



## State Board Meeting Minutes Sons In Retirement Inc.

Meeting held via  
Electronic Video Conference



Thursday, August 26, 2020 at 9:00 am

### **State Board Members:**

President: Ed Benson

Vice President: Jim J. Johnson

Secretary: Stuart Williams

Assistant Secretary: Ron Flagel

Treasurer: Roy Hodgkinson

Assistant Treasurer: Ron Saltgaver

Chief Admin Officer: Dwight Sale

Director, Region 1: Mark Stuart

Director, Region 2: Rick Kindle

Director, Region 3: Dennis Pangburn

Director, Region 4: Vacant

Director, Region 5: John Haffner

### **Invited Participants:**

Derek Southern: Past President

Dale Decker: P & P Committee and AG

Barry Leskin: Training

Pat Reed: G&M:

Mary Odbert: Principal with MCO Associates

Dwight Sale: Parliamentarian and Past President

Lee Moy: **Training** & Area Governor

Dean Steichen: Infosys Committee:

### **Call to Order**

President Ed Benson called the meeting to order at 9:05 am on August 26, 2020. He then conducted the pledge of allegiance and the invocation before welcoming all attendees. He announced that a Quorum had been met with all Board members present.

Secretary Stuart Williams presented the May 28, 2020 Board Minutes for approval. The minutes were unanimously approved.

Assistant Secretary Ron Flagel presented the August 18, 2020 Annual Meeting Minutes for approval. The minutes were unanimously approved. Approved minutes will be posted on the SIR website.

### **Treasurers Report**

Treasurer Roy Hodgkinson reported on the 2020 financial year to date results along with year end Income & Expenditure projections. (Refer to data shown in Attachment A). Roy expressed concern over the shortage of assessment payments from several Branches, not so much the money but the apparent inactivity. An example of one branch was given that showed that the branch was not meeting & had no money. President Benson highlighted the concern and stated he wants to know which branches are not paying assessments. Vice President Johnson asked for clarification of the "projected surplus" shown on the report. Roy explained that the notation "CY" was calendar year, so that number was made up of the \$85,500 plus the projected Aug. – Dec actual.

**Treasurers Report** (continued)

Jim Johnson further asked for clarification on the matter of the \$22,000 rollover amount that was given at the last Budget Committee meeting. The question being how did the rollover number go from approximately \$22,000 to \$9,000? Also, at that time the Budget Committee was recommending to reduce the 4<sup>th</sup>. quarter assessment by \$1.00 per member. Roy explained that the projected approximate \$22,000 was the amount "in the bank" and the approximate \$9,000 is the projected rollover against the 2020 budget numbers. Further discussion will be taken off line with Jim and Roy.

**Annual / Town hall meeting general comments**

Survey

Derek Southern reported regarding the survey he conducted following the Annual Meeting & Town Hall meeting. He reported that of the 136 surveys sent out 114 messages were read, 75 members visited the survey instrument with 69 surveys filled out and returned. Derek also reported that two distributions of the survey were made. He highlighted several results as follows:

- 89% of the survey respondents indicated the on line meeting experience was favorable.
- 72% had hosted or attended many Zoom meetings, while 24% attended few meetings.
- Information provided for the meeting was considered favorable.
- Branch meetings using Zoom were mostly used for BEC meetings. Luncheon usage was about 50%. Usage for activities, and social were much lower.
- Response to the Consultant's (MCO Associates) proposal was mostly favorable.
- Support of topics raised at the Town Hall meeting showed favorable results.

Discussion surrounding the report had largely to do with the poor response and the reasons for such a poor response. One reason given for the poor response is that with wildfires and COVID issues, SIR involvement may be greatly reduced due to personal priorities. No conclusion was reached.

**Discussion of Public Image Report**

President Benson and Mary Odbert of MCO Associates reviewed, discussed, and answered questions for the eight areas covered by the report.

1. Visual Branding. Recommendations included theme development, theme application, producing a branding guide, and communicating the guide to SIR State & Branches. Investment: \$6050 over months one through three. Mary expanded the subject by explaining what branding is by giving several examples. Comments and discussion followed with many expressing the advantages it brings, the difficulties of implementation, and how it fits into our current priorities.

No action was taken.

2. YouTube Channel. Recommendations included setting up a YouTube channel, loading some current SIR videos & Zoom meetings, writing the introductions, and consulting on uploads & video creations

may not be included. Investment: \$375 in month two. Comments and discussion followed with concern over SIR's ability to support the effort, the effectiveness of the product and that we already are using YouTube to some degree.

A motion was made by Stu Williams to proceed with the recommendation and financial investments, the motion was seconded.

Vote on the motion Failed with 4 yes & 6 no & 1 abstained.

3. WeAreSIR.com. Recommendation to provide a macro level review with recommendations for improvement. Investment: \$500. Comments and discussion followed regarding having a fresh eye look at what we have, the effectiveness of the media, how it is or would be used, and what platform should be used.

A motion was made by Stu Williams to approve the concept and the \$500 expenditure for MCO to provide recommendation for improvement of the current site. The motion was seconded and Passed with 9 yes votes.

4. Media Relations. Recommendations include creating a news release template and identifying a monthly interest story for pitching to five key SIR geographic areas for six months. In addition, create a general SIR story to pitch to AARP for one of the six months and create a "how to" for branches to pitch to the media. Investment: \$1250 each month for six months and \$925 for a "how to" handbook with training. Comments and discussion followed about the effectiveness based on history, our ability to support the effort and obtain branch participation.

A motion was made by Mark Stuart to adopt the recommendation in concept only with no expenditures. The motion was seconded by Stu Williams and Passed with 9 yes and 1 no vote.

5. Social Media Engagement. Recommendation included developing a communications plan to get members linked with Facebook and the YouTube Channel and MCO prepared posts that can be preloaded and released over the month. Investment: \$375 per months three through eight plus \$250 fee to plan social media messages & communications. Comments and discussion followed about our ability to get branch participation and what would the timing be considering COVID restrictions.

A motion was made by Rick Kindle to adopt the recommendation in concept only with no expenditures. The motion was seconded and Passed with 9 yes votes.

6. Community Outreach and SIR Speakers Bureau. Recommendation included developing a SIR branded speakers' slide presentation, providing advice for creation of a speakers' bureau, and the supporting outreach during startup. Investment: \$3000 months four and five. Comments and much discussion followed about finding the right members to staff the bureau, the number of speakers, how to determine which Areas to implement it in and the amount travel required. Also it was noted that it could well provide larger successful Branches to help smaller branches that do not have the resource

pool to draw from. No motion was made. Members were just polled to see if the recommendation is worth pursuing and the results were 5 yes and 6 no.

7. Online Advertising. Recommendation included developing advertising thrusts one for women & two for men in target demographics. Also, by placing ads on Facebook, NextDoor and replicate the Facebook ad for Google. Investment: SIR direct payments for months three through eight; Facebook \$90, NextDoor \$100, Google \$300. A start up cost to MCO \$250. All in cost of \$3190. Comments and discussion followed mostly to do with effectiveness.

A motion was made by Stu Williams to adopt the recommendation in concept only with no expenditures. The motion was seconded by Mark Stuart and Passed unanimously.

8. Direct Email to Prospects. Recommendation involved MCO providing a mailing list and email design to be targeted by zip code, Neighbor to Neighbor, or activity oriented. Investment: \$1750 for design and \$150 for mailing list. Comments and discussion followed mostly to do with it being ineffective and being viewed as spam.

A motion was made to not except the recommendation. The motion was seconded and Passed unanimously.

President Benson noted that no action was taken on Proposal #1. He asked for a motion to disposition the proposal and no Motion was made. The proposal is dropped.

Mary Odbert (MCO Associates) thanked SIR for the opportunity to work on these issues together. She summarized her presentation and discussed how reaching out even in this time of COVID can be just as effective, if not more then after COVID restrictions are lifted.

Region Director Rick Kindle talked about the subject of grant writing for the purpose of gaining financial support for SIR. He has made contact some individuals that may be capable and recommended that we pursue this source of support. President Benson asked that Dean (the INFOSYS) post a help wanted item on the SIR website with information to be provided by Director Kindle.

President Benson asked to have the meeting continued until 2:00 pm or continue the meeting at another date. It was agreed to continue it until 2:00 pm today.

### **Additional MCO Findings**

President Benson discussed additional MCO findings and presented them as a list of 15 issues to be discussed individually and action / responsibility assigned accordingly.

1. Inconsistent guest treatment. Recommended action: Develop guest best practices & communicate them to the Branches. Vice President Johnson talked about the respondent's survey comments and pointed out the need to get Branches back to "Luncheon Basics". He asked that the training committee work this into the upcoming training program **and that Dale Decker add an item to the Schedule of Operations for the Branches to "confirm that greeters are in place at the Luncheons"**. Discussion also covered the problem of cliques showing up at Luncheons and the need for "best practices" for luncheons. Assignment: Pat Reed & Lee Moy.
2. Member orientation & follow up. Recommended action: Develop best practices to be built into BS/LS training. Dale Decker has developed a good listing of best practices and will redistribute them. Assignment: Training Committee
3. Maximize welcoming & fun. Recommended action: Develop ideas to be communicated to branches. Discussion centered on the importance. Assignment: Lee Moy will do some work on it.
4. Re-energize "I'm Doing My Part Program". Recommended action: Produce a President video and kick it off in the Branches. Discussion about fit with membership recognition. Ed will provide President elect the material on the subject. Assignment: **President Ed Benson**
5. Longer terms for State & Branch Officers. Recommended action: Develop a communication plan & discuss it with Officers to obtain their buy in. Discussion covered the difficulty of getting volunteers for officer positions already and the importance of the AG being more involved in determining the need for and timing of a change branch leadership. Assignment: President elect Johnson and Vice President elect Williams have plans to meet with Branches BS/LS and will include this subject matter.
6. Lack of volunteers for leadership positions: Recommended action: Conduct a study of the SIR organization with an eye on reducing the number of positions. Discussion included consideration of revising Area sizes again and **Roy has been looking at this**. Concern was expressed that the issue of getting Branches back open safely and in a organized manner has a higher priority at this time. **Jim Johnson suggested he would be willing to take a look at it with Roy**. Assignment: President elect, **Vice President elect, and Roy Hodgkinson**.
7. Lack of positive messages coming from the State: Recommended action: Find an excellent communications specialist within SIR. Discussion suggested the issue is internal marketing but we need parameters & guidelines. President elect has been working on this issue and has someone in mind to provide the help needed. Assignment: President elect.
8. Member engagement during COVID: Recommended action: Encourage Zoom and other ways for branches to communicate. Discussion centered on providing tech support for Zoom and the need for AG buy in and RD involvement. Assignment: RDs / AGs and G&M.

9. Focus on Golf for recruiting: Recommended action: Build a Golf recruiting plan and convince Branches to adopt it. Discussion suggests that golf is a activity for younger men. It was also noted that there are many successful examples such as Branch 152. Assignment: Golf committee chairman.
10. Younger prospects want "active" activities: Recommended action: Develop a how to handbook and encourage branches to adopt and implement it. Assignment: Belongs to G&M with support of the RDs & AGs.
11. SIR needs more prospects: Recommended action: Develop a standard recruiting table, list items in the SIR Store and encourage branches to adopt it. Discussion centered around the type of things a table may include and how to determine where we are now with those things. Assignment: G&M with help from others.
12. Friendship & fun are key items for member enjoyment. Recommended action: Make part of a Fun Committee. Discussion: Was already covered. Assignment: Fun committee
13. Branch luncheons are a key activity as members age. Recommended action: Develop luncheon evaluation list and communicate to Branches. Discussion: **Ed Benson asked the P & P committee to develop a check list for Branches to use to determine if their branch is measuring up.** Assignment: Belongs to G&M with support of the RDs & AGs, **and P & P committee.**
14. Members do not understand the four expectations. Recommended action: Implement "I'm doing my part. Discussion: Videos are available **and could be used once a year by the Branches to reinforce this concept with their membership. There was some discussion about the value of pursuing this program and it's fit into the current priorities.** Assignment: President elect.
15. Members do not understand the issues SIR faces . Recommended action: Implement "I'm doing my part. Discussion: Videos are available. **There was some discussion about the value of pursuing this program and it's fit into the current priorities.** Assignment: President elect.

President Elect Johnson asked to jump to the Agenda item dealing with potential vacancies for a summary status from each Regional Director.

Region 1, Mark Stuart reported that he has a RD candidate to replace him, as well as one AG candidate **for Area 4**. But still without AG's for Areas 1, 2, 4. He noted that one or more branches may be shutting down or consolidating.

Region 2, Rick Kindle stated that he will repeat as RD and has a replacement for Dale Decker.

Region 3, Dennis Pangburn will be repeating and reports he is in good shape. But, still needs to fill the Area 8 AG position.

Region 4, Jim Johnson reported he is working on filling this now vacant RD position **and needs to find a replacement for AG in Area 14.**

Region 5, John Haffner will be repeating as RD, but he is terming out as AG 15 and has not filled it yet.

Area Governor Dale Decker suggested the use of a roaming Big Sir to be used **where** a Branch cannot fill the position.

President Benson recommended that this meeting be continued at a later date in approximately 10 days. It was agreed upon.

This session was adjourned at 2:03.

Minutes submitted by:

Ronald Flagel

Assistant State Secretary

September 7, 2020

Approved October 30,2020

**Attachment A**  
**Roy Hodgkinson, State Treasurer**

**2020 Actuals through July and EOY Projections**

Account	Actual	Budget	Variance	Aug - Dec
<b>REVENUE</b>				
Assessments	\$64,674	\$67,590	(\$2,916)	\$24,581
Foreign Travel	\$0	\$1,458	(\$1,458)	\$0
Other	\$104	\$44	\$60	\$0
<b>Total Revenue</b>	<b>\$64,778</b>	<b>\$69,092</b>	<b>(\$4,314)</b>	<b>CY \$89,359</b>
<b>EXPENSE</b>				
Administration	\$5,110*	\$7,393	\$2,283	\$1,500
Insurance	\$29,093	\$29,750	\$657	\$24,464
Committees	\$2,577	\$6,384	\$3,807	\$8,000**
State Mtgs	\$2,977	\$14,380	\$11,403	\$1,000
Regions	\$2,779	\$13,850	\$11,071	\$3,000
<b>Total Expense</b>	<b>\$42,536</b>	<b>\$71,757</b>	<b>\$29,221</b>	<b>CY \$80,500</b>
<b>Jan-Jul Surplus</b>	<b>\$22,242</b>		<b>Projected Surplus</b>	<b>CY \$8,859</b>

\* Includes MCO Marketing \$2,500 deposit

\*\* Includes MCO Marketing \$7,500 contract