



SIR STATE BOARD OF DIRECTORS MEETING

Conducted via Electronic Video Conference (Zoom)
 The Meeting Was Recorded
 3:00 p.m. Thursday, January 25, 2024

Board Members Present:

X	President: Dale Decker	X	Area 19 Rep.: Bruce J. Corwin
X	Vice President: Lee Lamp	X	Dir. Of Mktg & Com.: Andy Danver
X	2 nd VP & Secretary: Rich Carlston	X	Dir. Of Activities: Mark Stuart
X	Treasurer: Carl Mason	X	Dir. Of Docs.: Jeffery Chin
X	Chief Info. Off.: Roy Hodgkinson	X	Dir. Of Br. Sup.: Jim Gragg

Others Present:

- Derek Southern – Advisor
- Rick Kindle – Past President

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

Opening & Verification of Quorum: Rich confirmed the Quorum. Dale opened the meeting at 3:00 and requested Rich to conduct the meeting.

President’s Announcements: Dale

I’ve chosen to put my announcement directly in the agenda as I don’t want to leave it open for any further discussion. I was very disappointed in our special board meeting of the 11th in not receiving full board support for my proposal. Being a retired senior engineering manager, what Andy calls an Operation Manger, I always made decisions based on data and not emotion. Now, Andy along with a few others have the data to make the decision but are held back by the emotion. Seems like some of our board is too hesitant to pull the bandage off quickly and want to prolong the pain. Guys, nothing personal here but this is a reflection of my local Italian Club that is closing this year because they won’t allow non Italians to join. But if you don’t know the old adage: Pay me now or pay me later – which means that if you don’t deal with the issue now it will likely become more costly in the future.

So, I now leave it to our Marketing experts to address and present as apparently this is not my area of expertise...again nothing personal.

Stu Williams has resigned as the 2024 Vice President and is thanked for the many services he has performed. He will remain as Parliamentarian for the Board.

Consent Calendar:

1. Motion by Bruce, seconded by Dale, to approve the Minutes of the November 30, 2023, Board of Directors Meeting. The motion passed unanimously.
2. Motion by Dale, seconded by Lee, to approve the Year End Financial Statements for 2023. The motion passed unanimously.
3. Motion by Mark, seconded by Carl, to have Leland Lamp appointed to the office of Vice President. The motion passed unanimously.
4. Motion by Carl, seconded by Jeff, to have Rich Carlston appointed to the office of 2nd Vice President. The motion passed unanimously.

New Business:

1. Potential SIR Foundation Grant - Derek

Derek, a SIR Foundation Director, made a presentation relative to the potential for SIR to submit a request to the SIR Foundation for up to \$5,000. Derek advised that the Foundation is dissolving, and the request will enable the Foundation to distribute its remaining assets, making it easier for the Foundation to accomplish its dissolution. He noted that the focus of the grant request should be to pay the cost of Zoom and Constant Contact expenses. A Zoom business license costs \$220 per year and will allow 300 participants. A Zoom pro license costs \$160 per year and will allow 100 participants. The annual cost for one business license (which will accommodate our Annual Meeting) and five pro licenses would be \$1015. In addition to the Zoom licenses, the funds could be used to pay for Constant Contact which Carl confirmed is \$160 per month.

Jeff: Jeff inquired why is the Foundation dissolving. Derek stated that the Foundation was set up to support members who had losses caused by fire and to give grants to branches to help the community. The Foundation has expenses of approximately \$2,500 per year. But the Foundation has had difficulty raising funds. So rather than incur the continual losses and expend personal time until

the Foundation runs out of money, the Foundation decided to distribute its assets and dissolve.

Rick Kindle added that Jim Walton became Chairman of the Board last year and expended a significant effort in trying to market the Foundation to raise funds. His efforts were unsuccessful.

Mark: Mark noted that when the Foundation was organized, because it was a non-profit, Zoom provided a 50% discount. Rick explained that the Foundation was aware of this, but that the Foundation has been unable to raise sufficient funds. Mark inquired about the possibility of funds from closed branches being directed into the Foundation to fund it. Derek responded that Jim endeavored to reinvigorate the Foundation and raise money. It is a no-go.

Motion by Bruce, seconded by Lee, to submit a grant application for up to \$5,000 to the Foundation for education and support purposes for the Branches and the Community. The motion passed unanimously.

n.b. It is understood that the grant funds, if received, will be restricted funds intended at this time to be used to offset the costs of Zoom and Constant Contact.

2. Report on Area Representative Re-structuring - Lee

Lee reported that many of the Board members are acting temporarily as Area Representatives. Efforts are underway to find permanent Area Representatives to replace them.

Lee has sent an email to all Area Representatives to reach out to them. All but two of the Area Representatives received and opened the email. One email bounced and Lee is following up with that Area Representative. One person received the email but didn't open it. Lee is also following up with that person.

Lee is in the process of getting Area Representatives to schedule their Spring meeting with the leadership of the branches for which they are responsible. Carl noted that the permanent Area Representative will be happy for the input from Board members acting as temporary representatives.

Dale mentioned that two Area Representative openings remain: Area 8 and Area 10. Rick Kindle is working to identify members to take those responsibilities.

Roy mentioned that the phone number for Gary Johnson, Area 6, on the website is suspect. Lee had Gary's mobile number (530-457-7959) which will be put on the website.

Rick suggested that a primer on how to file and update a Form 20 be given by the Area Representatives to their branches.

3. Approval of State Activities – Rich

For insurance purposes, State Activities are required to be approved by the Board prior to the date of the activity. While one can approve a specific schedule of activities, Derek suggested that the approval of a schedule of activities be approved as "on or about" the date listed on the schedule. There was substantial discussion about the status of State Activities. Mark noted that a schedule for our State Bowling activities for 2024 has been approved by the Board. Until a new chairman was appointed this month, it was unclear what would happen relative to our State Golf activities. It is Mark's understanding that he will be preparing a schedule for the State Golf activities, which will then be presented for approval. A State Travel schedule has yet been prepared. The State Travel chairman is currently assisting a branch with a travel trip for the branch. We do not have a chairman for the State RV activity. It is unclear whether one will be found.

Mark will be providing activity schedules once determined for Board approval. Mark noted that the open leadership positions may prevent activities from being scheduled.

There followed some general discussion on how branches should approve activities. Andy inquired whether a motion for approval could be based on the branches' calendar. Carl asked if recurring activities could be approved once a year.

Mark suggested that it might be appropriate to invite our insurance representative to answer questions about the insurance requirements which could then be disseminated to the branches to ensure proper procedure is being followed.

Rich suggested that a general motion be considered as a stop gap until specific activity schedules are available. Rich moved, seconded by Lee, that the State activities scheduled for this year be approved. The motion passed unanimously.

4. Report on Area 13 – Andy

Andy noted that Area 13 has been having quarterly sessions for about six years. He attended a BEC meeting yesterday. During the meeting, he asked the Big SIRS and other attendees what State SIR can do for them. They responded with the three following matters:

- They don't know how to talk with younger members. They need assistance on how to do so to attract young members.
- Does State really think that adding women will make a difference in membership? Andy responded "yes" but suggested it would be over the long term.
- They cheered when told that Form 27 is no longer required. But they need to be reminded of filing requirements with the State.

These Area 13 lunches have had, and are having, significantly positive results. The group was looking for a name by which these lunch meetings should be referred. They came up with Branch Leadership Council, with the organizer called the Chairman of the Area 13 Leadership Council.

Lee: Lee asked Roy where on the State SIR website one can find a list of all Area Representatives. Roy advised that it is under Area Information and then under Area Resources.

Lee believes we have something broken – because we don't yet have our current information on the web pages for a number of branches. He noted that the Form 20 submitted for his branch still has not been updated. Roy suggested that an audit be performed on Form 20 filings. Lee stressed the pressure on Rick Sales for updating the information and suggested we need to figure out a way to get him assistance. As another illustration of the updating problem, Lee said that one of the branches in his Area has been trying unsuccessfully for months to be included in the assessment distribution.

5. Report on roll out of Form 20 and Form 22 – Roy

Roy stated that Form 20 and Form 22 are both active on-line along with instructions.

6. Person to follow-up with each delinquent branch to ensure Form 20 is filed – Rich

Jeff stepped forward to assume that responsibility.

Andy asked for a current list of Form 20s filed by the branches. He noted that there are 75 Big SIRS on Constant Contact but that we are missing 9 or 10.

He complemented Lee on the outstanding job he has done trying to contact the missing persons.

Lee stated that he has the current Form 20 list but is not sure he has the capability to share it. Roy advised that list is updated constantly and that any list previously produced may be out of date. He stated that it was a Google Doc which can be shared with those listed who have a gmail account. He added a handwritten Form 20 was recently received and will soon be manually input. Roy also noted that the list is not available generally.

Jeff will obtain the list monthly and endeavor to distribute it. Roy will find out how to add additional members to the “share” list. Andy gave Roy his gmail account name.

Mark: This is one of the topics for which we should have a specific meeting. He suggested two other topics as well: Internal Operations and Activity Approval. Andy noted that these operation issues have been discussed in small groups for the past three years and Mark will be included in the future.

7. Director Reports:

- Director of Marketing and Communications – Andy

It is important that our contact information is accurate. It needs to be made accurate and there needs to be a cleaning of constant contact.

As soon as Constant Contact has most of the branch leaders updated on it, Andy plans to do a “snail Mail” and email distribution to all Branch Big and Little SIRS. This package will include a cover letter, Dale’s January letter, the President’s February letter, a list of State SIR topic experts, information about the Branch Leadership Summit on March 15th, and a return card on which recipients can inform him of their desired Summit topics and communication preferences.

With respect to the upcoming Branch Leadership Summit on March 15, the information will be mailed to all Big and Little SIRS as mentioned above and also emailed. Someone needs to monitor what who opens this email distribution and follow up with those who don’t open it. The meeting in March will be in the Walnut Creek area.

With respect to Forms: Since the 2024 Branch Leadership information has now been collected, Form 20 won’t be used heavily until next August. Form 22 is the Branch logistics form is available online today. Form 27 is no longer

required by State SIR but is recommended to be used by the branches to track membership history. The monthly number of new members and those resigning is being merged with Form 28. Form 28 has been modified. Information relative to these forms should be included in the package for the March meeting.

We need to continue our effort to increase the number of participants for the March meeting.

- Director of Branch Support – Jim

Jim has a new pilot program designed to encourage members to find new members. He refers to it as a Special Incentive Program that has been commenced in his Branch 98. The program is designed to find out if an aggressive incentive program will keep attracting members a top priority for branch members.

On December 20, he invited his Big SIR to partner with State SIR in the Special Incentive Program. The Big SIR agreed. The pilot program will last through the first quarter. As an incentive for members to bring in new members, the member who has brought in the most new members by that date will receive \$300. The member with the second highest new members will receive \$200. The third highest will receive \$100. The awards will be presented through VISA gift cards. The funding for the awards will be borne 50/50 between State SIR and the branch. The funds from State SIR will come from Jim's budget. The funds from the branch will be taken out of the RAMP budget.

Jim announced this program at his branch lunch and then through Constant Contact to the membership at large. It was suggested that it also be placed in a branch bulletin and/or newsletter.

Jim received some negative feedback on the program when he made the announcement because the Big SIR had not advised his BEC of the program and they first heard about it at the time of the announcement.

Jim announced a second program underway called the Focus Program. He has selected three branches for the program: Branch 55, Branch 109 and Branch 92. Participation by a fourth branch, Branch 36, has been tabled at this time. Under this program, he intends to focus heavily on the needs of each participating branch to ensure their success.

Mark: Asked if Jim has set a goal to determine success for the Special Incentive Program. Jim has not. He wants to see the results of the program. He isn't sure what goal should be considered yet.

Andy: Andy strongly supports Jim's programs. He suggested that the key to success for the Incentive Program will be to keep following up and how it is promoted. Andy is trying to get the three branches in his immediate area to participate collectively in a regular promotion in the "club announcement" section of the local paper and perhaps the publication of an ad in the local newspaper.

See, Exhibit A which was not presented at the meeting but provides further background.

- Director of State Activities – Mark

Mark reiterated his suggestion that there be separate meetings on suggested topics by the Board.

He summarized State activities:

- State Bowling is scheduled and approved.
- State Golf has a newly appointed Chairman.
- State RV – the former chair has resigned.
- State Fishing – there is no chair.
- State Bocce Ball – this is being conducted at the area level so there is no state schedule for bocce ball.
- State Travel – not sure that the program will last the year.

- Director of State Documents – Jeff

Jeff committed to a goal of having 100% of the branches with an updated digital Form 20 by June,

Roy will provide support and background. He suggested that branches review the Schedule of Branch Operations and their roster in submitting Form 20.

Andy suggested that he and Jeff need Derek's assistance in learning how to use Constant Contact. Andy will be communicating with the branches monthly to remind them of their Branch Operation requirements.

Derek stated that if a branch does not hold a lunch meeting in August, that the branch should approve its new slate of officers at their July luncheon. Waiting to do so until September creates significant difficulties in getting the information updated timely. Derek is happy to teach what he knows about Constant Contact to anyone interested. Simply ask.

Andy advised that we need to adjust our expectation of what the branches can do and give them more information to assist them.

- Chief Information Officer – Roy

Roy advised that the 2024 State Leadership information will be posted on the State website tomorrow. He expressed appreciation to all those who assisted in the development of Form 20. The current information will be uploaded to Constant Contact.

Executive Session: None

Final Remarks: Dale

I have asked Rich Carlston to revert our executive meetings back to the form and reasoning as intended in our Policy and Procedures, to wit: address issues that are in the best interests of the Corporation that require an immediate change in the Policies and/or Procedures, or another solution which will be proposed and subsequently be presented to the State Board at its next meeting for affirmation.

As such, Executive Committee meetings will only be scheduled on an as required basis when an appropriate issue is brought to the attention of our State Secretary or President.

Open Session: Discussion about the March 13 Training Meeting

The March 13 15, 2024, Training will be held at the Veterans Hall in Lafayette. The room has been reserved by Derek and will hold 128 persons. The facility has a kitchen, with the current plan to use Sunrise Catering for the lunch. The facility has good audio available for \$100. Depending on the needs, Rich and Derek can obtain audio support from Branch 8. The rental for the room from 10 am until 3 pm is \$855.

Andy will be putting together the tentative agenda and asked all to make suggestions as to topics and format. Rich volunteered to assist.

Andy envisions that the meeting will be more like a workshop to encourage participation and idea generation. The meeting may be referred to as a Town Hall Meeting for both Branch and State, or something along those lines.

Rick suggested that a "Save the Date" be sent out to attendees. Derek and Andy will work on the announcement and email it to Big and Little Sirs early next week.

Arrangements are being considered to make this a hybrid meeting including Zoom attendance capabilities to enable a wider attendance. If this is possible it will not be announced until the last moment to encourage in person attendance.

Jim suggested that education on insurance risk and requirements would be a good topic to cover in one of the sessions.

The question of who pays the personal expenses for attendees. Jim and others confirmed that the branches should pay the personal expense of their members that attend.

Adjournment: The meeting was adjourned at 4:56 pm



QUARTERLY MEMBERSHIP CONTEST

For the Period: Jan 1, 2024 – March 31, 2024

Introduction: At no time in the 66 history of SIR, Inc. has a contest for new members like this been presented. The purpose of the contest is to move the idea of introducing SIR to your friends, neighbors, associates, relatives and other contacts to the front of your mind.

The winners will be determined on the number of new Member applications submitted by the end of 03/31

1st PRIZE = \$300 2nd Prize = \$200 3rd Prize - \$100

This is a joint pilot project between Branch 98 and SIR, Inc.

Our SIR leadership will be watching our new program with keen interest and if successful, it will spread throughout SIR. So we are on the cutting edge of a new period for SIR, whereby we will spark interest like we've never done before from senior men to greatly improve their retirement life.

“SIR is the best kept secret.”

You will be receiving an email in the next few days that will give you some tools and ideas to assist your efforts in attracting new members.

Quarterly Membership Contest details:

At the luncheon meeting on January 10th, we announced the launching of a Quarterly Membership Contest that will be for the period ending 03/31/2024.

This is the most aggressive member promotion in SIR's 66 year history and It's a pilot project between SIR State and Branch 98. The purpose of the contest is to see if these types of incentives work to bend the curve in declining SIR membership and if so, they could be implemented in SIR branches around the State The contest funds will be in the form of a Visa Gift Card that you can spend anywhere. There will be three winners and they will be determined by who submits the most member applications by 03/31.

Branch 98 was selected because we are a leading branch and when SIR State wants something done right – they call on us. So now is the time to contact your friends, associates, relatives, neighbors and other contacts in your life and introduce them to SIR.

In the next few days, we will be sending out an email that will give you some information and tips on promoting SIR. This will include email templates, crisp and clear short statements to describe SIR, videos and information resources (such as our website).

The contest money is great, but the real reward will be in the fact that you are helping another senior get introduced to an organization that will enrich their retirement life while making friends for life and getting involved with fun activities.

Thanks for getting involved and let's make this special contest successful.



If you have questions or need more information or help with a prospect (call Jim Gragg 916-708-5154)