

**BRANCH ADVISORY COUNCIL**  
**SUMMARY OF 12/13/2024 MEETING**

Gentlemen:

The following is provided for you records and reference. Please feel free to share it with your respective branches. Please note that the reference to a consensus reflects that most members, but not necessarily all members, were in agreement with the stated conclusion.

1. The first item discussed was whether the modification of Policy 31 should include fines or penalties for branches that do not cooperate by providing necessary documentation and paying dues on time. Comments and suggestions made by members of the BAC included:
  - A majority of the members supported the current policy of using persuasion and offered alternative suggestions like incentives for compliant branches and stricter consequences like charter revocation for non-compliant branches.
  - Concerns were raised about potential negative impacts of fines, especially as we focus on membership recruitment.
  - Several attendees suggested exploring incentive programs to reward branches that submit documentation and pay dues on time.

**Conclusion: A consensus was reached that financial penalties were unlikely to be effective and need not be included in Policy 31.**

2. Rich then provided a brief explanation concerning the governance of SIR. He explained that SIR has a single mission and vision but that it provides flexibility to allow branches discretion, within broad guidelines, on how they choose to accomplish that mission and vision. He compared State SIR to a holding company through a Charter system

**Information only**

3. The third item discussed was retaining or changing the traditional titles of "Big Sir" and "Little Sir." Comments and suggestions made by members of the BAC included:
  - Members expressed diverse opinions, some advocating for consistency and tradition, while others favored flexibility and modernization.
  - Concerns were raised regarding the potential off-putting impact of our existing names on attracting younger members and communicating effectively with external parties.
  - Alternative suggestions included allowing branches to choose their preferred titles while maintaining consistent branding at the state level.



- A few members emphasized the importance of consistency whatever name is decided.
- It was noted that some branches already use "President" and "Vice President" and that these titles may be more widely recognized.
- Consideration of the costs associated with a name change was mentioned.

**Conclusion: No consensus was reached. The board will need to consider each of the relevant factors, including cost, tradition, and member feedback, before making a final decision.**

4. The fourth item discussed was changing the name of SIR to a more neutral or modern name.
  - Attendees predominantly favored retaining the name "SIR", citing its established brand value, tradition, and the potential that a name change will alienate older members.
  - Some attendees suggested exploring alternative slogans or bylines that retain the "SIR" acronym while conveying a broader appeal.
  - The financial and logistical challenges associated with a complete name change were acknowledged.

**Conclusion: A consensus was reached that the name SIR should not be changed.**

5. The fifth item discussed was whether we should relabel branches to call them chapters.
  - Attendees generally agreed that the difference between the terms was insignificant and saw no compelling reason for a change.
  - It was noted that the legal name of the organization includes "branch," potentially complicating any change.
  - The lack of a clear benefit and the potential costs associated with the change led to a consensus against changing the terminology.

**Conclusion: A consensus was reached that there is no compelling reason for a change.**

6. The final topic discussed, not on the formal agenda, was a discussion of the importance for the branches to address first aid and medical service discussion and preparation.

- Discussion focused on the importance of having first aid provisions, including AEDs (Automated External Defibrillators), readily available at branch events and luncheon meetings.
- Members shared their experiences and practices regarding first aid training, AED procurement, and emergency procedures within their branches.
- The importance of having trained personnel and clear procedures in case of medical emergencies was emphasized.
- Concerns about liability and the legal aspects of providing first aid were raised.
- The potential for the state organization to offer first aid and AED training programs for branches was explored.

During the meeting, information on various other topics was also shared and discussed. For example,

- Information was shared about upcoming state-level advertising initiatives, including collaboration with the Northern California Golf Association (NCGA).
- Members expressed interest in learning more about the advertising plans and exploring ways to coordinate branch and district-level marketing efforts with the state-level initiatives.
- The importance of brand consistency and coherent messaging across all levels of the organization was highlighted.
- Information was shared about an upcoming Constant Contact message to branch treasurers regarding quarterly dues and assignments.
- The importance of ensuring accurate treasurer contact information in the system was emphasized.
- Members discussed the best way to address and distribute messages to reach all relevant individuals.
- Members discussed challenges they have had related to the online Form 20.
- Members expressed concerns about the form's complexity, limited space for listing officers, and confusion regarding submission procedures.
- Several attendees suggested simplifying the form, standardizing leadership titles across branches, and providing improved guidance on completion and submission.

**Please note that the next BAC Meeting will be held on January 10, 2025, commencing at 1 pm.**

**Zoom Information: Use this link to join the Meeting**

**<https://zoom.us/j/94269180206?pwd=f3ZE4b4nroeW1xoBRoOwpmOgfVURJw.1>**

**If required: the Meeting ID is: 942 6918 0206. and the Passcode: 488269**



**You can also dial in on 1 669 900 6833**

**The Agenda will be distributed in advance of the meeting.**