



# The Tale Twister

## Cullman Lions Club

November 27, 2023

### Program

Tonight, we held a closed meeting in order to hear financial and other reports from the Cullman County Fair for 2023.

The first speaker was Lion Don Smith who gave a rundown of social media statistics and exhibit participation. Lion Don noted that our Facebook page had 32,000 visits on the first day it was made available with Fair information. One thing made clear by respondents was that the petting zoo was a very, very popular attraction for kids, and we had a lot of complaints that it was not open every day – we'll change that. Also, the fact that VIP ride tickets were not sold was a positive change since most people who were not able to afford them were frustrated when they got bypassed in the wait-line by those who did purchase them. Lion Don also commented that in his opinion, the Fair could not grow unless we made room for more rides. Concerning the Lion Web site, he reported that we had 48,000 hits there, which was down about 5%. However, the Fair Facebook page more than made up for that with 111,000 views. Lion Don said that the number of exhibitors was down just slightly from last year with a total of 3,029 – this was likely due to the fact that canning exhibits were down, because after marking jar lids with an electric pencil, exhibitors were prohibited from showing the same exhibits, year to year. Youth made up 47% of our exhibitors. Livestock was down a little due to bad weather early in the Fair. Most everything else was similar to last year.

Fair President Lion Charlie Childers added some insight in the Fair's use of social media to put the word out. He said that 5 years ago our budget for advertising was \$30,000; last year it

was only \$9,000 due to our reliance on social media in lieu of other forms of advertisement.

Fair Treasurer Lion Barry Willingham showed us a lot of details about various financial categories of expenses and income and compared it to results for years, back to 2017. The bottom line is that total profits indicate that we probably had a record-breaking year, despite the fact that total attendance was down slightly. We did have a couple of rainy days that showed a significant drop in attendance, compared to other days. Two things that did help out with our profits were that we went up \$1 on the entrance ticket price, and Kissel, our midway contractor, added local taxes to their ticket price (previously the Fair Association paid a portion of this tax). Lion Barry had done an outstanding job as Fair treasurer and has built up confidence in how the Fair's financial details are managed.



Lion Barry Willingham gave us the Fair's financial facts and figures.



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Lion David Bussman gave a report on the Lion's concession stand operations. He had thanks for several individuals who went above & beyond expectations to help, noting that Melissa Cartee, Dana Willingham, and Lion Richard Gurley worked every day of the Fair – he said that the concession stand would not have operated without their contribution. He was also complimentary to Lion Charlie Powell who always got the lights on and to Lion Jerry Bonner who provide start-up and close-down help from the County jail trustees. Lion David said that he had a new chest freezer and was able to use it for putting frozen pizza and frozen pretzels to the menu. He also noted that support from Leos has really dropped off and that we are going to have to plan on help, elsewhere, in order to run shifts in a sustainable fashion. On menu items, the stand sold more soft drinks, but less hot chocolate; sold more grilled items; hot pizza was down; sweets were down. One big sale of 200 hotdogs to a local home health company helped. Overall sales were up. Use of credit cards has been growing at about 3% each year. Overall, we had a substantial profit from the Concession Stand.

Our Fair had fruitful year that will enable our Club to continue in serving our community, meaningfully.

### Other Business

News on Lion Dave Gratz is much improved in the past week – so much so, to the point that he has been moved back to Cullman Health & Rehab Center at 1642 Main Ave NE, room 212.

The Club's snowbird Lion Tom Pfeifer joined us for the winter & spring, having been chased out of Wisconsin by the snow.

Lion Craig Gadow recognized the 10 Lions who participated in the cleaning of the Veterans

Memorial at Sportsman Lake and assembled the school emergency diabetes kits, and other Lions that distributed those kits today. The schools were very appreciative and wanted pictures for their own social media broadcasts.

Lion Bill Ruehl recognized the 13 Lions that served with the Alabama Lions Sight Mobile Eye Clinic at Good Samaritan Health Clinic this past week. He had a Leo from Hanceville and a Lion from Holly Pond. He actually had more volunteers than he needed – a rarity.

We voted for 5 Lions for a 2 year-term as members of the Cullman County Fair Board of Directors. The following Lions were elected for that term which ends in November 2025: Randy Kraft, Steve Murphree, Tim Scott, Charles Childers, and Carey Thompson. For the sake of continuity, half of the Fair Board undergoes election each year.

Our chef and caterers, Mr. Freddy Day and his crew were presented with well-deserved Christmas bonus checks for providing such consistently delicious meals over the past year.

Nominees for the Fair Board of Directors for a 2-year term include: Lions Charlie Childers, Randy Kraft, Steve Murphree, Milford Parrish, Tim Scott, Carey Thompson, and Jeff Wren. Election is scheduled for the next meeting, Nov. 27<sup>th</sup>. No Club meeting will be held on the 20<sup>th</sup> due to Thanksgiving later that week.

The Mobile Eye Clinic will be at the Good Samaritan Clinic 8:15 through 12:15 Wednesday, November 15<sup>th</sup>. Please contact Lion Bill Ruehl if you wish to assist.

The Monday, November 27<sup>th</sup> meeting will be a "member's only" meeting, electing a new Fair Board and a financial review of this year's Fair.



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## Cullman Lions Club

### Upcoming Programs and Events

December 4: Sgt. Adam Clark from the Cullman Police Department will be our speaker.



Sgt. Adam Clark.

December 11. Past Lions International Director, Lion Jerome Thompson will be our speaker for the Lion's Quest Project presentation.



Past Lions International Director, Lion Jerome Thompson.

December 18 : The Fair Appreciation Celebration will be held at Cotton Creek (417 3rd Avenue SW) on December 18th at 5:30 PM. **Coat & tie attire.** The Cotton Creek venue spans the creek, catty-cornered behind the 1<sup>st</sup> Baptist Church at the corner of 3rd Avenue SW and 5<sup>th</sup> Street SW – it's a great venue. Lion Charlie Childers says we should expect the largest crowd we've had in years.

December 25 and January 1:– no meetings due to Christmas & New Year's holiday.

January 8: TBD.

Our Club meetings are being recorded and can be seen live, or you may view past meetings at the following Facebook web site: <https://www.facebook.com/groups/1106236123576541/?ref=share> . Call Lion Craig Gadow at 256-736-8361 if you need help getting to this site.

### **Tale Twister Input**

If you need something special or to report a correction in the *Tale Twister*, see Lions Carey Thompson or Don Smith at the meetings. Lion Carey can be reached at 256-739-0580 (H) or 256-426-3207 (C). Lion Don can be reached at 256-737-7433 (H) or 256-426-7722 (C).

**See Club Committee assignments on the next page.**



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### 1<sup>st</sup> VP Jim Burke Committees

Committees	Chair	Co-Chair	Members
Diabetes	Javon Daniel	Jason Tielking	
Fair Concessions	David Bussman		
Finance & Community	Don Smith	Jerry Bonner	
Fish & Ham	Carey Thompson	Frank Odell	
Membership	Gary Murphree	David Bussman	Dewayne Wilson
Program	Sam Roberts	Randy Craft	Chris Robinson
Mop & Broom	Richard White	Dave Gratz	
Sight	Bill Ruehl	Steve Cartee	

### 2<sup>nd</sup> VP Delane Ray Committees

Committees	Chair	Co-Chair	Members
Area Lion's Liason	Jerry Bonner	Craig Gadow	
Constitution & Bylaws	Bradley Williar	Champ Crocker	
House & Food	Dennis Berse	Fred Osborn	David Bussman
Member Info	Charlie Powell	Dave Gratz	
Song Leader	Richard White	Chris Robinson	
Youth Leo's	Jeff Lawson	Sam Roberts	

### 3<sup>rd</sup> VP Jeff Lawson Committees

Committees	Chair	Co-Chair	Members
Tail Twister	Richard White	Richard Gurley	
Fair Parade	Steve Murphee	Barry Willingham	
	Charlie Childers		
Lions Branch Liaison	Dennis Burse	Ron Seybold	
Publicity	Sam Roberts	Charlie Powell	
Communication & Web	Sam Roberts	Charlie Powell	
New Member Orientation	Frank Odell	George Krigbaum	David Bussman