



## SIR STATE BOARD OF DIRECTORS MEETING

Conducted via Electronic Video Conference (Zoom)  
The Meeting Was Recorded  
3:00 p.m. Thursday, October 26, 2023

Board Members Present:

X*	President: Dave Gonzales		Area 18 Rep.: Richard Provost
X	Vice President: Dale Decker		Area 19 Rep.: Bruce J. Corwin
X	2 <sup>nd</sup> Vice President: Lee Lamp		Dir. Of Mktg & Com.: Andy Danver
X	Secretary: Rich Carlston	X	Dir. Of Activities: Mark Stuart
X	Treasurer: Carl Mason	X	Dir. Of Docs.: Jeffery Chin
X	Chief Admin. Off.: Roy Hodgkinson	X**	Dir. Of Br. Sup.: Jim Gragg*

\* Present for a portion of the meeting.

\*\* Installed during the meeting.

Others Present:

Derek Southern – Advisor

Jim Gragg – Area 3 – later joined the Board as Director of Branch Support

Alfred Serena – Area 15

Jay Gordon – Area 16

Alan Baker - Webmaster

**Our Focus: Members, Leaders, Volunteers, Fun and Friendship**

**Opening & Verification of Quorum:** Quorum confirmed by Rich and meeting called to order.

**Acting President's Remarks:**

SIR is facing many challenges today. Dale's style may, from time to time, come across as too aggressive. He does not intend to be. Rather, he has a passion for SIR and he makes decisions based on the facts. He always tries to act in the best interest of SIR.

He would like Board Meetings to plan the strategy for SIR. He would like to hear short one- or two-minute reports from the each of the Directors each meeting.

The Board is not a platform for extended debate. The Board should make decisions and move on.

He expects the leaders of the various State Committees to make decisions within the scope of their responsibility. He expects those leaders to report to the Directors, who will then report to the Board.

He anticipates that decisions will be made by the Board based on reports which the Board receives. If the Board rejects a proposal, it will likely be sent back for further study.

Problems involving personnel and activities should be taken to the Executive Committee which will vet and analyze them. Once reviewed by the Executive Committee, they will be placed on the State Board Agenda.

### **Consent Calendar:**

After procedural matters raised by Roy were addressed, the following motion by Rich, and seconded by Lee, was passed unanimously:

**Motion:** "It is moved that the September Board Minutes and the Sir Bowling 2024 Tournament Schedule is approved."

### **Financial Report and Draft Budget: See Exhibit A.**

Carl briefly discussed the financial reports which project a surplus of approximately \$6,800 at the end of the year. This surplus results primarily from lower insurance premiums and fewer administrative expenses.

With respect to the draft budget for next year, Carl went through its various components by line item. The increased assessment revenue resulting from the new assessment obligations will be approximately \$14,000, with possibly an additional \$2,000 resulting from the now annual nature of the assessments.

Officer expenses are budgeted higher as it is the intention to encourage State Officers to travel to branches.

The draft budget includes a line item for recruiting fees. This is intended to provide each branch with \$100 to be used to purchase recruiting materials from the State.

Dale stated that it is expected that the ARs will use their travel budgets to host luncheon meetings with the Big Sirs within their area and, possibly, adjacent areas. These meetings can include other branch leaders.

Mark expressed concern about the recruiting fee line item. He noted that many of the branches pay for their recruiting supplies. His concern was that under this approach, branches already paying for their supplies would be subsidizing branches that do not. Carl noted that most branches are not using the materials

due to their perceived cost, and this program is intended to encourage them their use them in their marketing efforts. After discussion, it was confirmed that every branch will be able to receive the \$100 credit to offset the purchase of the materials.

Derek, based on his experience, stated that if marketing materials are free, they aren't generally used. If one is charged for them, then they are more likely to be used. Carl and Dale noted that branches must order the supplies. Only after a branch has ordered them can a branch then use the \$100 to offset against their cost. It is hoped this will avoid the concern expressed by Derek.

Lee expressed agreement with Carl's statement that if the branches are required to order their materials, they will be more likely to use them.

Jeff expressed agreement and support for the approach.

During his original comments, Mark also expressed concerns that the budget for travel provided to State Activities was inadequate. The draft budget decreases the budget from last year but the leadership. Mark stated that the leadership within the golf program spend substantial time with meetings and travel (particularly at the beginning of the year). There followed a discussion about this topic, which Dale stated would be taken off-line and the budget adjusted. Following up on a comment from Mark, Rich suggested that the Bowling Committee be contacted to ensure that their budget allocation is appropriate.

#### **New Assessment Notification:**

Derek discussed the status of notification through Constant Contact of the new assessments to the branches. The distribution was relatively successful. There were nine bounce backs which are being reviewed to ensure that a good email is used. After a second email, there were still 39 recipients that did not open their notice. Derek can track the people who didn't open their email. A list of those people is available.

Lee noted a name from his branch on the list of people who had not opened the email, who confirmed to Lee that he had received the email. Roy explained that since Constant Contacts is email driven, if a person has more than one email with one of them no longer valid, then his name would be on the list because the email sent to the invalid address was not opened. Derek mentioned that it would be a time-consuming job to manually check if a member has two different emails but it could be done if necessary.

Fred noted a misspelling of an email address.

#### **Help Desk: See, Exhibit B.**

Dale has modified the spread sheet for the Help Desk. Comments and suggestions should be sent to him.

## **Newsletter: See, Exhibit C.**

A draft of the State Newsletter was discussed. Carl has agreed to be the Editor of the newsletter, which will be issued periodically.

The draft seeks to provide full disclosure on the reason for the increased assessments. It also includes a brain teaser, with the idea that the first person to provide the correct answer to Carl would receive a monetary prize.

Comments about the draft newsletter included:

- The logo on the newsletter should be an official logo of SIR rather than the draft stylized logo.
- The type should be consistent.
- The newsletter should minimize or eliminate negative statements.
- There is too much ink on the page. There needs to be more white space.
- Pictures should be included for eye appeal.
- Consideration should be given to including humor or a joke.

Several members expressed their approval of the concept that SIR provides services, but the branch provides value.

## **Form 20 (Branch Personnel):**

Roy briefly summarized the status and capabilities of the new on-line Form 20 being finalized. He then turned the time over to Alan Baker, from the Website Committee, to provide a demonstration as to its use.

Alan described the benefit to State and the branches. The on-line form is the latest version of the form. Use of the form gets the information to the correct destination. Use of the form automatically places the information in a data base for easy retrieval. The Form 20 can be accessed easily via a computer, a tablet, or a smart phone.

Alan then demonstrated how the form is simple, easily completed and submitted. Once submitted, the person filling out the form receives an email confirming the change, which should be reviewed for accuracy.

Mark inquired about whether there is any automatic cross-checking of the information being submitted. Currently, there is no automatic cross-checking. The person submitting the form should ensure accuracy both at the time of the input and on receipt of the confirming email. If an error was made, that person should correct it with another submission.

Mark also asked if the data, once submitted will automatically update the data base used by Constant Contact. Presently it does not but the hope is that it will in the future.

Alan also briefly discussed Form 22, which is the form used to update branch information. Once again, the process is straight forward and simple.

Carl asked if a branch could still send the information manually, without use of the new form. He noted that some members are not particularly computer literate. Alan responded that the goal is to use only the electronic version.

Derek mentioned that he has been asked to draft instructions for the use of the on-line form. These will be forthcoming shortly.

Lee raised the issue of getting the accurate information onto the Constant Contact data base. Roy mentioned that when MemBee can feed directly into Constant Contact, it will replace any old data with the new data. He stressed that it is the responsibility of the branch secretary to ensure that the branch roster is updated. It will be important to educate the branch secretaries.

**Formalizing the Position of Second Vice-President: See, Exhibit D.**

Jeff previously distributed his draft of the duties and responsibilities of the Second Vice-President (Exhibit D). These were discussed and a couple of modifications were suggested. He will finalize the material.

Derek asked what the Second Vice-President is supposed to produce. Dale noted that the evolution of the position is not that far along but is being worked on.

**Area Representative Matters: See, Exhibit E.**

Lee has been considering the appropriate number of ARs on the Board. Currently, there are two with one vacancy. He suggests that the third remain vacant for the time being. He believes that there should be a realignment of the two ARs to get the information out to the Branches. Unrepresented branches should go to the Vice-President or Second Vice President for updates.

With respect to AR visits to the branches, Lee suggests that ARs be required to have a meeting with the Big Sirs within their Area twice annually. Adjacent areas can combine for these meetings if desired. Dale indicated that we should go ahead and do this.

Lee also suggested that the DSA should be awarded at the branch level.

With respect to the semi-annual meetings, Jim suggested that the Big Sir be encouraged to invite the Little Sir. Mark confirmed that he did exactly that when he was an Area Governor, but he also encouraged the Big Sir to bring other key leadership. This approach was received favorably.

Carl raised the question of who would pay the costs of the lunches for the meetings. He suggested that each attendee pay for his own lunch. Jim suggested that the way the expense should be handled is that the Big Sir etc.

should pay their own costs for travel and the meal and then seek reimbursement from their branch.

**Installation of Director of Branch Support:**

Jim Gragg has agreed to be the Director of Branch Support. Dale presented the oath of office and installed him in that capacity. Jim continued in the meeting as a member of the Board.

**Merger of Branch 76 into Branch 17:**

Dale noted that Branch 76 will continue to operate until the end of the year, with the merger taking place in January 2024.

Roy suggested that it might simplify tax filings if the merger took place before the end of the year. Carl stated that the tax filing wouldn't take too much time.

**Executive Session:**

Dave joined the meeting and the members of the Board of Directors adjourned into Executive Session.

There were no reportable items from the Executive Session.

**Adjournment:**

After the Executive Session, the Board reconvened and was adjourned.

**November Meetings:**

Executive Committee – 3 pm., Thursday, November 9, 2023

Board of Directors – 3 pm, Thursday, November 30, 2023

# September 2023 Financial Report



- 10/26/23
- SIRinc.org for member info
- WeAreSir.com for the public



## EXHIBIT A

**Income**

Assessment

\$ 59,596 \$ 12,439 \$ 72,035

\$ 74,868

\$ (2,833)

Branch closing

1,540 1,003 2,543

4,000

(1,457)

Other Income

1,922 1,011 2,933

330

2,603

Total Revenue

\$ 63,058 \$ 14,453 \$ 77,511

\$ 79,198

\$ (1,687)

**Expense**

Administration

\$ 4,192 \$ 3,539 \$ 7,731

\$ 12,684

\$ (4,953)

Taxes and Fees

4,294 400 4,694

4,694

0

Insurance

39,551 11,706 51,256

57,000

(5,744)

State Committees

422 1,660 2,082

3,800

(1,718)

State Meetings

1,175 0 1,175

1,000

175

Area RepExpense

1,179 1,592 2,771

4,000

(1,229)

Miscellaneous

941 - 941

941

Total Expense

51,753 18,896 70,649

83,177

(12,528)

Net Income

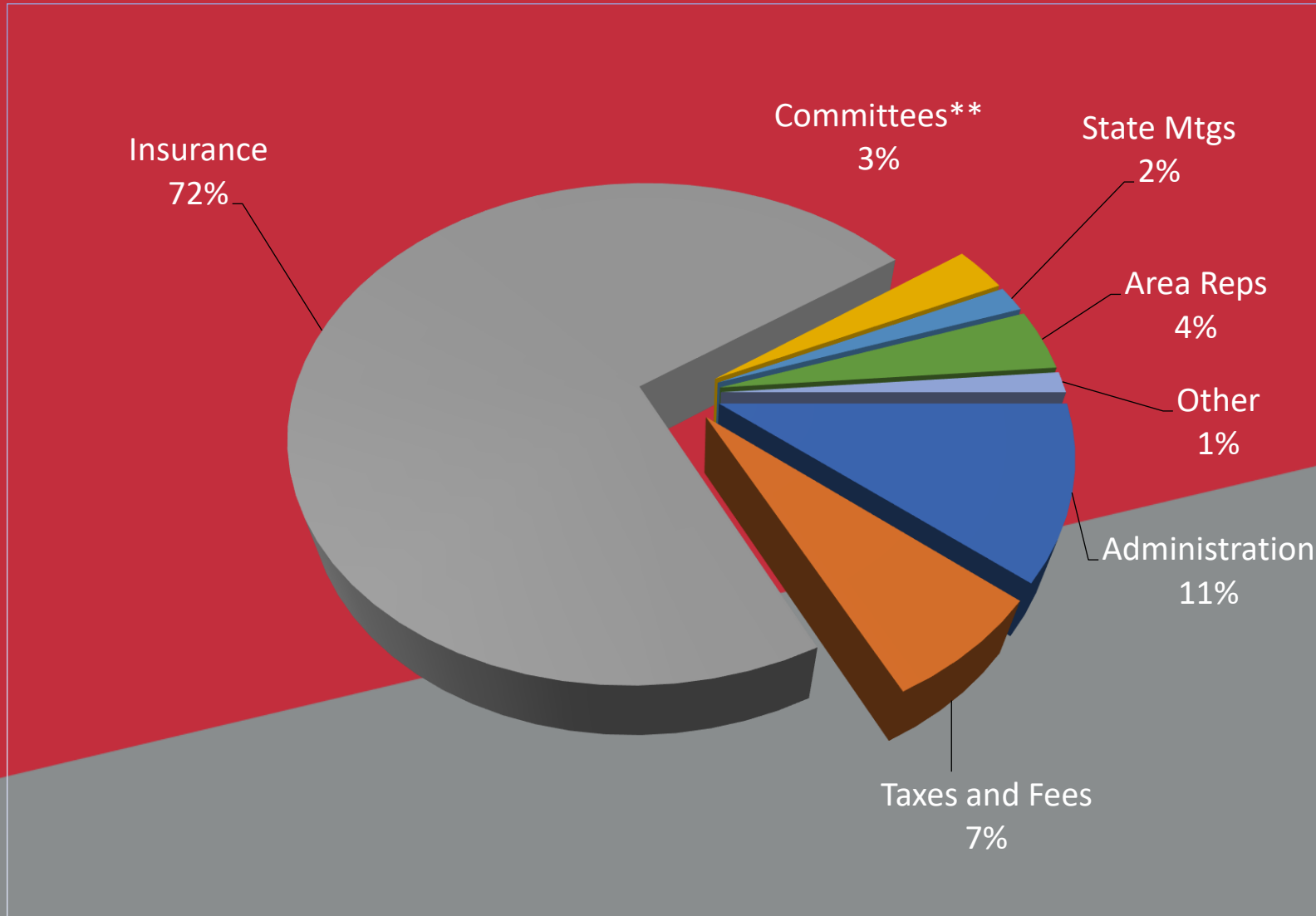
11,305 (4,443) 6,862 #

(522)

7,384



# SIR State Expense at Sept 30, 2023



# Proposed 2024 Budget



- 10/26/23
- SIRinc.org for member info
- WeAreSir.com for the public



# Source of SIR State Revenue 2024

<b>Total Revenue</b>	<b>\$78,249</b>	<b>\$ 92,648</b>	<b>\$15,001</b>
<b>Total Expenses</b>	<b>\$75,161</b>	<b>\$ 92,648</b>	<b>\$15,001</b>



# Source of SIR State Revenue 2024

• Assessments	\$71,912	\$ 85,300	\$ 15,001
• Hardware Sales	759		(759)
• Foreign Travel	1,670	1,700	30
• Interest	1,123	2,500	1,378
• Other	100	148	48
• Branch Closings	<u>2,876</u>	<u>3,000</u>	<u>124</u>
• Total Revenue	\$78,440	\$ 92,648	\$ 14,208



# Source of SIR State Admin Expenses 2024

• Officer's Expense	\$ 1,261	\$ 2,082	\$ 821
• Office Expense	1,636	4,600	2,964
• Taxes and Fees	4,774	3,900	(874)
• Software	<u>3,522</u>	<u>3,790</u>	<u>268</u>
<b>Total Admin Costs</b>	<b>\$11,193</b>	<b>\$ 12,372</b>	<b>\$ 3,179</b>



# Source of SIR State Expenses 2024

	<u>2023 Actual</u>	<u>2024 Budget</u>	<u>Variance</u>
• Admin Expense	\$ 11,193	\$ 14,373	\$ 3,179
• Insurance	51,268	55,260	3,992
• Dir of Branch Support	-	5,000	5,000
• State Committiees	2,602	800	(1,802)
• State Meetings	6,175	8,000	1,825
• Area Reps	3,003	6,000	2,997
• Reserve		3,000	3000
• Misc.	<u>941</u>	<u>215</u>	<u>(726)</u>
• Total Expense	\$ 75,181	\$ 92,648	\$ 17,466

# Major Changes in 2024 Budget

- Revenue Rate Increase to \$2.50 per Qtr.
- Creation of Director of Branch Support
- Drop the Membership and Growth Committee
- Increase in In-Person Meeting
- Increase in Area Reps Travel Budget
- Allow Branchs Free Recruiting Materials

# EXHIBIT B

CATEGORY EXPERT CONTACTS			
CATEGORY	CONTACT	PHONE	eMAIL ADDRESS
<b>MARKETING &amp; COMMUNICATIONS</b>	Andy Danver	(850) 906-3747	<a href="mailto:Adanver@ix.Netcom.Com">Adanver@ix.Netcom.Com</a>
SIR Branded Marketing Material			
State Board Newsletter - Periodical			
Branch Publicity Programs			
<b>AWARDS</b>	Derek Southern	(925) 253-1646	<a href="mailto:derek.southern@gmail.com">derek.southern@gmail.com</a>
State HLM Award Program			
Branch HLM Award Program			
Branch DSA Award Program	Dale Decker	(209) 573-0833	<a href="mailto:daledftg@gmail.com">daledftg@gmail.com</a>
<b>BRANCH MERGERS</b>			
Branch Mergers - Financials	Carl Mason	(707) 746-1347	<a href="mailto:MasonGuy@AOL.Com">MasonGuy@AOL.Com</a>
Branch Mergers - Process	Jay Gordon	(636) 328-7575	<a href="mailto:Jay_Gordon@ATT.Net">Jay_Gordon@ATT.Net</a>
<b>ACTIVITIES</b>	Mark Stuart	916-218-2287	<a href="mailto:MSS95678@Hotmail.com">MSS95678@Hotmail.com</a>
State			
Golf Tournaments			
Bowling Tournaments			
Bocce Tournaments			
Sporting Events			
Branch	Bob Lucido	(925) 899-0974	<a href="mailto:bobwendy3@comcast.net">bobwendy3@comcast.net</a>
<b>DOCUMENTS</b>	Jeff Chin	(209) 602-3912	<a href="mailto:JefferyGaryC@MSN.Com">JefferyGaryC@MSN.Com</a>
Branch to State Reports			
Schedule of Branch Operations			
Schedule of State Operation Documents			
Branch Job Descriptions			
SIR Manual Policies and Procedures/Bylaws			
SIR Leaders Guide			
<b>STATE SECRETARY</b>	Rich Carlston	(925) 324-0838	<a href="mailto:RichCarlston@Comcast.Net">RichCarlston@Comcast.Net</a>
Schedule & Document SIR State Meetings			
Define State Forms			
Assess & Document Branch Status			



# EXHIBIT B

<b>TRAINING</b>	John Kent	(614) 216-4998	<a href="mailto:johnkent818@gmail.com">johnkent818@gmail.com</a>
BEC Training			
Develop & Implement Recruiting Programs (Growth)			
RAMP Toolkit			
Establish Member Satisfaction Measurement System			
<b>BRANCH INFORMATION</b>	Derek Southern	(925) 253-1646	<a href="mailto:derek.southern@gmail.com">derek.southern@gmail.com</a>
Branch Locations			
Branch Statistics			
<b>INSURANCE</b>	Craig Hoffhines	(916) 624-0113	<a href="mailto:cfines@att.net">cfines@att.net</a>
Insurance Policy and Programs			
<b>STATE RV</b>			
State RV Programs	Bobbie Hairston	(707) 252-0252	<a href="mailto:forebjeepers@yahoo.com">forebjeepers@yahoo.com</a>
<b>INFO SYSTEMS</b>	Roy Hodgkinson	(925) 408-2210	<a href="mailto:a_r_hodgkinson@msn.com">a_r_hodgkinson@msn.com</a>
Branch Rosters			
State Rosters			
State Website			
Branch Web Masters			
Luncheon Speaker Exchange Program	Kevin King	(916) 337-9811	<a href="mailto:kmking00@gmail.com">kmking00@gmail.com</a>
<b>BRANCH SUPPORT</b>	Jim Walton	(209) 795-8144	<a href="mailto:jwalton2176@comcast.net">jwalton2176@comcast.net</a>
Help Branches Set Yearly Expectations			
Help Branches Set Achievable Annual Goals			
Help Branches Develop Succession Plans			
<b>STATE DATABASE</b>	Rick Sale	(916) 792-3313	<a href="mailto:sirstateemail@gmail.com">sirstateemail@gmail.com</a>
Access / Membee			
Constant Contact			
<b>SIR APPAREL (Pro Shop)</b>	Tony de Losada	(510) 566-2661	<a href="mailto:tonydelosada@gmail.com">tonydelosada@gmail.com</a>
<b>SIR HAPPENINGS</b>	Jerry Sabo	(510) 790-3135	<a href="mailto:JLSABO3@comcast.net">JLSABO3@comcast.net</a>
<b>TRAVEL</b>	Milt Smit	925-285-2897	MILTSMITH549@GMAIL.COM



# The State Gazette

Edition 1 - Volume 1 November 1, 2023

A Periodical Publication

## STATE WANTS EVEN MORE MONEY!

Starting January 1, 2024, per-capita dues for the Branches will be raised \$0.50 per quarter from \$2 per member to \$2.50 based on branch membership as of September 30, 2023. This membership level will be used each quarter throughout 2024 so a Branches assessment amount will be the same each quarter. Please plan accordingly.

### Why the increase & fixed assessment amount each quarter?

With the continuing decline in overall membership State has reached a point where it can barely afford the insurance, Branch licensing fees, software subscription costs and still be able to provide support to the Branches. And yes, some Branches say they don't need any support from State but we are a family and when the time comes State will do need what it needs to do for all.

As our president elect said in his Annual Meeting 2024 Vision presentation only an overall increase in our membership can prevent an increase in assessments. Guys! The writing is on the wall. Although some Branches are stepping forward to this challenge others are not. We must put more focus on increasing membership if we are to survive and grow or we can expect another increase in the future.

### Why the change to a fixed Branch assessment instead of adjusting the amount based on the Branches membership each quarter?

Previously the assessment amount was calculated on the Branches membership level at each quarter and dropped as the membership declined and therefore State received less funds.

This reduction in State funds impacted its allocated budget items and plans.

In other words, State was absorbing the loss in funds because the membership of most Branches was declining and the responsibility to address this problem was the Branches and not State.

This error in calculating the assessment has been corrected and now the Branches are responsible for their own monetary losses. To reiterate this: the amount of the branch assessment is established by the Branch membership on September 30, 2023 and will remain in effect for each quarter throughout the next year. As a Branch's membership drops they will have to use more of their Branch funds to pay their assessment.

### Unfair you say?

The funds held by the Branches at the end of 2022 amounted to over \$500,000. The majority of the Branches spent little to none on local advertising in their communities and yet this is where our active seniors live. The community needs to know that there is an organization

available for their active seniors that provides social interaction with others. Many activities and events for both them and their significant others that can add purpose and longevity to their life and life to their days.

### What should Branches Do?

It is the autonomous status of the Branches that brings with it the responsibility for their own success.

It is the action or the inaction of a Branch's BEC more than its members that determines the future of their Branch. As leaders of their Branch it is their responsibility to ensure a growing environment for their members so that they can truly enjoy their senior years.

State has a multitude of recruiting tools and best practices ideas, invitation and recipe cards, brochures and signs to attract potential members. Some of our more successful Branches have developed their own. It's time for Branches to focus more on actions to preserve their future for the betterment of their community. After all, State provides the services – Branches provide the value.

### STATE DOESN'T ADD ANY VALUE?

Surprise, surprise, but correct! SIR, Inc. provides services to the branches for a fee. Liability insurance, software use fees, tax filing and California Branch licensing are the main services. By providing these services to Branches State enables them to exist in their communities. It is by their existence that Branches provide value to their Community in offering memberships in SIR and social activities to enrich the lives of its members through fun activities, luncheons and events while making friends for life.

### WHAT HAPPENED TO THE DOLLAR?

Three businessmen check into a hotel and the desk clerk charges them \$10 each for a room. Later that day the manager stops by, checks the books, and tells the clerk he overcharged for the rooms. They are only \$9 a night and gives the clerk a \$5 bill and sends him to give the guys a refund. On the way to do this the clerk can't figure out how to divide the \$5 bill. So he decides to pocket it and gives each businessman \$1 from his wallet.

So when you think about it, each businessman paid \$9 and 3 times 9 equals 27 and the clerk had \$2 left over from the \$5. Well, \$27 plus \$2 equals \$29, what happened to the other dollar?

Be the first to send the correct answer to Carl our State Treasurer: [masonguy@aol.com](mailto:masonguy@aol.com) [I think he keeps his money in a mason jar?] and win a prize!

### WHAT WOULD YOU LIKE TO KNOW?

Drop us a line at \_\_\_\_\_ and give us a shot! We're here to give you the view from the inside and we don't pull punches.

# EXHIBIT D

## State 2<sup>nd</sup> Vice President Position Description

### Position Purpose:

The 2<sup>nd</sup> Vice President is a key member of the leadership team, responsible for assisting the Vice President and other officers in their duties as directed. This role involves helping to oversee and manage various aspects of the Board of Directors. In the President's and Vice President's absence or their inability to serve, the 2<sup>nd</sup> Vice President shall assume and perform those duties. When so acting, he shall have all the powers of, and be subject to, all the restrictions placed upon the President.

### Primary Responsibilities:

- Report to the Vice State President.
- Is a member of the Board of Directors (State Board).
- Is an ex-officio member of all the Standing Committees, without the right to vote.
- Assumes and performs the Vice President's duties in his absence or his inability to serve.
- Assists the Vice President in preparing the State budget for the upcoming year.
- Has such other powers and perform such other duties as may have delegated him from time to time by the President or Vice President.

### SIR Leader Expectations, Skills and Knowledge Required:

- Is, as a candidate, a past or present State Board Member.
- Understand the Bylaws, Policies, Procedures, and SIR Leaders Guide applicable to State and Branch operations.
- Utilize goal setting, action planning and follow-up principles effectively.
- Build close relationships with key leaders and volunteers.
- Ability to review State financials to assess how the State is performing.

# 2nd VP Report

Area Rep Position Proposals/Award Update





# Area Rep - State Positions

- Vacancy exists with my upward move.
- Request made to current and incoming AR's to move into voting positions.
  - No candidates at this time
  - Recommend we leave this vacant and realign reporting for remaining State AR's to share information to other areas.



# Area Rep - Visits

- AR's will be tasked with face to face meeting with the Big Sir's of their respective area branches
  - Twice annually over lunch at a location central to all the parties.
  - Eliminate the need for the AR to visit each branch individually.
  - Adjacent Areas can combine meetings if desired.
  - AR's work with unrepresented area Big Sirs to join meetings based on proximity of the scheduled meeting.
- Scope of meetings determined by individual AR based on needs of his area branches.

## EXHIBIT E

# DSA

This award shall be updated to reflect approval authority at the branch level.

