



SIR STATE BOARD OF DIRECTORS MEETING

Conducted via Electronic Video Conference (Zoom)
 The Meeting Was Recorded
 3:00 p.m. Thursday, February 22, 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 |

Note: Dale is on a leave of absence. Lee is acting President for this meeting.

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. Lee opened the meeting at 3:00.

Acting President’s Announcements: Lee

- Lee expressed appreciation for the efforts of Andy and Rick Sale in updating Membee.
- Lee briefly addressed the Area Representative meetings held on February 19 and 20. Both groups received the same messages about Form 20, Form 65, and the March 156 meeting. Lee reported that the meetings went well, and the information was received well by the attendees. He was please with the post-meeting actions being taken.

Consent Calendar:

None of the items on the Consent Calendar were pulled for further consideration.

On motion by Rich, seconded by Carl, it was moved that each of the items on the Consent Calendar¹ be approved. The motion passed unanimously.

New Business:

1. **Financial Reports to be Prepared:** Carl led a discussion on what financial statements should be prepared and presented to the Board for approval. After discussion, it was determined that he would prepare the following three monthly financial statements for Board approval:

Balance Sheet

Profit & Loss Statement comparison with the Budget

Aging report on Assessments

2. **Functional Organization Chart:** Andy advised that Dave, Derek, and Andy last year went through all of the activities and tasks that SIR State performs for the benefit of the branches. These activities were grouped. After the March 15, 2024, meeting is concluded, Andy will again turn his attention to working on a functional organization chart.
3. **State Events and Activities:** Mark advised that there are now about 40 to 50 members signed up to participate in the Napa two-day golf activity.

Dale inquired about the status of the sporting events that Lee Moy was to try and organize (e.g. basketball and baseball). Mark advised that Lee hasn't been responsive to his inquiries.

There followed a discussion initiated by Andy about how notice of State activities should be sent to the members. Andy advised that Milt used to send out the information to the members. As Director of Marketing and Communications, Andy is now receiving information of travel that is being planned, in particular European Trips. He inquired about whether that is something that we want to do centrally and, if so, how information should be distributed.

It was noted that we pay for insurance for trips to insure against liability (not travel insurance which participants should acquire themselves if desired). The

¹ Approval of the January 2024 Board Minutes, approval of the January 2024 Financial Statements and approval of the second Member license.

members participating reimburse State SIR for the cost of this insurance but recently, the reimbursement amount doesn't cover the cost of the insurance. Carl stated that we lost about \$1,000 last year.

Andy also noted that while Milt is working on these trips, he is not now notifying the membership generally of their availability.

Lee stated that as with other activities, costs should be passed on to the participants. We should not be losing any money on insurance, let alone \$1,000.

Carl advised that a predetermined set amount is paid by participants but there often are not the number of participants anticipated traveling which results in the under payment and State loss. Determining a pro-rata share is difficult given the uncertain number of travelers. Carl suggested that a study be performed to analyze the situation and suggest a solution.

Jim stated that he likes the travel announcements and that his branch is doing something similar. He is a fan of interbranch activities. Travel is such an activity.

Rick reiterated that the insurance cost being discussed is to cover any liability of SIR from the trip. Derek stated that a rider providing the coverage is attached to our insurance policy. We pay a fixed amount for the rider. If we don't have enough participants, then the amount required from the participants to cover the cost of the rider won't be sufficient. This is why there was a \$1,000 shortfall.

Getting the information on trips disseminated not often stops at the BEC, which will be addressed at the March 15, meeting.

Roy provided further clarification that the policy protects SIR as the organizer of the trip. It costs \$2,500 per year. But we don't know how many will sign up for the trip.

Lee suggested that the members participating in the travel should be advised that they will need to split the \$2,500 insurance cost equally among the number of participants. We could charge \$35 dollars to each and then reimburse them if the aggregate amount received exceeds the \$2,500 cost.

Jeff noted that there doesn't seem to be much coordination of the information about travel throughout the State.

Mark described the procedure as follows: If a branch wants to put together a trip, they should contact the travel foreman. If the travel is approved, then it is

advertised. Travel to foreign countries requires SIR State approval. Carl confirmed that the branch originates the trip.

Andy needs to know how to distribute the travel information. He is aware of criticism that State SIR is sending out needless emails. Many branches aren't interested in this information. As the Gatekeeper for information, should these emails be limited. His branch, for example, considers them garbage mail.

Mark advised that for the last three years, they have sent out announcements. But members still call and complain that they didn't know about an event. He stated that 40% of the branches don't open his emails or don't disclose the contents to their members. So, there is a need to send the information out directly to the entire membership.

Jeff asked if there are links on our website for sports and travel. Mark confirmed that there are. But there is only about a 10% response from the branches from the links.

Andy suggested that maybe our activity group could put together a plan for travel. Mark would love to cover the topic with a couple of others. The central problem is BEC apathy.

Carl suggested that we spend more time trying to place the blame on failure to communicate than finding better ways to communicate.

Discussion ended.

On motion by Carl, seconded by Andy, the schedule of Golfing events and activities attached hereto as **Exhibit A** was approved unanimously.

4. Update on Missing Form 20s: Jeff turned this discussion over to Andy who was quick to complement Jeff on the outstanding work he did to reach the leadership of all nine delinquent branches who had not filed Form 20s. As a result of Jeff's efforts, we now have the most complete data available in Membee.

Andy raised the difficulty in determining which of our branches are active, merged or dissolved. He inquired as to who is responsible for maintaining that information. Rich stated that he received an address on our website from Roy which he uses for his filings. He also has the information on mergers provided to him since he became Secretary.

Mark mentioned that the Treasurer should have that information. When a branch closes, the branch sends its funds to the Treasurer. When there is a merger, the branch merging will need to close its bank account and let the Treasurer learn

that the account has been closed. Carl stated that he has most of the information.

The procedures for dissolving and merging branches is set forth in Policy 37.

5. Succession Planning and Recruitment: Lee addressed this topic. He said that he wasn't ready to jump into a discussion. We need to find a way to engage branches as a whole to encourage them to look at the State Board and see where they may have an interest in helping.

He is concerned that Rick Sale is in Colorado and is continuing his work for SIR. But that arrangement, while currently functioning, is not a long term plan. We need someone in charge of Membee and committed in keeping it current. He is looking to Roy to recruit someone who is qualified for that position.

Lee also stated that everyone is responsible to find their own replacement.

6. Membee Conversion: Andy advised that the use of the term "conversion" is a misnomer. Membee simply contains leader profile information, which is not provided in a manner to which people are used to seeing it.

Roy stated that Rick Sale has solution with Excel reports that can be prepared.

Andy stated that he and Rick Sales had spent 24 hours in clock time editing the leader profiles. Today there is a robust leadership profile data base. One issue is the display on the website. People are struggling with the limitations of Membee. He and Rick talked about this. Membee cannot show member profiles in a roster form. Rick can get branch information pulled from Membee to prepare a roster, but he can't print one directly from Membee.

Roy stated that Membee is real-time data. Rosters prepared after taking data from Membee are only good as of the date the data was retrieved from Membee – not real time.

A lengthy discussion followed on the capabilities of Membee and whether real time data is required.

Derek stated that he didn't see the need for real time data. What people really like is to have the data displayed in the format which looks like what it used to be.

To put the information in the accustomed format requires it to be cut from Membee, exported, and then pasted into a spreadsheet. To get the information into Constant Contact requires it to be cut and then exported into Constant Contact.

Andy noted that Membee doesn't support importing from on-line materials. The Form 20s that are prepared online still require the information to be manually put into Membee. There is not a direct import capability.

Mark asked whether we have the right solution with Membee if there is no report flexibility and no direct uploading. Maybe we should consider another product down the road.

Lee agreed that there should be a latter discussion about whether another product should be used,

Roy explained the history of inputting data via the Form 20. He also stated that you don't want to allow direct input into the State database. You need to be able to screen the input to protect the database integrity and avoid it being trashed.

Lee stated that the online Form 20 doesn't fit the needs of his branch. He stated that his chief complaint is that in preparing the form, the end user – the branch – was not considered.

Carl, based on his prior experience, noted that the workload of keying in 80 forms is not a real problem. It doesn't take an experienced person too long to do that. With respect to the question of real-time data, he asked what difference does it make if the information available is a month old.

Andy concluded the discussion stating that we have more to learn about Membee and that we are only scratching the surface of its functional abilities. The way Membee is currently structured takes more time than expected for input.

7. Constant Contact Uploading and Auditing: Mark stated that there are a lot of residual issues involved. They will start auditing after the March 15 meeting. They want to see what gets submitted. They now have good leadership information, but the rest of the information is questionable.
8. Report re the March 15, 2024, Leadership Summit: Derek advised that 168 people have opened the email about the meeting. This represents about 72% of the branches. A follow up should be going out in the next day or two. Currently, they have 82 persons who signed up saying they will attend, although there may be a few duplicates in that count.

Mark asked if we could get a status of responses on a real time basis. Derek suggested that since people were told that their comments would be kept confidential, not everyone should have access. The information received is pasted by Andy into his spread sheet. Mark suggested a read only copy could be provided. Lee suggested that maybe we can hide Column F, which is the comment section, and then provide access.

Carl asked if a budget has been prepared for the meeting. Derek: Not yet. One significant unsettled issue is the meal. The first caterer said that they could provide the food for \$27/head. The second caterer has stated that they can give a hot lunch for \$21/head or sandwiches for between \$14 – \$18. Another variable

is the room. The basic room charge is \$950. If additional space is required, it can be made available, but Derek doesn't yet know at what cost.

Carl noted that we budgeted \$4,400 for two meetings and it looks likely that this one will cost \$3,600. Consequently, we will need to adjust the budget. There are funds available.

Andy stated that at some point we will need the ARs to reach out to their branches. This is one of the most important meetings in years.

9. Status of Dissolution of Inactive Branches: Rich advised that the necessary documents have been prepared and the package sent to the AG. The consent of the AG is required before sending the necessary documents will be sent to the Secretary of State to dissolve the branches.
10. Agenda Topics for Board Meetings: Lee wants to see if we can figure out how better to use our Board time. Perhaps, we should use an order of operations and include specific items that fit into the requisite period. For example, in October, we should be addressing the budget with requests to be included in the budget to go to the Treasurer in September. Lee stated that we seem to have long term issues for which we don't have the time to address.

Dale advised that he prepared an order of operations a couple of years ago.

To address the long term issues, Rich suggested that after the issues were determined, that ad hoc committees of the Board could be assigned to study the issue and provide a written report to the Board with suggestions, which the Board could then review and act upon.

11. Director Reports:

- Director of Marketing and Communications: Andy

The next steps relative to the March 15 meeting are logistics: who speaks, who moderates and the list of points. Dale and Andy are working on a notice to go out. They are trying to figure out how to reach people.

The March meeting is not a training meeting, but we do need a training summit. He is thinking about the need to market to the branches,

- Director of Branch Support: Jim

With respect to his approach to targeting the branches that need special attention, he is modifying his approach to incorporate the ARs responsible for the target branch. He has a meeting scheduled for March 19 with the

Yuba City BEC. He is also endeavoring to upgrade the website for Branch 55.

His special marketing incentive program, with the monetary awards, in Branch 98 is going well. On a scale of 1 - 10, he would give it a six. He stated that there is a group in the branch that won't take any action regardless of the monetary consideration. But there is a group that has jumped on board. The branch has received 20 new applications in the first 45 days. These applicants include a number of younger enthusiastic applicants, The true payoff from the program will be known not at the end of the first quarter but later as these new members bring in their friends and associates. Jim noted that the Branch goal for new members over the year was 40.

Jim's conclusion is that these programs work if the membership gets behind them.

- Director of State Activities: Mark

He has given his report earlier. He invited Board members to come to a State SIR activity and participate or assist.

Andy added that whether we are competitive or non-competitive, we all ought to enjoy participating in the activities. SIR offers competitive tournaments in golf and bowling.

- Director of Documents: Jeff

He is finalizing the review the Branch Operations materials. He would like to see them plugged at the March 15 meeting, including the importance of reviewing the Schedule of Branch Operations monthly.

He inquired about the potential of Zoom for the March 15 meeting. The decision has been made to record the meeting, which will then be available on the website for those who aren't able to attend.

Jeff inquired about his suggestion of passing out notebooks. Nothing has been done on that suggestion to date due to cost concerns.

- Chief Information Officer: Roy

Roy will be meeting with four of his five chairman in the CEI group shortly. Mark, Derek, Rick and Alan. Lee and Andy may join as guests. Roy will have a larger meeting following this to provide his group with a demonstration of what each of the technicians does.

Roy suggested that it might be an appropriate time for him to change hats. There has been an up tick in the number of inquiries about SIR from

newspaper and other marketing programs. He would like to relinquish the responsibility of responding to those inquiries. Andy suggested that we need to document the inquiries and then find the appropriate home for them.

The County of Sacramento is working on a Senior Program which a SIR Branch will be assisting with. There have been inquiries as to possible partnerships with SIR. For example, a matchmaker group out of Sacramento would like to make available members of SIR as potential matches. It was suggested that there may be a number of members who would appreciate this type of partnership.

Executive Session: None

Final Remarks: Lee reminded everyone they could submit agenda items. If you want to participate in the March 15 meeting, let Lee, Derek or Andy know by email. Identify the topic and how you want to play it as the moderator. Derek suggested, and Rich agreed, that Branch 8 could provide some members to assist with the logistics of the meeting. Once the number of needed volunteers is determined, let Rich or Derek know.

Adjournment

March Meeting: March 28, 2024, at 3:00 p.m. by Zoom

2024 SIR State Golf Schedule of Events

EXHIBIT A

| <u>DATE</u> | LOCATION | GOLF COURSES | TOURNAMENT EVENT | DETAILS |
|-------------------------|-----------------|---|-------------------------|--|
| April 24th & 25 | Napa | Chardonnay & Eagle Vines GC | Spring Fling | Two day event, ladies & guest invited |
| June 4th thru 7th | Reno, NV | Lake Ridge & Toiyabe GC | High Desert Classic | Two days of golf, three night stay, Ladies & guests invited, final evening Banquet and award's ceremony Nugget Hotel & Casino |
| August 7th & 8th | Stockton | The Reserve at Spanos Park | Team Championship | 2 Day Event, SIR Member only Tournament Team decides which day/time they wish to play 4 Golfer Team must be comprised of A, B, C and D index handicap golfers |
| September 8th thru 11th | Carson City, NV | Silver Oak & Carson Valley GC | Gold Rush Classic | Two days of golf, three night stay, Ladies & guests invited, final evening Banquet & Awards ceremony Carson Valley Inn Hotel & Casino |
| October 3rd | Sacramento | Haggin Oaks GC | Individual Championship | One day event, Sir member only Tournament Golf decides which time they wish to play |
| October 23rd & 24th | Lincoln | Turkey Creek & Lincoln Hills - Hills Golf Courses | Fall Classic | Two day event, ladies & guest invited |