



Lions Clubs International

Model District Governor's Advisory Committee Meetings

also known as zone meetings



Often considered the most important meeting for club officers, the District Governor Advisory Committee meeting, or zone meeting, gives club presidents, club first vice presidents and secretaries the chance to learn about the programs and initiatives of the district, multiple district and LCI. However, by far the most valuable element of these meetings is the opportunity for these key leaders to simply exchange ideas and challenges with other club officers. This guide provides you, the zone chairperson, tips and best practices on how to accomplish both objectives to ensure that the meeting is productive and time well spent.

The meetings generally focus on the implementation of service projects, club management, membership growth and leadership development. While the main objective is to provide club officers a forum for discussion, the meeting also provides the zone chairperson the opportunity to gather recommendations that can be shared with the district governor team.

This guide includes tips for hosting the event, suggested topics and formats for each meeting and steps to take after the meeting to ensure that the objectives are met. Sample evaluation forms can be found on page 18 and a template for minutes can be found on page 13 are for your use. Most of the materials are also available online in the [Zone and Region Chairperson Center](#). See the website for more details and downloadable resources. The results of these meetings are reported to the district governor using the [District Governor Advisory Committee Meeting Report](#). A sample form is located on page 14 of this guide.

District Governor's Advisory Committee

The District Governor's Advisory Committee is chaired by the zone chairperson and includes all club presidents, club first vice presidents and club secretaries within the zone. The committee meets at least three times annually as outlined in the District Constitution and By-Laws. Some areas host a fourth meeting, which is optional, to celebrate the successes of the year and/or introduce incoming club officers to the concept of zone meetings.

The committee's responsibilities are to:

- o Ensure that every club is operating effectively, following the International Constitution and By-Laws (LA-1) and policies, and meeting the needs of its members.
- o Ensure that clubs provide meaningful service, inspire membership growth and leadership development.
- o Promote the programs offered by the district, multiple district and LCI.
- o Ensure that each club installs club officers, inducts new members and recognizes member achievements in a way that is meaningful.
- o Encourage clubs to participate in district, multiple district and international conventions.
- o Promote inter-club meetings and encourage clubs to attend charter nights and other district events.

TIPS FOR SUCCESSFUL MEETINGS

ENCOURAGE PARTICIPATION

To encourage participation, consider the following:

- o Select a meeting time when the majority of the clubs can be represented and a location that is convenient for most.
- o Send meeting notices well in advance of the event.
- o Include the event on the district website.
- o Consider multiple channels of communication, including mail, emails, personal phone calls and social media and use them all! People communicate in different ways, some may access the information on the website, while others might respond better to a phone call or text.
- o Give club officers a reason to attend! Make sure that the topic is well communicated and appeals to your potential attendees.

See the Meeting Preparation Checklist on page 17 to make sure all the meeting details are covered.

Meeting Management: This [Lions Learning Center](#) online course presents the three phases of good meeting management, effective meeting preparation procedures, and meeting facilitation. Participants learn how to manage group behavior and how to follow-up between meetings. Practical worksheets and checklists are included.

Communication is Key! Consider contacting your club presidents, vice presidents and club secretaries by phone early in your term and throughout your term to discuss the year and build a relationship with the key leaders in your zone. Ask them about their goals for the year and how they are progressing. Explain that you want to help them reach their goals and the importance of their participation in the zone meeting not only as a participant but as a resource. Take the opportunity to personally invite them to zone meetings. The conversation will help you better understand their needs and give you a chance to adjust your meeting to meet their expectations.

Prepare

Yourself!

Final steps and most importantly!

Even if other things go wrong, your meeting will be successful if YOU are prepared!

- o Organize materials
- o Sequence speaking notes
- o Think positive thoughts

Achieving Meaningful Involvement

Keep it Interactive: The most important aspect of zone meetings is the interaction between members and the opportunity to exchange ideas with other club officers. Keep “lectures” to a minimum to encourage more open interaction.

Focus on Executive Level Topics: The zone meeting allows club officers to exchange practical information that might not be appropriate for general club members. Keep the meeting private and focused so club officers feel comfortable. Using the Challenges and Opportunities Worksheet on page 18 encourage the club officers to use this tool to facilitate focused discussions.

Help them Prepare: Ask your participants to be prepared to share their best ideas, concerns and successes with other club leaders so they can give thoughtful consideration to the topic of discussion. See *Help Them Prepare*, which is included with each model meeting description.

MODEL MEETING FORMATS

The following formats are suggested ideas for zone meetings held throughout the year, but should be adjusted to meet the unique needs of your clubs. Each session is approximately 45 minutes to 60 minutes long.

FIRST ADVISORY COMMITTEE MEETING

The first meeting should be held within 90 days of the International Convention or as noted in the District Constitution and By-Laws.

Focus on Service!

An exciting service project is a great way to engage your members and encourage them to bring friends and family to participate. Allow new and potential leaders to lead service projects so they can practice and build leadership skills.

Consider featuring a presentation by the District GST Coordinator and the District LCIF Coordinator and inviting the club service chairperson along with the club president, vice president and secretary.

Help Them Prepare! Let your club officers know that the meeting will be centered around service so they are ready to share the details of their projects. Encourage officers to use the Challenges and Opportunities Worksheet regarding club and community service.

The agenda might include the following:

- o **Opening** (2 minutes): Open the meeting by underscoring the importance of service, the most important function of any Lions club! Explain that the goal of the meeting is to share service ideas and tools that clubs can use to make sure the service provided by clubs meet community needs and member expectations. Mention that the meeting will close with an open discussion regarding club challenges and success.
- o **Introductions** (2-5 minutes): Ask participants to introduce themselves by giving their name, title and club name.
- o **Service Framework** (2-5 minutes): Briefly share the service framework and how it relates to service and their service work.
- o **Club Service Projects Idea Exchange** (10- 20 minutes depending on attendance): Allow each club 2-3 minutes to discuss their activities for the year. Their report should include the club's signature projects as well as any new projects planned and the challenges that they have faced.
- o **Ways to Identify New Service Projects** (5 minutes): If appropriate consider introducing the group to one of the resources mentioned below.
- o **Open Discussion on Club Challenges and Successes** (10-15 minutes depending on attendance): Allow time for club leaders to ask other club members their advice on how to handle the challenges they are facing and/or share a club success.
- o **Tools to Guide Club Planning and Management** (5 minutes): Before closing the session, and if appropriate, encourage club officers to utilize the [Blueprint for a Stronger Club](#), [Your Club Your Way!](#), [Club Quality Initiative](#) and the [Club Excellence Award](#) to establish goals for their club. These tools are described on page 12 and may be found online at www.lionsclubs.org
- o **Closing** (3 minutes): Review the goals of the district governor and the zone chairperson for assisting clubs and remind them of the date and time for the next meeting.

Identify Service Project Ideas!

[The Service Journey](#): Is a vehicle for delivering some valuable resources to our clubs. The [Service Toolkit](#) features resources designed to help Lions assess, position and activate their clubs for greater impact. It includes: Club and Community Needs Assessment, Guide to Developing Local Partnerships, Fundraising Guide, Why Service Reporting Matters and How to Report Service.

[Making It Happen!](#): Involves members in the process of identifying community needs, developing a plan of action and involving members in projects that are meaningful.

[Providing Community Service](#) (Lions learning Center online course): This course provides tools and techniques to help assess community needs, select worthwhile projects, plan projects for success, and promote the club's service to the community.

[Global Service Team – GST](#): This team of leaders can provide information during the meeting or personally meet with a club to help identify sources and strategies to increase service.

SECOND ADVISORY COMMITTEE MEETING

This meeting should be held in the month of November or as noted in the District Constitution and By-Laws.

Focus on Membership!

Effective community groups require a strong membership to support projects, lead initiatives and involve new people. Now that the clubs have had a few months to get the new fiscal year underway, this is a good time to promote membership growth!

Consider featuring a presentation by the District GMT Coordinator and inviting the club membership chairpersons along with the club president, vice president and secretary.

Help Them Prepare! Let the club officers know that the meeting will focus on membership growth and ask them to be prepared to discuss their greatest membership challenge and/or success. The topics should include both recruiting and ensuring member satisfaction. Encourage officers to use the Challenges and Opportunities Worksheet regarding club and recruiting and retention success.

The agenda might include the following:

- o **Opening** (2 minutes): Open the meeting by discussing the need for new members and the need to keep existing members involved and satisfied. Explain that the goal of the meeting is to share ideas and strategies for recruiting and keeping dedicated members and that the meeting will close (as before) with an open discussion regarding club challenges and success. Review the goals of the district governor and the zone chairperson for assisting clubs.
- o **Introductions** (2-5 minutes): Ask participants to introduce themselves by giving their name, title and club name. This time ask them to also mention if they are interested in recruiting or strategies for keeping members involved.
- o **Membership Recruiting and Retention Idea Exchange** (10-15 minutes depending on attendance): Allow each club 2-3 minutes to discuss its plan for recruiting and/or retaining members. Their report should include the strategies for identifying and inviting new members as well as strategies to keep members involved and satisfied.
- o **Strategies and Resources for Increasing Membership** (8-10 minutes): Introduce resources available from LCI that you feel would be appropriate or useful to the group. This could include one or more as outlined on page 6.

Consider asking the District GMT Coordinator to host this section of the program.

While time is limited, do ensure that the club membership chairpersons are aware of these tools and their applications.

- o **Open Discussion on Club Challenges and successes** (10-15 minutes depending on attendance): Allow time for club leaders to ask the advice of the other club leaders on how to handle the challenges they are facing and/or share a club success.
- o **Club Excellence Award** (2 minutes): Remind club officers about the elements of the [Club Excellence Award](#) and continue to promote it as a goal for each club.
- o **Closing** (3 minutes): Briefly summarize the items accomplished during the meeting and remind them of the date and time for the next meeting.

Tools for Membership Growth and Satisfaction

LCI offers a number of tools to help clubs reach their membership goals. Make sure club officers and membership chairpersons are aware of the following:

[Just Ask!](#): This guide helps clubs develop a plan to identify potential members, recruit them into the club and get them involved.

[Member Satisfaction Guide](#): This course provides tools and techniques to help assess community needs, select worthwhile projects, plan projects for success, and promote the club's service to the community.

[New Member Orientation](#): Make sure new members know the importance of our association so they know the value of their membership. There are many online tools for clubs to use!

[New Member Sponsor's Responsibilities](#): The new member's sponsor plays an important role in ensuring that the member is informed and involved. This checklist helps the sponsor successfully fulfill this essential role.

[New Member Induction Ceremonies](#): Make new members feel welcome and privileged by making their induction into the club meaningful. This guide provides activities and scripts to make the event memorable.

[Global Membership Team – GMT](#): This team of leaders can provide information during the meeting or personally meet with a club to help identify sources and strategies to increase membership.

THIRD ADVISORY COMMITTEE MEETING

This meeting should be held in February or March or as noted in the District Constitution and By-Laws.

Focus on Leadership Development!

It takes effective leaders to manage clubs, lead service projects and to continue to meet the needs of our members and our communities. As a member of Lions Clubs International, you not only have access to leadership development courses and materials, you have a unique opportunity to apply these skills for the betterment of your community. Use this meeting to feature the leadership development opportunities that are available.

Please note, if a fourth zone meeting is planned, you might consider moving topics relating to the training of incoming officers to the fourth meeting.

Consider featuring a presentation by the District GLT Coordinator and inviting the club president, vice president and secretary.

Help Them Prepare! Contact your clubs to let them know that the meeting will be focused on leadership development and ask them if they have any challenges getting new people to take club officer positions or questions regarding elections, club officer installation, conducting a club audit, or reporting club officers to LCI. Ask them if there are any training topics that they would like to learn about so these topics may be addressed during the meeting. Remind them to order year-end club awards and supplies to allow plenty of time for delivery. Encourage officers to use the Challenges and Opportunities Worksheet to help them prepare for the meeting.

The agenda might include the following:

- o **Opening** (2 minutes): Open the meeting by discussing the importance of developing leaders to continue our service and to lead our clubs. Explain that the goal of the meeting is to exchange ideas and provide an overview of the leadership development programs that are available from the district, multiple district and LCI. Review the goals of the district governor and the zone chairperson for assisting clubs.
- o **Introductions** (2-5 minutes): Ask participants to introduce themselves by giving their name, title and club name. If the group knows each other, this might not be necessary.

- o **Progress to Elect and Install Future Leaders** (10-15 minutes depending on attendance): Clubs should be actively promoting new Lions into leadership roles for next year. If appropriate ask if any club is having difficulty or needs help with the following:
 - Review [Standard Club Structure](#)
 - Establishing a club officer nominating committee
 - Election best practices
 - Planning a [club officers installation ceremony](#)
 - Conducting an annual [audit](#) of a club's funds
 - Having the ability to [report](#) club officers for the next fiscal year
 - Planning for Club Officer Orientation
 - If help is needed, ask the group for suggestions and/or schedule time to assist the club officers.

- o **Leadership Support and Development** (15 minutes): Introduce resources that you feel might be useful to the attendees.
 - Lions Learning Center
 - Emerging Lions Leadership institute (ELLI)
 - Advanced Lions Leadership institute (ALLI)
 - Faculty Development Institute (FDI)

Consider asking the District GLT Coordinator to host this section of the program.

- o **Promote the District and Multiple District Convention** (2 minutes): In addition to gaining an understanding of the leadership development seminars and programs available, the attendees should know the rules for club delegates and alternates for the district, multiple district and international conventions. Don't forget to mention the fun to be had!

- o **Open Discussion on Club Challenges and Successes** (10-15 minutes depending on attendance): Allow time for club leaders to ask the advice of the other club leaders on how to handle the challenges they are facing and/or share a club success.

- o **Club Excellence Award** (2 minutes): Remind club officers to apply for the Club Excellence Award and how the elements of the Excellence Award strengthen the club.

- o **Closing**: (3 minutes): Briefly summarize the items accomplished during the meeting and remind them of the date and time for the next meeting (if a fourth meeting is planned).

Planning Tool

Consider using the [Club Quality Initiative](#) as a planning tool for the incoming officers to use to identify potential improvements in club operations.

Materials Available for Leadership Development

[Club Officer Webpage](#): This guide helps clubs develop a plan to identify potential members, recruit them into the club and get them involved.

[Lions Learning Center](#): The center provides online leadership courses relevant to all Lions on topics such as communications, managing and motivating others, achieving results and leadership.

[Online Club Officer Training](#): Online training specific to club officer positions with links to helpful manuals and guides.

[Emerging Lions Leadership institute](#) (ELLI): The Emerging Lions Leadership Institutes focus on building the skill of Lions and Leo members for leadership opportunities at the club level, including the position of club president.

[Advanced Lions Leadership institute](#) (ALLI): The purpose of the Advanced Lions Leadership Institute is to provide Lions leaders with an opportunity to enhance skills in the preparation for leadership responsibilities at the zone, region and district levels.

[Faculty Development Institute](#) (FDI): The purpose of the Faculty Development Institute is to develop and expand the number of skilled facilitators for use in training at clubs, district and multiple district levels. Completion of this institute will enable Lions to apply to the Lions Certified Instructor Program (LCIP) if desired.

[Lions Mentoring Program](#): A personal development program to enable Lions to learn from each other and develop leadership skills while they build stronger relationships.

[Global Leadership Team – GLT](#): This team of leaders can provide information during the meeting or personally meet regarding the learning opportunities available from district, multiple district or international headquarters.

FOURTH ADVISORY COMMITTEE MEETING

(Optional)

This meeting should be held approximately 30 days prior to a multiple district convention or as noted in the District Constitution and By-Laws and if appropriate may include incoming club presidents and secretaries.

Focus on the Future!

As the current officers look toward closing the year, incoming officers are often looking at what lies ahead. This optional meeting is often a celebration that accomplishes both!

The atmosphere is usually one of celebration, so the program should be upbeat.

Consider featuring a presentation by the District GLT Coordinator and an awards ceremony with the district governor and invite the incoming club officers.

Help Them Prepare! Let the officers know that the focus of the meeting will be the transition from current club officers to new officers and unique ways to recognize outstanding members. Encourage them to bring their ideas and their incoming officers.

The agenda might include the following:

- o **Opening** (2 minutes): Open the meeting by discussing the importance of the clubs within the zone. Explain how the leadership has progressed and the clubs have impacted their communities and met their goals. If incoming club officers are in attendance, explain the purpose and importance of advisory meetings and the value of their participation.
- o **Introductions** (2-5 minutes): If incoming club officers are in attendance, ask participants to introduce themselves, if the group knows each other, this might not be necessary.
- o **Club Officer Transition** (10-15 minutes depending on attendance): Ask each club president to provide the actions that they are taking to ensure a smooth transition. New officers might be asked if there is any information that they would like before starting their year. New club officer training and orientation and online training tools should also be mentioned.
- o **Tools to Help You Prepare for Your Year Term** (8 minutes): If incoming club officers are in attendance and it is appropriate, review the following tools that might be of assistance to new club officers. These tools are more fully explained online at www.lionsclubs.org
 - Blueprint for a Stronger Club
 - Your Club, Your Way!
 - Club Quality Initiative

- o **Recognizing Service** (10-15 minutes): Ask the club presidents how they plan to recognize club officers to encourage an exchange of unique ideas. Mention the materials that are available to clubs from LCI or other sources, which might include items from the club supply catalog.
- o **Awards** (6-10 minutes): Take this time to recognize club officers for their participation in meetings, membership growth, outstanding service, and other achievements. Make the presentation personal and sincere.
- o **[Club Excellence Award](#)** (2 minutes): Remind club officers to apply for the Club Excellence Award and how the elements of the Excellence Award strengthen the club.
- o **Closing** (3 minutes): Thank the participants for their service and commitment and encourage them to serve as mentors to the incoming officers.

Tools to Guide Club Planning

[Blueprint for a Stronger Club](#): provides clubs with a practical process for developing goals and action plans. Encourage the officers to utilize the process to develop a plan.

[Your Club, Your Way!](#): This guide helps clubs redesign their meeting format to better meet the needs of their members. Consider monthly service projects in lieu of meetings and eliminate unwanted protocol to make the club more inviting to younger people. This guide helps members identify the aspects of the meeting they want to keep and what they might want to change.

[Club Quality Initiative](#): This process helps the club take an in-depth analysis of club operations to identify areas of improvement and make a plan for change.

[Club Excellence Award](#): This award provides clubs with goals in the area of membership growth, service, leadership development, club management and communication with the resources for each.

Club Supply Catalog

The [catalog](#) includes awards for officers, attendance, outstanding service and more. Many can be personalized and each features the Lion logo! Encourage clubs to order early and allow time for delivery.

FOLLOWING THE MEETING

Meeting Evaluation

Use the Participants Evaluation located on page 20 to gain helpful feedback and ideas to improve future meetings.

Following up to ensure the actions planned are implemented can be the most critical step to a successful term as zone chairperson.

Follow Up with the Club Officers

Send each officer, and those who were unable to attend, a copy of the meeting minutes. A template can be found on page 16 to ensure the minutes are complete and informative. Email the minutes along with a personal note. In addition use the Challenges and Opportunities Worksheet on page 18 as a basis for follow up discussions.

Stay in Touch

Make notes of when each club was going to fulfill an action step and stay in touch from time to time to check their progress and offer assistance. Make sure that each club knows about the resources that are available during and between meetings!

The One Good Idea Goal: If each participant gained just one good idea that they can apply to better their club, the meeting is a success. The interaction between Lions to share ideas for the betterment of their clubs is always time well spent!

Sample Format: Meeting Minutes

Date: _____ Attendees: _____

Start Time: _____

End Time: _____

Old Business: discussions, decisions

1. _____
2. _____
3. _____
4. _____

New business: discussions, action items (with responsibilities)

1. _____
2. _____
3. _____
4. _____

Speaker/Program Description: _____

Recognition: _____

Next Meeting Date: _____ Time: _____ Location: _____

Items for Next Agenda: _____

Recorder: _____

District Governor's Advisory Committee Meeting Report

Zone Chairperson Name: _____

District: _____ Region: _____ Zone: _____

Meeting location (City): _____ Meeting Date: _____

Time called to order: _____ Adjourned: _____ Next Meeting Date: _____

Clubs in Attendance

Club Name/Number	President	Vice President	Secretary	Club Name/Number	President	Vice President	Secretary
1. _____	☐	☐	☐	5. _____	☐	☐	☐
2. _____	☐	☐	☐	6. _____	☐	☐	☐
3. _____	☐	☐	☐	7. _____	☐	☐	☐
4. _____	☐	☐	☐	8. _____	☐	☐	☐

Meeting Focus: ☐ Service ☐ Membership ☐ Leadership ☐ Other

Meeting Re-Cap

1. What was the main challenges shared by the clubs (Specify by club if pertinent)? _____

2. What were the main opportunities and solutions? _____

3. What plan of action were decided upon? _____

- 3a. Are any of the Global Action Members (district support teams) going to assist? _____

4. Best success stories/practices shared? _____

- 4a. By whom? _____
5. What can the district do to further support the club officers? _____

**Forward this report to the district governor, District GLT, GMT and GST
Coordinators and Region Chairpersons.**

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Challenges and Opportunities Worksheet

Club officers that prepare together prior to attending their zone meetings gain the most value from the event to improve their club. A well-run zone meeting provides club officers an opportunity for focused discussion on the most important aspects of managing and operating a club.

Each zone meeting most likely will focus on one of these critical club operations:

1. Service – Engage and involve the club service chairperson in providing feedback and observations regarding the quality of the club's service projects and activities.
2. Membership – Invite the club membership chairperson to provide insights into the club's membership recruiting and retention success.
3. Leadership – The club first vice president may benefit from sharing best practices when preparing for the club's upcoming fiscal year and new incoming officers.

To prepare for the meeting, each club should complete the questions below:

Does our club face a specific challenge the officers would like to discuss with the group?

Have the potential causes of the challenge been identified?

What are the opportunities to hopefully remedy the challenge or issue?

Would our club like assistance from the zone chairperson and/or a District Global Action Team specific to the challenge?

Bring these topics to the meeting for an open discussion.

Meeting Preparation Checklist

Task	Complete (✓)	Notes
Determine Tasks and Desired Outcomes		
Determine Actions to Meet Outcomes		
Agenda Prepared (see Model Agenda on page 4)		
List Invited Guests		
Meeting Date/Time Set		
Meeting Preparation a. Location and Room b. Equipment c. Food and Beverage d. Materials		
Meeting Materials Sent to Participants and Speakers a. Invitations b. Challenges and Opportunities Worksheet c. Confirm Speaker		
Room Set Up (day of meeting) a. Check Seating b. Check Equipment c. Check Lighting, Heating, Air-Conditioning, etc		

PARTICIPANTS EVALUATION

Please complete the following evaluation at the conclusion of the meeting and turn into your Zone Chairperson prior to your departure.

	Yes	No
1. Was the Challenges and Opportunities exercise useful?		
2. I received a copy of the invitation, agenda and the challenges and opportunities worksheet prior to the meeting and had enough time/ information to prepare for the meeting.		
3. The information presented was useful and my time was well spent.		
4. Decisions, action items, and required follow up were explicit and clear.		
Comments:		



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