2,947); Sachse (26; 1,328). NR: Garland Evening and Wylie.	Garland Evening (\$100) Sachse (\$130)
2 Carnell Horn	Crandall Combine (+1) Terrell (-8) NC: Commerce, Rockwall, and Royse City,	Rockwall (3; 100); Royse City (5; 168); NR: Commerce, Crandall Combine, and Terrell	Commerce (\$1,000) Crandall Combine (\$12)
3 Kasey Cheshire	Midlothian (+4) ; Red Oak (+2); Ennis Host (-3); Italy (-2); Maypearl (-2); Waxahachie (-4)	Ennis Host (2; 91); Italy (1; 100); Maypearl (3; 37); Midlothian (8; 1,174); Waxahachie (13; 58) NR: Red Oak	Red Oak (\$60) Waxahachie (\$100)

Zone Zone Chair	Membership Change	Service (#reported, people served)	LCIF Donation
4	Dallas Oak Cliff (+1); Forney (+2); Kaufman (+1); Mabank-CCA (+1); Midlothian (+4); Plano Collin Nepalese (+1); NC: Balch Spring	Kaufman (2; 1060); Mabank-CCA (44; 113,3K); (Plano Collin Nepalese (8; 299) NR: Balch Spring, Dallas Oak Cliff, and Forney	Mabank-CCA (\$400)
Note	NC: No Change NR: No Report		

Summary:

1. **Membership Growth:** Zone 1 and 4 have positive net (2 and 10, respectively) Zone 2 and 3 have negative net (-7 and -5, respectively). From 21 clubs in East Region, 11 clubs (52%) have positive growth. Overall results showed there is no change in the membership growth. **Plan of action:** While the trend is the same across the district/ multiple district and Constitution Areas during this time of the year, we definitely need to improve retention efforts and increase new member recruitment to achieve Mission 1.5 goals. Conducting Membership Satisfaction Survey (available from LCI) will give some ideas of how best to serve and keep members stay.
2. **Service Reporting:** There are 139 reported service activities with a total of 139,034 people served. This numbers showed how Lions in East one know how to serve their community! Zone 3 has the highest number of reporting clubs; Zone 4 has the highest number of reported service activities (54) and the highest number of people served (133,322). From 21 clubs in the East Region, 11 clubs (52%) reported their service activities. **Plan of action:** Increase the awareness of the importance of service reporting and its benefits to the clubs and the community they serve. Encourage every member to register at Lion Portal, once they registered, they can create a service activity (past or upcoming). Lion Portal will save it, the President, Secretary or the Service Activity Chair will finalize the report. Offer a hands-on, small group training on how to report service activities on Lion Portal.
3. **LCIF Donation:** A total of \$1,802 donation to LCIF from 7 clubs (30%) reported. Zone 1, 2 and 3 have the same numbers of clubs who donated. The highest donation was from Commerce Lions Club (Zone 2) in the amount of \$1,000. **Plan of Action:** Request LCIF Ambassador to attend Zone meeting for a 10-minutes brief the benefits of supporting LCIF, explain projects in our district being funded by LCIF, present donations and grant ratio our district has received, and ask him to bring essential supporting documents and reward items (pins, patches, etc.) to the meeting.

I attached the 2nd Zone Meeting Report report from ZC Joseph Kyle and Zone 3 Report from ZC Kasey Cheshire.

Respectively Submitted on January 10, 2025
 Nia MacKay, PhD
 East Region Chair
 President Dallas Founder Lions Club
 www.DallasFounderLionsClub.com

ZONE 3 – 3rd CABINET REPORT

TO: Lion Radha Kaphle
FROM: Lion Kasey Cheshier
DATE: January 7, 2024

Chair Report/Activities – Contacted all the Ellis County Clubs on January 7th to discuss several items listed below.

Topics discussed included: Excellence Award, upcoming Mid-Winter Conference, Officer Reporting in April, Important of Service Reporting, Club Challenges & Successes.

Service Activities: Several clubs in Ellis County are planning service activities, fundraisers & other events for the next few months. The fall/winter season will be busy for most. I emphasized the need for intentional service activities in their communities. Service reporting continues to be a challenge for some clubs, but most are doing ok.

- Midlothian Lions – I will remain interim president through the end of the LY, with board support during the meetings. We are moving our January meeting to later in the month due to the potential for inclement weather. There are also several service activities coming soon including a cemetery /park clean-up effort and community events surrounding MLK Day of Service. I have encouraged the club for look for more service opportunities in the early Spring. We are working on a new marketing brochure to promote club efforts and membership.
- Italy Lions – they greatly appreciated the support during their Christmas parade from the district team. They still only have six members, but were able to pass our several applications recently and are hoping to add new members soon. Their next event is an Easter pancake breakfast on April 19.
- Ennis Noon Lions – Kathy is leading the club well as president and has been active on social media sharing about their efforts & weekly club speakers. They will be stocking books in their kiosks at the Ennis Lions Park soon and have a Spring Eye Vision Clinic scheduled on Feb. 28th. She did mention they wanted to do a membership drive and recruit younger people.
- Waxahachie Lions – continue to meet weekly and their secretary (Kathy R.) always does a great job in keeping club members up-to-date on the latest happening. They were featured on the front cover of the Waxahachie Now Magazine with their upcoming 100th anniversary. Three big events are coming soon: 100th Anniversary Celebration on Feb. 1st, Hachie 50 running race on March 1st, Build-a-Bed Service Project on March 22nd. LCIF contributions for the year have been made. Treasurer asked about platforms to collect online CC payments.
- Red Oak Lions – I have only been able to connect with their former president – Eva. She mentioned they are meeting each month. No other updates and will continue to reach out. LCIF contributions for the year have been made.
- Maypearl Lions - they are meeting consistently and no definite plans on their next service project. They will be repainting crosswalks again during Spring Break.

Financials – From what I can see, all club members should be current with their dues right now.

LCIF Contributions: Only two clubs are showing donations. This should improve in the next few months.

Membership Reporting - We started out the LY with 224 members for the zone, we are currently at 219. (Down 5 members)

- Ennis Host – 50 current members, down 3
- Italy – 6 current members, down 2
- Maypearl – 27 current members, down 2
- Midlothian 49 current members, up 4
- Red Oak - 19 current members, up 2
- Waxahachie – 66 current members, down 4

Lion Kasey Cheshier

Zone 3 Chair

Zone 4 Gathering of Lions November 14th, 2024 at 6:30 PM in Kaufman, Texas

Clubs:

Balch Springs none

Dallas Oak Cliff none

Kaufman 4

Mabank Cedar Creek Area 2

Plano Collin Nepalese none

Forney 2

Plus 5 from District 2x1

Introduced District Leaders including DG Radha, Region Chair Nia Mackay,

Everyone Introduced themselves, their Club, Office & 2x1 position, if any.

Key Note speakers were PDG Esmeralda Rodriguez & District Leadership Co-Chair Jim Woods.

Please review the NEW club Excellence Award with new requirements page 69 of directory.

100% Presidents Award page 70 of directory plus \$10 or more from each member average to LCIF.

100% Secretary Award page 71 of directory

Last Zone 4 meeting Thursday 3.7.25 at 6:30PM – Focus on Leadership with Global Leadership Team Fred. B Conger here at this same location.

Suggested Personal Goals for each Club to Request Each individual Member to donate ANY Amount to LCIF to support our Foundation & Remember Each club must donate an Average of \$10 per member to LCIF to earn their Club Excellence Award. Suggest to use 50/50 raffle to be designed to 1 of the 2x1 charities and start with LCIF.

Requested each club to make a 100% donation to 2x1 charities see page 67, especially TLC and invite me to come be a Speaker at your club!!!

Asking each club to consider donating \$100 for a Hole Sponsorship at TLC Harry Wickersham Golf Tournament to help support the Texas Lions Camp for 2025 Tournament.

Continue on getting 2 new members and getting them involved before March meeting!

Timely submission of service reports are needed, ideally by the 20th of each month & a second report may be added before month end. Leo clubs need to report also through the club officers .

Remember any lion may now set up a service project report, BUT it has to be formally approved by President, Secretary, Membership Chair or a Service Chair, if designated, by checking the box top right "Report Complete"

Meetings for Lions & Leos need to be reported too.

Pictures now may be added to Portal Reports

ALL Volunteer work (non-paid) in the community can be included in club volunteer club hours. Even time filling our reports in the portal. You volunteer to be a bookkeeper at church, count that time.

“Being Seen & Heard in the Community is VERY Important!!! EXPOSURE, EXPOSURE, EXPOSURE!!!”

Brag about your club to your local community.

Upcoming Events

Pages 19-21 of directory, Post & Visit lionsdistrict2x1.org – Event Calendar

November 15th club IRS 990 or 990EZ Due!!!! Page 20

November 30th club Reports to Audit Chair per page 20 to Lion Joe Montag.

NOW through March Start Asking in your club who may want to consider serving on ANY of the District Charities? Bring them to Mid Winter to learn more!!!!

January 18th Mid Winter Conference at Region10 400 E. Spring Valley Rd. Richardson TX 8:30 am Bring your club Fundraisers & Tickets to share.

February 28th Semi-annual LCI & District Dues are DUE!

February 28th if not already working appoint nomination committee for 2025 club Officers.

1st Saturday of March, April & May is workday at TLC starting with Breakfast at 8:30 am. Free Friday Night sleep over for those that register quickly. Non Lions are invited.

March 7 All District Nomination Letters due to District Cabinet Secretary. My TLC Director spot is open!!!!

Build a Bed is March 22nd in Waxahachie and we need donations to continue at \$250 per bed for future beds needed to Waxahachie Lions Foundation.

Adjourn 7:45pm

Lion Joe Kyle - Zone 4 chair

Zone 4 Gathering of Lions November 14th 6:30 PM in Kaufman, Texas

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