



SIR State Board Meeting

November 28, 2024 – 3:00 P.M.

Agenda

Opening and Verification of Quorum – Jeff

President's Announcements

Consent Calendar:

- 1. Approval of November Board minutes: See Exhibit 1.**

Motion: "It is moved that the Minutes of the October 24, 2024, Board of Directors Meeting are approved."

- 2. Approval of Financial Statements for October 2024: See Exhibit 2.**

Motion: "It is moved that the Financial Statements for October 2024 are approved."

New Business:

- 1. Report on status of staffing of State SIR along with the status of AR's** Rich/Lee
- 2. Report on the first Branch Advisory Council meeting, including information about future meetings** Rich/Lee

3. Report on the recent training program for branch leadership Jim
4. Report on any updates to the Grouper opportunity
5. Discussion on the status and needs of pilot marketing programs
6. Discussion and approval of the budget for 2025 Carl

Director Reports:

Director of Marketing and Communication-

Andy

Director of Branch Support -

Jim

Director of State Documents -

Bruce

Chief Information Officer –

Roy

Final Remarks:

Rich

Adjournment

Exhibit 1

Meeting of the Board of Directors

Date: October 24, 2024

Location: Zoom Meeting

Present: Rich Carlston (President), Jeff (Secretary), Mark (Director-Activities), Andy (Director-Marketing/Comm), Derek (Advisor), Jim (Director-Branch Support), Roy (Chief Information Officer), Bruce (Director-State Documents, Area Rep), Kevin (CIO State Database Chair), Fred (Area Rep), Rick Kindle (Past President), Dale (Past President)

1. Call to Order:

President Rick Carlston called the meeting to order 3:02 PM

2. Roll Call:

A quorum was established with the arrival of Roy.

3. Approval of the Consent Calendar:

Bruce moved to approve the Consent Calendar: Revised August Board minutes, September Board minutes, and Financial Statements for September 2024.

Mark seconded the motion.

The motion passed unanimously.

4. New Items:

a) Executive Committee Meeting Report:

President Carlston reported on the recent Executive Committee meeting.

Key topics included:

- Potential shift to quarterly Board meetings.

- Expansion of the Executive Committee.

- Discussion regarding the admission of women into certain branches (postponed until the January meeting).

- Update on the engagement of an attorney.

The urgency has decreased due to insights from a former attorney and consultation with a branch that successfully transitioned to a mixed-gender model.

b) Member Growth Workshop Training Report:

Jim reported on the recent Member Growth Workshop Training.

- Highlighted the excellent presentations and the new technologies showcased.

- Raised concerns about the level of commitment from branches to implement the discussed marketing strategies.

- Announced the approval of funding for the NCGA e-blast program and the Postcards on Demand technology.

- A follow-up survey will be distributed to gauge branch interest in participating in the Postcards on Demand pilot program.

c) Attendance Report for Member Growth Workshop Training:

Andy presented the attendance report for the Member Growth Workshop Training:

87 people pre-registered, with only 56 (64%) attending.

More walk-up attendees (66) than pre-registered attendees (56).

56 unique branches were represented.

d) Funding Request for Marketing Pilot in Areas 3 and 18:

Rick proposed a pilot program for marketing initiatives in Areas 3 and 18. Requested a commitment of \$1,000 from each branch in Area 18, with an additional \$1,000 contingent on results in the first quarter of 2025.

Andy reported that six branches in Area 3 have committed to funding.

Rick requested \$5,000 in matching funds from the Board to support these initiatives.

President Carlston indicated that the request would be discussed at the November meeting or addressed via proxy if needed.

The importance of treating these initiatives as pilots with careful tracking of results was emphasized.

e) Leadership Training for 2025:

Jim outlined the plans for the upcoming 2025 Leadership Training on November 8th.

Addressed the challenge of covering all necessary material within the two-hour timeframe and the possibility of extending the session or scheduling a follow-up meeting.

Highlighted the goal of equipping incoming leaders with the knowledge and skills to succeed.

Mentioned the assignment of pre-training readings to enhance efficiency.

Noted that Fred Serena has replaced Rick as co-chair for this training due to Rick's other commitments.

f) Distribution of Member Growth Workshop Training Videos:

Derek raised the question of who would draft the message announcing the availability of the training videos.

It was confirmed that Derek would distribute the message, but the content should be drafted by either Jim or Rick.

Rick volunteered to write the message and submit it to Jim for review before sending it to Derek.

g) Scheduling Conflict:

Kevin pointed out the scheduling conflict between the November 8th Leadership Training and the Branch Advisory Council meeting.

President Carlston acknowledged the conflict and explained the rationale for the chosen dates.

h) Grouper Partnership:

Mark presented information about a potential partnership with Grouper.

Described Grouper as a company that works with insurance companies to incentivize social activity among members.

Outlined the potential benefits for SIR members, including financial rewards for participation in social activities.

Highlighted Grouper's expertise in advertising and their ability to promote SIR to potential new members.

Noted the \$1,000 one-time benefit to the organization as part of the agreement.

Andy elaborated on Grouper's function as a website database funded by healthcare companies seeking to increase senior citizen activity.

Emphasized the potential for SIR branches to expand their activity offerings to members through Grouper's database, even if the activities are not SIR-specific.

Jim inquired about potential downsides to the partnership, expressing his initial positive view.

Andy identified the need for a designated SIR point of contact for Grouper.

Jim highlighted the need for a system to track leads generated through Grouper, similar to the NCGA project.

Mark suggested leveraging the annual reporting of branch activities for insurance purposes as a way to collect activity data.

Concerns were raised about potential member resistance to sharing email addresses and the possibility of unwanted emails from Grouper.

Derek inquired about Grouper's compatibility with Kaiser Permanente health plans.

It was reported that Grouper is finalizing a relationship with Kaiser Permanente and that plans like Renew and One Pass may qualify.

Jim pointed out a potential recruiting opportunity using the \$50 Grouper payment to offset SIR membership dues for new members.

Various ideas for allocating the \$50 Grouper payment were discussed.

Andy emphasized the broader implications of Grouper and the need to consider collaborative marketing strategies with other organizations.

President Carlston suggested targeting the first of the year to implement the Grouper partnership, pending further negotiation and clarification of details.

He proposed exploring a pilot program with larger branches before a full rollout.

Motion Regarding Grouper Partnership:

Rick moved to explore the possibilities of a partnership with Grouper.

Mark seconded the motion.

The motion passed unanimously.

i) Review of State Committees:

President Carlston initiated a review of state committees to assess their functionality and leadership.

Highlighted the need to align committee structure with the bylaws and ensure the committees are fulfilling their mandates.

The following committees were discussed:

Golf: Currently chaired by Ben Gigas, who is in his mid-80s. The need for younger volunteers to step into leadership roles was acknowledged.

Golf Policy: Considered a subcommittee of the Golf Committee.

Bowling: Chaired by Dan Weller, who has served for several years. Similar concerns about volunteer succession were raised.

RV: Discussion revealed that most RV activities are organized at the branch level, and a statewide committee might not be necessary.

SIR ARC: Identified as a ham radio operator committee that is no longer functioning.

j) Discussion on the Role of State Activities and Committees:

Andy suggested categorizing committees into activity committees and operational committees.

Questioned the relevance of some activity committees given the availability of similar activities outside of SIR.

Proposed focusing on activities that have broad appeal and can be effectively offered across all branches.

President Carlston expressed the view that state-level activities should primarily focus on golf and bowling, which have established state competitions.

Suggested that other activities could be coordinated and shared through a newsletter or other communication channels rather than formal committees.

The importance of intermural activities and encouraging interaction between branches was highlighted.

Fred shared his experience promoting intermural bocce ball in his region and the lack of awareness among branches about the possibility of such events.

Kevin shared the successful example of an area bocce ball tournament involving multiple branches.

President Carlston requested contact information for Gordon Babage, who spearheaded the area bocce ball tournament.

k) Area Representative Training:

President Carlston emphasized the need to train Area Representatives on identifying successful branch activities and encouraging intermural events.

l) Technology and Other Activities:

Derek shared examples of inter-branch activities, including a bridge contest and a technology group involving multiple branches.

He encouraged Area Representatives to consider organizing activities at the area level if individual branches cannot support them.

m) Administrative Committees:

President Carlston transitioned the discussion to administrative committees.

The need for a comprehensive review of committee rosters, functionality, and leadership was reiterated.

Kevin confirmed that he maintains the committee lists as the Database Chair and emphasized the importance of providing him with accurate information.

n) Committee Reporting and Communication:

President Carlston proposed implementing a system for committees to report their meeting agendas and activities to ensure accountability and transparency.

o) Zoom Committee:

Andy questioned the continued need for a Zoom Committee given the increased familiarity with Zoom technology.

Derek countered that some Area Representatives may still lack experience setting up and running Zoom meetings.

The historical value of the Zoom Committee in assisting with the annual meeting during COVID-19 was acknowledged.

p) Director Reports:

Andy (Marketing):

Reported progress on developing a print media advertising pilot program involving six branches in Area 3.

Highlighted the importance of collecting data to assess the effectiveness of marketing initiatives.

Jim (Member Growth):

Proposed the formation of an NCGA Committee (Team) to oversee the implementation and success of the NCGA email blast project.

Discussed the key steps involved in the project, including:

Recording leads in a contact management system.

Gathering data from branches about their golf programs.
Matching prospects with appropriate branches based on their needs.

Developing a streamlined application process for NCGA responders.
Ensuring effective follow-up by branches.

Jeff (Director of Documents):

Expressed gratitude to Bruce for taking over the Director of State Documents position and offered to provide materials and support.

Bruce (Director of Documents):

Briefly outlined his plans to get started in the role, including working with Kevin and Lee on Form 20s and reviewing the manual.

Roy (Chief Information Officer):

Presented a flowchart outlining the flow of information from SIR branches through the state organization.

Described the four main forms submitted by branches and their processing.
Explained the use of smart spreadsheets and the data extract process for generating reports and filings.

Highlighted the roles of various individuals in managing data and communication.

Kevin (Database Chair):

Expressed concern about assumptions being made regarding the technological aspects of the NCGA campaign and the flow of data.

5. Adjournment:

President Carlston adjourned the meeting at the 2-hour mark.

Action Items:

President Carlston to review committee rosters, functionality, and leadership.

Implement a system for committee reporting.

Form an NCGA Committee (Team).

Explore potential partnership with Grouper.

Develop training for Area Representatives on intermural activities.

Clarify and update state committee structure in the bylaws.

Send out information about the Member Growth Workshop Training videos.

Address funding request for marketing pilots in Areas 3 and 18.

Next Meeting: November 2024

8:40 AM
November 4, 2024

Sons In Retirement, Incorporated
A/R Aging Summary
As of November 4, 2024

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
B001	252.50					252.50
B002	67.50					67.50
B022	147.50					147.50
B046	100.00					100.00
B055	125.00					125.00
B062	97.50					97.50
B084	182.50					182.50
B092	175.00					175.00
B099	170.00					170.00
B109	115.00					115.00
B112	212.50					212.50
B144	242.50					242.50
B145	205.00					205.00
B146	622.50					622.50
B147	172.50					172.50
B157	110.00					110.00
B161	350.00					350.00
B168	125.00					125.00
B169	397.50					397.50
B172	272.50					272.50
Hardware Sales						
TOTAL	4,142.50		0.00	0.00	0.00	4,142.50

8:33 AM
November 4, 2024
Cash Basis

Sons In Retirement, Incorporated
Balance Sheet
As of October 31, 2024

	<u>Oct 31, 24</u>
ASSETS	
Current Assets	
Checking/Savings	
1170 · BMO Checking	34,394.55
1176 · BMO CD	21,456.92
1180 · US Bank Checking	4,461.51
1185 · US Bank Money Market	46,663.91
Total Checking/Savings	<u>106,976.89</u>
TOTAL ASSETS	<u><u>106,976.89</u></u>
LIABILITIES & EQUITY	
Equity	
3000 · Opening Bal Equity	70,375.08
3200 · Retained Earnings	7,769.31
Net Income	28,832.50
Total Equity	<u>106,976.89</u>
TOTAL LIABILITIES & EQUITY	<u><u>106,976.89</u></u>

	<u>Jan - Oct 24</u>
4000 · Revenue	
4100 · Pro Rated Assessment	
4101 · Q1 Assessment (\$21,500)	22,020.00
4102 · Q2 Assessment (\$21,400.00)	21,763.50
4103 · Q3 Assessment (\$21,300.00)	21,693.75
4104 · Q4 Assessment (\$21,100.00)	17,835.50
Total 4100 · Pro Rated Assessment	<u>83,312.75</u>
4200 · Special Donations	
4202 · Donations to SIR Inc	4,752.76
Total 4200 · Special Donations	<u>4,752.76</u>
4400 · Hardware Sales	942.60
4500 · Interest Inc	2,256.27
4600 · Other	
4601 · Branch closing	(510.00)
Total 4600 · Other	<u>(510.00)</u>
Total 4000 · Revenue	<u>90,754.38</u>
Cost of Goods Sold	
5000 · Cost of Goods Sold	
5100 · Hardware Purchase	390.00
5102 · Shipping and handling	44.06
5104 · Postage for Sales Deliveries	52.65
Total 5000 · Cost of Goods Sold	<u>486.71</u>
Total COGS	<u>486.71</u>
Gross Profit	<u>90,267.67</u>
Expense	
6000 · State Administration	
6010 · Officer Expenses	
6018 · State Advisor-Travel	154.15
Total 6010 · Officer Expenses	<u>154.15</u>
6020 · State Office Expenses	
6021 · Bank Fees	105.79
6022 · Supplies	310.16
6023 · Printing and Copies	219.70
6024 · Postage	180.13
6028 · Software	488.00
6030 · California Taxes - SI-100's	510.00
6030 a · Attorney General - RCT Filings	2,550.00

Profit & Loss

January through October 2024

	<u>Jan - Oct 24</u>
6034 · State Awards	397.00
Total 6020 · State Office Expenses	<u>4,760.78</u>
Total 6000 · State Administration	4,914.93
6100 · Insurance	
6110 · Commercial Package	30,024.00
6111 · Directors and Officers	1,651.00
6113 · Umbrella	9,604.85
Total 6100 · Insurance	<u>41,279.85</u>
6200 · State Committees	
6370 · 6370 Director of Branch Support	300.00
Total 6200 · State Committees	<u>300.00</u>
6400 · State Meetings	
6410 · BS-AG-RD Meeting	
6411 · Facility Rental	285.00
6412 · Lodging & Meals	412.18
6413 · Mileage & Tolls	334.30
6414 · Materials/Slides/Handouts	64.88
6410 · BS-AG-RD Meeting - Other	43.12
Total 6410 · BS-AG-RD Meeting	<u>1,139.48</u>
6430 · Annual General Meeting	
6431 · Facilities	1,539.00
6432 · Lodging & Meals	2,344.38
6433 · Mileage & Tolls	342.65
Total 6430 · Annual General Meeting	<u>4,226.03</u>
6440 · Leadership Workshop	
6441 · Facility Rental	950.00
6442 · Lodging and Meals	2,442.96
6443 · Mileage and Tolls	269.90
6444 · Materials/Slides/ Handouts	931.95
Total 6440 · Leadership Workshop	<u>4,594.81</u>
6550 · Board Retreat	
6551 · Retreat Costs - Food	426.44
6552 · Retreat Costs - Hotel	849.16
6553 · Retreat Costs Milage	669.82
6554 · Board Retreat-Facility	230.00
6555 · Leadership Retreat Other	2,000.00
Total 6550 · Board Retreat	<u>4,175.42</u>

	<u>Jan - Oct 24</u>
Total 6400 · State Meetings	14,135.74
6500 · Area Representative Expense	
6502 · Lodging & Meals	181.09
6503 · Mileage & Tolls	249.30
6510 · Branch Officer Training	
6514 · Copy & Printing	19.28
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Total 6510 · Branch Officer Training	19.28
6500 · Area Representative Expense - Other	93.70
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Total 6500 · Area Representative Expense	562.65
6997 · Reconciliation Discrepancies	50.02
6998 · Miscellaneous	211.26
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Total Expense	61,454.45
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Net Income	<u>29,299.93</u>

SIR, Inc.
Projected Results at
December 31, 2024

	Budget Jan - Dec 24	Actual Jan to Oct	Projected by Month		Projected	
			Nov 24	Dec 24	Projected Nov to Dec	End of Yr 2024
Income						
4100 · Pro Rated Assessment						
4101 · Q1 Assessment (\$21,500.00)	21,500	22,020			-	22,020
4102 · Q2 Assessment (\$21,400.00)	21,400	21,764			-	21,764
4103 · Q3 Assessment (\$21,300.00)	21,300	21,700			-	21,700
4104 · Q4 Assessment (\$21,100.00)	21,100	17,835	4,000		4,000	21,835
Total 4100 · Pro Rated Assessment	85,300	83,319	4,000	-	4,000	87,319
4302 - Special Donations		4,747			-	4,747
4300 - Foreign Travel Fee	1,700	-		900	900	900
4400 · Hardware Sales		943			-	943
4500 · Interest Inc	2,500	2,135	208	208	417	2,551
4600 · Other	146	-			-	-
4601 · Branch closing	3,000	(510)			-	(510)
5000 · Cost of Goods Sold	(88)	(487)	-	-	-	(487)
Total 4000 · Revenue	92,558	90,146	4,208	1,108	5,317	95,462
Expense						
6000 · State Administration						
6010 · Officer Expenses						
6011 · President - Travel	450	-	10	10	20	20
6012 · Vice President - Travel	450	-	10	10	20	20
6013 · Secretary - Travel	120	-	10	10	20	20
6015 · Treasurer - Travel	500	-	10	10	20	20
6017 · Chief Admin Officer - Travel	300	-	10	10	20	20
6018 · State Advisor-Travel	210	154	10	10	20	174
Total 6010 · Officer Expenses	2,030	154	60	60	120	274
6020 · State Office Expenses						
6021 · Bank Fees		103	3	3	6	109
6022 · Supplies	3,436	310	100	100	200	510
6023 · Printing and Copies	400	220	30	30	60	280

SIR, Inc.
Projected Results at
December 31, 2024

	Budget Jan - Dec 24	Actual Jan to Oct	Projected by Month		Projected Nov to Dec	Projected End of Yr 2024
			Nov 24	Dec 24		
6024 · Postage	200	180	30	30	60	240
6027 · Web site/Server	1,700	-	142	142	283	283
6028 · Software (inc ZOOM)	5,000	488	280	1,600	1,880	2,368
6030 · California Taxes - SI-100's	1,600	510	80	80	160	670
6030 a · Attorney General - RCT Filings	2,400	2,550			-	2,550
6034 - State Awards	500	398			-	398
Total 6020 · State Office Expenses	15,236	4,759	665	1,985	2,649	7,408
Total 6000 · State Administration	17,266	4,913	725	2,045	2,769	7,682
6100 · Insurance	55,260	41,280	6,489	3,989	10,478	51,758
6200 · State Committees						
6210 · State Audit Committee	100	-			-	-
6220 · Infosys Committee	120	-	10	10	20	20
6260 · Golf Committee	1,000	-	400	350	750	750
XXXX - Mkt and Communication	5,000	-	1,500	1,500	3,000	3,000
6370 - Director Branch Support	1,800	300	100	3,500	3,600	3,900
Total 6200 · State Committees	8,020	300	2,010	5,360	7,370	7,670
6400 · State Meetings		-			-	-
6410 · BS-AG-RD Meeting	1,700	1,188			-	1,188
Town Hall Meetings	4,400	4,546	4,000		4,000	8,546
6430 - Annual Meetin General		4,226			-	4,226
6550 - Board Retreats		4,175			-	4,175
Total 6400 · State Meetings	6,100	14,135	4,000	-	4,000	18,135
Area Representatives	6,000	656	100	100	200	856
Miscellaneous		258			-	258
Total Expense	92,646	61,543	13,324	11,494	24,817	86,360
Net Income Peojected	(88)	28,603	(9,115)	(10,385)	(19,501)	\$ 9,102