

SIR BOARD MEETING
MARCH 27, 2025

The SIR Board meeting commenced via Zoom with confirmation of a quorum. Rich began the meeting at 3:00 PM.

Consent Calendar Discussion and Approval:

The minutes from the previous board meeting and the February financial report were presented for approval.

Andy raised a point regarding the inconsistent spelling of "SIR" in the minutes, appearing in some instances as "SERVE V," and emphasized the need for thorough proofreading. Rich acknowledged the error and accepted responsibility, committing to a more meticulous review process in the future. Following this discussion, a motion was made and seconded to approve the two items on the consent calendar. With no further discussion or opposition voiced, **the motion was approved unanimously.**

Announcements:

Grouper Initiative: Mark provided an update on the partnership with Grouper. While a contract was executed in January, the project is currently on hold due to Grouper's need to revise their member reimbursement model in response to concerns from insurance providers. SIR will defer Grouper training until their business model is finalized and communicated. New contacts at Grouper have been identified to facilitate ongoing communication.

State Manual Revisions: Bruce has undertaken organizational revisions to the Manual to enhance userfriendliness. Board members who receive the updated manual are requested to review it and provide feedback directly to Bruce, with a carbon copy to Rich. Bruce clarified that he requires comments, ideas, and proposed changes.

Policy Changes:

Movement Geographic Limit: This is one of the policies being implemented following input and discussion from the BAC (Board Advisory Committee).

Branch 92's Agreement: This policy relates to a condition upon which women members were admitted to Branch 92, stating they would not participate in the annual meeting. There is a consensus among the board that this agreement needs to be revisited to ensure these members can participate fully.

Visitor Policy: The current visitor policy allows non-members to attend three activities, with Big Sir having the discretion to extend it to five. A question arose from a branch regarding the attendance of wives at meetings and activities. It was clarified that the benefits of a male member extend to his spouse, allowing spouses to attend all meetings they wish.

Policy 22 (Marketing Plans): This adopted policy requires marketing plans to be sent to the Area

Representatives (ARs). There was a suggestion to modify it so that these plans are sent to the ARs as a positive change for the state.

Record Retention Policy: Bruce put together a policy on record retention, which was discussed in the previous month and is something they will be looking at.

STAT and First Aid Policies: These are other policies that have been drafted and will be reviewed.

Policy 33 (Auditing): There is confusion regarding Policy 33 related to auditing, and it needs to be clarified.

Form 65 Due Date: The due date for Form 65 is to be made April 15th. This change was implemented to better align with the renewal cycle and avoid having membership numbers appear inflated in December before the drop-off in March.

Process for Branches Converting to a Mixed Plan: The board will be meeting with an attorney to review the process that a branch can go through to become a mixed branch. This was a suggestion from the BAC that they wanted legal review before adoption.

Golf Tournament Identification: A situation arose at a branch golf tournament where a member wanted to be identified as a woman and a guest as a man. This situation was discussed, and while a resolution was suggested, it might be reviewed by an attorney.

Membership Trends:

Derek presented an analysis of membership data, highlighting the typical seasonal decline in membership during the early months of the year associated with renewals. The importance of attracting new and younger members to ensure the long-term viability of the organization was underscored. The presentation included data on new member recruitment and losses across different branches, identifying both high-performing and struggling branches. Andy noted a correlation between successful branches and the presence of an engaged and dedicated Big Sir. Derek's presentation slides will be distributed to the board.

Marketing Efforts:

Andy provided a detailed overview of the organization's marketing strategy and ongoing initiatives. He emphasized the necessity of clearly defining SIR's value proposition and target demographic. Existing marketing materials, including the website, newsletters, and press release templates, were reviewed. The critical role of digital and social media presence in reaching potential members was discussed. Updates on current ground game activities, such as print advertising and Nextdoor promotions in several counties led by Rick Kendall and Nick Femur, were presented, along with the development of landing pages for advertisement QR codes. Andy passionately advocated for prioritizing membership growth, encouraging branches to establish "Young Guns" committees, and allocating resources for marketing investments. The need for succession planning within state leadership was also highlighted. Andy's marketing presentation slides will be distributed to the board.

Other Discussions:

Roy inquired about SIR's engagement with government departments and councils on aging.

Lee discussed the challenges and opportunities associated with social media marketing, emphasizing the importance of targeted platform selection.

Fred shared his region's positive membership tracking data, contrasting with the overall trends, which led to a discussion regarding Area Representative (AR) activity and communication.

Lee and Rich authorized Fred and Lee to address the performance of inactive ARs. Derek will provide Lee with a list of ARs exhibiting low email engagement.

Ramesh Thadani was introduced as the new CIO and outlined his initial plan to assess and address IT support needs within the organization, utilizing a process template. He will send the template to Dave Gonzalez and Rick Kindle for their input.

John Fancich was introduced as the new lead for training and his involvement in Branch 1's RAMP program focused on attracting younger members.

Financial Considerations:

The necessity of adequate funding for marketing and other organizational initiatives was discussed. The board acknowledged a historical reluctance to expend reserves and recognized the potential need to increase member assessments to support future endeavors.

The meeting adjourned at 5:14 pm, with appreciation extended to all participants.