

Minutes of the SIR State Board meeting held on May 22, 2024, via Zoom,

Date: May 22, 2024 Time: Began at approximately 3:00 p.m. Method: Zoom Meeting
Attendees: The following individuals were present: Rich, Jeff, Carl, Ramesh, Bruce, Fred, John, Michael, Andy, Derek, Ray, Alan.

1. General Discussion & Introductions The meeting included discussion on leadership needs at the state and branch levels. The benefits of SIR were mentioned from the last BAC meeting. It was acknowledged that the key to successful operation is the branches and membership, specifically bringing in new members. Discussions touched on the branches realizing state needs leadership, and both branch and state leadership focusing on marketing.

2. Director Reports were presented by various directors.

CIO Report (Ramesh) This report has been added to the minutes of the meeting.

1. FORM 20

Initiated an improvement in the processing of changes to the Branch Leadership data. On line changes to Form 20 can now be processed in a more timely basis. In addition, an inquiry capability has been reinstated that provides visibility into the MEMBER DIRECTORY, soon after the submission of the changes. Branches no longer have to wait for the monthly Branch Leadership report to be posted on the web site to confirm that their input was processed.

2. FORM 19

The online [State Leadership Update \(Form 19\)](#) is ready and submitted to the Board for review and approval. It is on the agenda for the May 2025 Board meeting.

3. SECURITY ENHANCEMENT

Implemented a change in password for the State web site (sirinc.org) and the MEMBERSHIP DIRECTORY. In process of sharing the changes with Area Representatives. Branch Big Sirs will be able to contact their own Area Reps for this information.

4. CONSTANT CONTACT

The Constant Contact team is in process of doing their annual, once a year update of the complete Constant Contact database with Form 65 submissions by the Branches. We believe, this is an area that could be looked at to see how we can make the process simpler not only for the State CC team but also for the Branches. If we can make it easier for the Branches, we may get more timely support from them on the submissions of Form 65s. We have touched based with Mark Stuart and will work with him to see how we could make it better for the 2026 cycle

5. CONTRA COSTA COUNTY MARKETING CAMPAIGN

Worked with Director - Marketing / Communication - Andy Danver, on the Contra Costa County marketing campaign and set up the tech infrastructure including a SIR email account, email forwarder, Google Voice phone number, contact form, and landing page. This model can be replicated for other SIR Areas.

6. RECURRING EXPENSES SETUP

Worked with the Treasurer - Carl Mason to set up automatic payment of recurring annual expenses for web hosting, backup storage, domains, and software.

7. SIR DASHBOARD

Have spoken / contacted Rick Kindle and Dave Gonzales about their views on what improvements we need to make. Dave has recommended that we develop a DASHBOARD that will help the State focus on the issue of declining membership and help turn that around. **Looking forward to the thoughts of the Board on the priority of such an effort and who else we need to speak to, regarding this activity.**

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Director of Marketing and Communication (Andy):

Ad efforts are continuing, despite Andy's absence over the last month due to health issues. San Mateo County is in its second month of ad sequences and will continue for a third month. Leads are currently not numerous.

Next Door advertising has seen success in the Central Valley (many hits and follow up), Santa Rosa, and San Ramon. Branch 35 is using Next Door with mixed results.

Santa Clara County's ad sequence will start in June, which is two months behind schedule.

Many local papers are going out of business and moving to streaming services. Efforts are underway to place ads on streaming services.

A significant positive shift is that members are talking about bringing in new members as a top priority. This cultural change is the first step to success, as demonstrated in Santa Rosa and San Ramon where new member excitement grew.

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Director of Branch Support (John):

John is reviewing training materials from the previous BEC training, including policies, bylaws, forms, and running the branch. He will contact Jim Gregs with questions to develop a format consistent with what is most important for big sirs and little sirs and new programs. Learning activities include attending Branch 1 BEC meetings since January and an Area 13 meeting.

John is a member of the Branch 1 supercharger team, working specifically on RAMP, and plans to share what he learns. Nine-hole golf is of interest to potential new members who are new to golf or have limited time. Branch 1 is working on setting this up. Branch 1 website is being made more user-friendly and appealing, targeting the 65-70 age group. Efforts are being made to reach out to various community and ethnic organizations in San Mateo County. John will attend a Branch 35 lunch meeting. His learning is on-hand through the supercharger team and attending meetings, in addition to reviewing training materials for a November presentation.

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Director of State Documents (Bruce):

The updated manual has been reformatted to include hyperlinks in the table of contents for easier navigation. The manual should be ready for a vote of approval next month, pending corrections and additions from this meeting. A roll-out plan to advertise improvements to branches needs to be discussed next month. The draft of the manual

is not yet available for review. Rich suggested sending the draft to board members for review before the next meeting.

Fred requested a conversation about the records retention content, specifically aligning the retention years with those for branch disbanding and merger. Bruce will review this. Discussion occurred regarding guidance on properly destroying records that no longer need to be retained, particularly sensitive records like bank statements and emails. Shredding was suggested as a method.

The question of who is responsible for records retention at the branch level was raised. The Treasurer and Secretary are the responsible parties. It was suggested this responsibility should be clearly listed in documentation. Bruce will consider making modifications.

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Director of State Activities (Mike):

Bowling activities are doing well. Golf is a concern due to low participation in the Napa tournament and the upcoming Reno trip. The Reno trip is considering being taken off the 2025 schedule due to low numbers compared to pre-COVID participation. Fairfield is also seeing lower than hoped for numbers. No complaints about pricing or prize funds have been noted.

A survey was suggested for those who didn't register this year to understand why, potentially due to driving distance concerns. This information is needed for the 2026 schedule.

Brian Beats has asked for fishing to be made a statewide activity for easier reporting. There was confusion regarding the definition of a statewide activity.

Discussion on the definition included involving a certain number of branches (>2, maybe 5), requiring state-level coordination/committee like golf or bowling, and relieving branches of tedious work. Activities across multiple geographies could be statewide. State activities are approved by an executive committee and handle money collection for large events. It was agreed that members of any branch can join the activity of any other branch. The challenge is members knowing about other branches' activities.

Action: Put statewide fishing on the June agenda. Brian Beats will be asked to present on how he would structure a state-level program, necessary information, and committee members.

A directory of activities listing which branches offer them was suggested as a potential contribution by the state.

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CIO Team (Ramesh):

Following a request from Rich, the CIO team spoke to Dave Gonzalez and Rick Kindle about suggestions for improvements or new ideas. Dave Gonzalez suggested focusing on developing a dashboard to focus primarily on membership and branch growth rather than just transactional activities (Form 19, 20, 65). Ramesh requested board input on who else should be involved in a team to discuss this. Rich suggested the CIO team generate a monthly membership update (members added, members lost) for the newsletter to remind branches of the importance of members. Derek confirmed this information is reported monthly.

Andy noted that focusing on raw numbers isn't enough; tracking participation levels is also important as it indicates branch strength. He feels raw numbers can be a "poke in

the eye" and that changing the importance of membership, youth, energy, and participation is critical for long-term success.

3. Meeting Format Discussion Discussion occurred regarding whether the current format of director reports works. Questions were raised about whether reports are just updates or if they should focus on learning, particularly on topics like gaining visibility in the community, aligned with the business plan. Rich will review this.

4. Approval of Minutes Jeff reported sending the minutes and financial statements from the April meeting late. Some attendees received the email but not the attachments. Jeff will add the beginning time and attendees to the final record. He committed to sending minutes 10 days before the next meeting.
Motion: To approve the minutes of the April meeting. Moved by: Michael Seconded by: Carl Vote: Passed unanimously.

5. Approval of Financial Statements Carl presented the financial statements, noting no major surprises. Assessments were slightly late but mostly received. Expenses are running behind budget due to marketing timing and lack of a town hall meeting. Overall financial status is good. Carl discussed the process for billing branches in Area 13 for ad placements paid via the state credit card.
Motion: To approve the financial statement. Moved by: Carl Seconded by: Andy Vote: Passed unanimously.

6. Aeronautics Museum Tour Idea Rich brought up the possibility of a private tour of the California Aeronautics Museum, offered by a director from Branch 23 (not 35). Located near old McCullen Air Force Base. Fred found the museum very good. Rich suggested holding an in-person board meeting in the area and touring the museum as an activity. No objections were raised. Rich will work with Carl on the finances and coordinate the visit. This could potentially serve as the planned in-person board meeting.

7. Old Business.

Need for Drivers Policy: Following discussion last month, the consensus was that there is no formal driver program, only individuals giving rides. Therefore, a formal policy requiring licenses, insurance, etc., is not needed.
Motion: That because there are no established drivers or a driver's program, the formal adoption of a driver's policy is not required. Moved by: Michael Seconded by: (Second provided, name not explicitly stated) Vote: Passed unanimously.

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Form SI 100 Filing:

Under California law, a Form SI 100 should be filed when officers change. This practice has not been followed consistently. The need for compliance was highlighted by a Bank of Stockton issue where a branch account was frozen because the SI 100 did not show the current big sir as president. Proposal to file a new SI 100 in January each year to accommodate changes to the President, Secretary, and Treasurer to comply with

California law. This incurs a \$5 charge per branch. The Assistant Secretary should handle this process.

It was agreed that a formal motion is not required as this is simply complying with existing law.

Effective Date: January 2026.

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Revision of Policy 22 (Marketing Plan):

Proposed changes included submitting a marketing plan with copies to state marketing and area representatives. A simple sample plan was provided. Criticism was raised regarding the writing style and content of the draft policy, stating it included poorly written parts and opinions. While the need for a document focusing on marketing was agreed upon, this specific draft was deemed problematic. Andy offered to circulate a revised draft based on his previous work and incorporate suggestions. Decision: Postpone action on Policy 22 until the June board meeting. Andy will provide a revised draft for review before then.

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Revision of Policy 20 (Guests and Participation):

Proposed modifications included defining members' relatives as not guests, granting the big sir/activity chair discretion to allow non-members to participate without requiring membership, and allowing branch members to participate with other groups (with a suggestion to wear SIR identification). Discussion confirmed that branches, under existing policy, can allow wives and family members to attend luncheons. The proposed amendments clarify that non-members can participate multiple times at the discretion of the Big Sir or delegate.

A specific phrase in the current policy regarding women being allowed only under exceptions was questioned for its necessity. It was confirmed that insurance considers non-members participating on an ongoing basis as invitees/guests and this is acceptable.

Motion: To amend Policy 20 as set forth in schedule two, with a further amendment to delete the parenthetical phrase "(women may be allowed only under the exception of specific chartered branches)". Moved by: Michael Seconded by: Carl. Vote: Passed unanimously. Bruce is tasked with ensuring the deletion is made.

8. New Business

Amendment of Policy 31 (Branch Director Job Description):

Discussion highlighted the lack of a clear job description for the Director position. Directors are officers but not listed as BEC positions online, and the manual suggests they have discretion over their role beyond attending BEC. The Leader's Guide suggests they be involved in RAMP activities. Rich feels directors should be given a job rather than just attending BEC. Discussion included the practice in some branches of appointing past Big Sirs as honorary directors without specific duties. Concern was noted about Form 20 lacking clear titles for branch members and the need for consistency across branches.

Motion: 1) That the category of branch job descriptions identify both the director position and provide a job description for that position, and 2) that Policy 31 of the SIR manual be amended to state that the director shall, in addition to holding the office of director,

be appointed to at least one leadership position in the branch. Moved by: Michael
Seconded by: (Second provided, name not explicitly stated) Vote: Passed unanimously.
Implementation will be discussed at the annual meeting and included in future training.

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Amendment of Conflict of Interest Policy: The proposed policy was presented (schedule three). Changes included retaining signed annual statements with the secretariat and branch secretary, setting a deadline of January 15, and requiring new officers/directors/committee members added during the year to sign the statement. A simple form was included. Carl was commended for his work on this.

Motion: To approve the amended conflict of interest policy. Moved by: Fred Seconded by: Andy Vote: Passed unanimously.

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Budget Adjustment:

An adjustment was needed due to increased insurance costs and a higher attorney retainer than budgeted. Proposed adjustments included reducing the state board retreat budget (only one planned), administrative/supply costs, Information Committee budget, and Activities budget, and a \$1,000 reduction each from the marketing/communication budgets. A \$1,500 reduction in insurance costs helped offset needs from reserves. The remaining adjustment needed from reserves was approximately \$2,000. Discussion noted that \$3,000 for the NCGA program is still in the Director Support budget and could potentially be available if not used. The postcard effort is also under the Director Branch budget. It was acknowledged that the budget is a plan and further adjustments can be made if needed for productive activities.

Motion: To approve the revised budget. Moved by: Carl Seconded by: Bruce. Vote: Passed unanimously.

9. Other Business/Discussion

Tax/Custodial Expenses: Carl raised a question about the classification of custodial expenses on Form 28 and how it aligns with the IRS 990 form. He seeks a professional opinion on whether these meet the definition of custodial and if they can be excluded from the tax form. He will reach out to suggested resources, including John McLaughlin (ex-IRS officer) or Ron Cassano (CPA).

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Form 65 Data Collection Challenges: The recurring difficulty in obtaining Form 65 data from branches for Mark Stewart was discussed. The role of area representatives in helping branches was highlighted. Reasons for delay include branches being surprised why the information is needed and privacy concerns, despite most information being publicly available.

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Data Security and Member Computer Literacy: Andy expressed frustration about putting effort into building a contact list for Form 65 without receiving feedback from the team. He shared observations about branches not using email and a branch being hacked due to an assistant treasurer's mistake, leading to fear about data security. This incident was misattributed by some as state data insecurity rather than a member error. Andy argued that the issue of data consolidation/database needs to be a board topic and not dismissed as too expensive. Discussion touched on the cost and necessity of double

verification for security, given only one case of fraud has occurred. Seminars have been held on fraud awareness, and many members receive phishing attempts. It was noted that over half of members are over 80 and many are not computer literate.

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SI 100 and Public Record: Roy reiterated that branch officer information (name, role) is a matter of public record due to SI 100 filing requirements. This counters the illusion of privacy and some branches share this information on unprotected websites anyway.

Adjournment: The meeting concluded.at 5:00 PM.