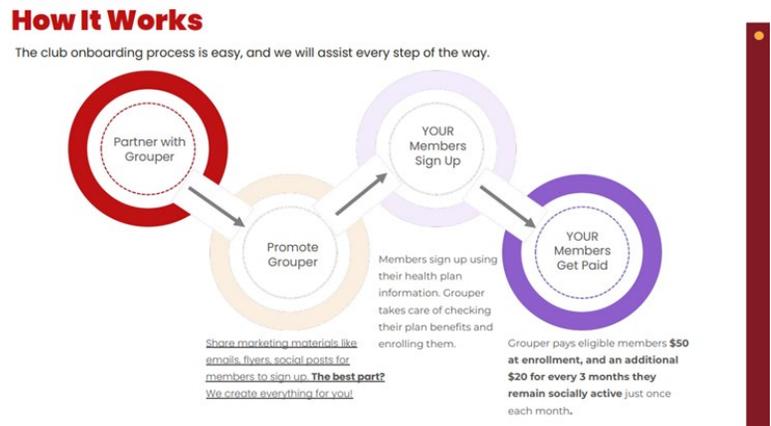


BRANCH ADVISORY COUNCIL
SUMMARY OF 1/10/2025 MEETING

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 the Grouper program which is optional and the Board’s decision to make it available to SIR members. Those members who choose to participate will receive a \$50 check annually along with a quarterly \$20 check simply by participating in at least one SIR activity a month. If a member’s health care plan is one that is working with Grouper, the member may sign up and begin receiving the financial benefits derived from the program - up to \$130 a year. SIR receives a one-time payment of \$1,000 and marketing through Grouper.



There was discussion about the mechanics of the program and the need for clear communication regarding eligibility and enrollment procedures.

There was consensus that BECs should be the initial point of contact for disseminating information about the program to their members. A training session will need to be scheduled with branch leadership to ensure that the BECs have a clear understanding of the program and its mechanics.

2. The second item discussed was the use of the term “retirement” in SIR branding. There was discussion about the potential positive and negative implications of the term. Participants discussed the value of the term as an internet search term. Some expressed concern that the term is outdated and potentially discourages working individuals from joining. Others pointed out that society has evolved away from a general retirement age, with people working into their 70s and 80s and others working part-time. There is a recognition that virtually every, if not every, branch has members that are currently working full or part time.

The meeting highlighted SIR's evolving demographics and the need for branding that resonates with a broader range of senior, including those who may not identify as retired.

A consensus was reached that branches should have flexibility in their marketing approaches to allow them to target potential members effectively, regardless of employment status.

3. The third item discussed was a draft procedure applicable to a branch that elects to become a mixed branch. Rich introduced the draft policy addressing the draft procedure for establishing mixed branches, emphasizing the need for a clear process to protect SIR from potential legal and insurance related issues. He stated that there is already one mixed branch and at least one other branch has voted to admit, and admitted, women but placed their program on hold.

There was a good discussion of the issue and the need for a policy. The overwhelming majority of branches do not presently intend to change their men-only requirement. The draft policy clearly states that no branch is required to become a mixed branch. That decision rests at the branch.

Concerns were expressed about potential legal claims and conflicts that might arise from the separate organization structure for mixed and men-only branches. For example, the draft policy prohibits a woman member from joining a men-only branch. Likewise, the draft policy prohibits the merger of a mixed branch and a men-only branch. The draft policy contemplates these concerns via different charters and a written acknowledgement and agreement.

There was discussion about the fact that women currently participate in activities without becoming members. It was suggested that inviting women as guests is sufficient.

There was discussion about whether the addition of women would lead to a material increase in membership. There was a recognition of an impact on dues collected for mixed branches from women members.

Finally, there was discussion that whether the decision to convert should be left to the branch.

A consensus was reached that the draft policy should be reviewed by counsel to ensure that it provides appropriate protection for SIR and accomplishes the purpose for which it has been drafted.

It should also be noted that, although not directly the topic being discussed, there was limited discussion about why there is a preference for men-only branches.

Rich expressed appreciation for the attendees input and highlighted the valuable insights gained from the discussions. The meeting was closed.

Please note that the next BAC Meeting will be held on **February 14, 2025**, 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