



SIR STATE BOARD MEETING MINUTES

Conducted via Electronic Video (Zoom) Conference
2:00 PM Thursday September 15, 2022

STATE BOARD MEMBERS:

President: Rick Kindle
1st Vice Pres./Dir. Reg.2.: Dale Decker
2nd Vice Pres.: Dave Gonzales – Absent
Secretary: Dick DeVoe
Asst. Sec.: Ed Benson
Treasurer: Roy Hodgkinson
State Asst. Treas.: Ron Saltgaver

Director, Region 1: Hugh Thompson
Director, Region 3: Dennis Pangburn
Director, Region 4: Patrick Reed
Director, Region 5: John Haffner
Chief Admin. Officer: Dean Steichen

INVITED GUESTS PRESENT:

State Advisor: Derek Southern
Activities Committee: Bob Lucido
Website Committee: Alan Baker
Policies & Procedures: Dale Decker
2023 State Treas. Nominee: Carl Mason

Parliamentarian: Stu Williams
Bowling Committee: Dan Weller
G&M Committee: Tony de Losada
2023 State Sec. Nom: Russ Salazar
5 AGs & 32 Branch Reps

CALL TO ORDER:

In President Kindle's absence Vice President Dale Decker called the meeting to order at 2:03 PM and confirmed that a quorum was present. There were no changes to the agenda.

COVID PROTOCOL UPDATE & PROPOSED ADDITION:

Sir Dale stated that President Kindle had proposed the following additions (*italicized and underlined*) be made to the current SIR Covid Protocol:

- “Item a. Branches *and State SIR* shall require all attendees participating in SIR activities to comply with all then-current federal, state, and county public health mandates.”
- “Item b. Branch *and State* leaders are expected to ensure that all SIR members and guests participating in meetings or activities comply with all venue requirements.”

Motion was made and seconded that the proposed additions be approved as presented. Following discussion, the motion was passed with no opposition.

MEMBEE PROJECT REPORT:

The new Membee database system is expected to reduce or eliminate data entry work. Sir Roy Hodgkinson reported that the project is nearing completion. This was an informational presentation and no further action was taken.

SIR PLANNING TASK FORCE UPDATE: Sir Dale Decker presented a status report on the activities of the ongoing SIR Planning Task Force. (See details in Addendum A)

MARKETING/COMMUNICATIONS CHAIR(S) STATUS:

It was emphasized that the filling of the Marketing/Communications Director position(s) be given high priority and addressed as soon as possible by 2nd VP Gonzales.

PROPOSED REVISION TO POLICY 8.1 “COMMUNITY INVOLVEMENT PROJECT”:

Policy 8.1 currently requires that SIR members participating in non-SIR community improvement activities shall wear logoed SIR apparel. This proposal would replace the word “shall” with “are encouraged to, at their discretion,”. Following discussion, it was moved, seconded, and passed with no opposition that the revision be approved as presented.

G&M BUDGET VARIANCE PROPOSAL:

G&M Chair Tony de Losada presented a status report on the planning activities of the G&M Committee and request to for an additional \$4,125 to fund planned activities for the remainder of 2022. It was moved, seconded, and passed without opposition the that the request be approved. (See details in Addendum B)

PROPOSED POLICY 10 AMENDMENT:

Branch 146 Big Sir, Rich Lyon, presented a proposal that the following language be added to Policy 10, The Branch Limit Exception:

“A Branch may, by a 2/3 vote of its BEC, convert previous recipients of their Branch’s highest award (prior to 9/15/2022) to be Branch DSA Award recipients. Converted DSA recipients count as a Branch DSA Award until their five-year anniversary when they become a Senior DSA, calculated from the approval date of their former award.”

It was moved, seconded and, following discussion, passed with no opposition that the proposal be approved as presented.

PROPOSED AMENDMENT OF FORM 50 CONTRACT FOR BRANCH TRAVEL:

Secretary Dick Devoe presented Travel Chairman, Milt Smith’s proposal to amend SIR Form 50 by adding the option to allow the travel agent to instead be bonded by the U.S. Tour Operators Association or through a reputable bonding company in an amount not

less than the total amount received for the event. A motion was made seconded and, following discussion, passed without opposition. (See details in Addendum C)

ANNUAL MEETING QUORUM REQUIREMENT:

Sir Stu Williams presented a proposal to reduce quorum requirement for the SIR Annual Meeting from the current 50% to 40%. It was moved, seconded, and following extensive discussion passed.

SPECIAL BOARD MEETING:

President Kindle announced a special Board Meeting for 2:00 PM Thursday October 6, 2022.

ADJOURNMENT:

With no further business brought before the Board, President Rick adjourned the meeting at 5:03 PM.

Respectfully submitted by Russ Salazar for Dick DeVoe, SIR State Secretary.

NEXT MEETINGS

1. Special State Board Meeting 3:00 PM September 29, 2022 (Zoom)
2. Special State Board Meeting 2:00 PM October 6, 2022 (Zoom)
3. SIR State Board Meeting 2:00 PM November 10 2022 (Zoom)

SIR PLANNING TASK FORCE
9/15/22 Priority Tasks

Priority Legend: H = High, Complete by 4Q22

Pr ior ity	1/20/22 ORDER (Ref)	CATEGORY NAME	ISSUE TO BE ADDRESSED With Target Date for Proposal Review, Completion Date Target of Action to be Taken and Actual Completion Date	Who Benefits	Assigned To * = Lead	Status PT = Proposal Target CD = Completion Date Target AC= Actual Completion
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1. State Level Reorganization

H	15, 16, 35	Org Structure	<p>Assess impact of eliminating Regional Director positions and having Area Governors report directly to Vice President and other possible changes at the State Board Level.</p> <ul style="list-style-type: none"> • Updated proposal dated 9/9/2022 eliminates Regional Directors. • Currently short 5 Area Governor candidates for 2023 - Need to address how to resolve this problem. <ul style="list-style-type: none"> More Branches assigned to less Area Governors? AG business conducted with Branches via Zoom? 1 or 2 face to face visits with Area Big Sirs yearly? • With elimination of Assistant State Secretary & Treasurer and if we include RDs this reduces the number eligible to vote on the State Board by 7 leaving 4. Assess the benefit of adding a Communication Officer, a Marketing officer and the State Advisor as voting members to the Board to bring the number up to 7. 	State & Branch	*President Elect Dave Gonzales & special committee team members	PT - CD - AC -
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2. NAME COMMUNICATIONS CHAIRMAN/OFFICER

H	11, 34	Communications	<p>Determine the viability of having a fixed publication day and month for a State to Branch communications document in a standard format, i.e., State Newsletter.</p> <ul style="list-style-type: none"> • Ask key leaders at the Branch and State levels to suggest content using a single monthly 'newsletter' or 'bulletin' to reduce/eliminate eMail fatigue. • Make it short, informational and meaningful to all. • Include State actions, new forms & other items • Single 'State Voice' - All communications to Branches from one source on a fixed monthly date - whenever possible. 	State & Branch	Need Name of Comm Officer to Address	TP - CD - AC -
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3. FIX PROBLEMS WITH CONSTANT CONTACT

H	10	Communications	<p>Review current implementation of Constant Contact eMailings at the Branch and State levels and identify problems causing non-openers and non-responders.</p> <ul style="list-style-type: none"> • Define actions to resolve specific problems and deficiencies in Constant Contact related to non-openers/non-responders. • Establish fixed templates for Constant Contact types i.e., general information, RSVP, etc. • Establish policy that all communications to Branches are to go through Communications Officer for consistency 	State & Branch	* Derek Southern & Rick Sale	PT - CD - AC -
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4. NAME MARKETING CHAIRMAN/OFFICER

H	22, 13, 24, 25, 26, 27, 38, 39, 40	Marketing	<p>Establish a Marketing Chairman or Officer and provide him with the resources to address a multitude of marketing problems:</p> <ul style="list-style-type: none"> • Increased SIR awareness in local communities • Fully implemented Public Image at State & local Branches • Develop an Area Advertising Template for all Branches • Develop a program to attract 50 - 70 year olds with reasons to join SIR for Branches to use. • Encourage Branches to offer incentives for lost members to return - free lunch, no obligation. • Define the immediate benefit to Branches of using the SIR Branching Guide to obtain Buy-In • Assist Branches in developing and maintaining personal Contacts with local leaders and editors • Assist Branches in publicizing their activities remembering that local media prefers human interest stories and suggesting ways they can take advantage of this. 	Branch	<p style="color: red;">Name a Marketing Officer</p> <p style="color: red;">Presentation To be Reviewed with State board prior to Distribution & Single Source Distribution</p>	<p>PT -</p> <p>CD -</p> <p>AC -</p>
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5. IMPLEMENT A COMPREHENSIVE TRAINING PLAN

H	30, 33	Training	<p>Develop a Comprehensive Training Plan by:</p> <ul style="list-style-type: none"> • Updating and improving training materials as reported at the 7-14-22 Board Meeting. • Determine the method of training that the Branches would prefer, subjects of interest, urgency & frequency. • Determine what, if any, other training is needed based upon discussions with State officers. • Include training for Area Governors? 	Branch	*John Kent	PT - 9/15/2022 CD - AC -
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6. DEVELOP POLICIES TO ALLOW WOMEN IN SIR

H	37, 23	Org Structure	<p>Consider the impact of allowing women in SIR (State Articles of Incorporation, ByLaws and Policies & Procedures</p> <ul style="list-style-type: none"> • Need a statistically sound study/pilot program to demonstrate the pros and cons of allowing women to join SIR. • The data is needed to refute (actually prove) that the negative position of reluctant Branches is not in the best interests for the Survival of SIR. • Why Branches need to give other Branches the option of allowing women to join. • Include an organization abuse program (policy, training & reporting) to protect & respect women that join SIR 	State	*Roy Hodgkinson Rough Draft of White Paper 10/6 To Exec Comm	PT - 10/6/22 CD - AC -
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Comments:

Report on G & M Projects and 2022 Time Needed **08/11/22**

Hours estimates may change; only actual hours used will be billed.

Active Projects: _____ **Hours to complete**

.1. Branch Website Review Est. 4 hours

Work with Branches directly to encourage making edits to their Branch websites in conformity with the BOD-approved Branding Guidelines; by encouraging the Branch to edit their message/s, specifically removing outdated language: “Men, Retirement, and Sons in Retirement” and using the correct logo. Direct communication and offers of assistance haven’t been made previously. We believe this will help achieve further compliance.

- Initial website review – 95% complete
- Synthesis of reviews – first draft complete; revised draft to be completed. .5 hour.
- Assigning site responsibility to G&M Committee members. .5 hour
- Verbal objections training for committee members 1 hour
- Potential planning and Committee meeting 2 hours

2. SIR Board Meeting—August 25, 2022 Est. 3 hours

(This is attendance only.)

3. Facebook User Group Est. 5 hours

G&M started to help Branches/Areas create and develop their Facebook pages this year. There now is a supportive Facebook group. The group holds meetings periodically. These hours will support the Group meetings for the rest of the year.

- Two meetings 2 hours
- Planning with Facebook User Group Team & Creation of meetings presentations 2 hours

- Follow up 1 hour

4. PR Tips Sheet Est. 3 hours

Reaching out to the community through public and media relations is essential in raising awareness of SIR. A tip sheet has been on our list of things to do since our 2020 plan. However, after a review of the materials on the website, we found the current PR Tip Sheet is outdated, and It must be replaced!

- Finish draft 1.5 hours
- Review and edit process to send and replace the on State website 1.5 hours

5. Recruitment Sheet Est. 3.5 hours

Reviewing the SIRInc Website, we found multiple recruitment sheets, and the current sheets are outdated, creating unnecessary confusion. Replacement with a combined, updated recruitment sheet is in order.

- Combine existing sheets and edit draft 1.75 hours
- Review and edit process 1.5 hours
- Finalize and send to replace the old ones on website .25 hour

Planned and WIP Projects:

7. Branch Benefits Provided By SIR Est. 3 hours

The draft of this is complete and will be placed on the website.

However, simply putting this on the website is not enough to communicate with members about the benefits of an association with SIR Inc. Communicating this information through small “bits” of information monthly is more effective.

- Final completion and edit of completed information sheet 1 hour
- Create a draft list of information “bits” to be sent monthly. 1 hour
- Edit “bits” and send 1 hour

8. Growth Team Meetings Est. 3 hour

During August and October, on communication and sharing of G & M membership-building tools. The Growth Team is the coming together of the Branch and SIR Inc. leadership. The purpose is to share our information and educate. Two more meetings are planned for 2022.

- Meeting 1 – planning, presentation, and follow-up (1-hour meeting) 1.5 hours
- Meeting 2 – planning, presentation, and follow-up (1-hour meeting) 1.5 hours

9. PowerPoint for Branches & Speakers to use in the community (Pre-Approved) Est. 7.75 hours

- Develop Universal Presentation about current SIR 2.5 hours
- Revision and expansion of Q & A sheet .75 hours
- Review and edit process 1.5 hours
- Meeting planning 1,5 hours
- One presentation or PP and or Training ZOOM Meeting 1.5 hours
- 1.5 hours

10. G&M 1-page Newsletter (Will fold into State Monthly Newsletter x3per Month) Est. 4.5 hours

To encourage Branches and educate them about recruitment and maintenance issues, G&M will send out readable, helpful, branded, monthly e-news on subjects related to recruitment and maintenance.

- Plan articles
- Write or identify articles
- Layout newsletter
- Review & Edit process
- Distribution and delivery of e-news

11. Women and SIR ON HOLD: 2023 Former Est. 12 hours

This issue is up for consideration within the organization soon, and it is critical to SIR's ongoing success and vitality. The G & M committee wants to ensure accurate information regarding the issue and vote is heard by all and in all Branches.

- Create, research, and discuss messages to deliver to Branches and members to help them understand why women are essential to Branch vitality.

- Talk about the need to hold a survey first rather than a vote (which would be final.) A survey will open discussion within the Branch, allowing in-depth thought into the decision-making.

12. Outreach and Participation in Branch and community

Est. 6hrs

Participating in community groups is a time-tested way to build a network and raise awareness.

- Create a plan to have Branches participate in local chambers of Commerce and give other examples of organizations' need and support of Community volunteers for good causes and
- Would exhibit the public profile and image of SIR BRANCHES and SIR INC. in the communities.
- Implementation to be determined

13. A White Paper development on The Present State of SIR & Changing with the Time.

Est. 6hrs

- Ask for data and information from the SIR leadership, incorporating Dick DeVoe's important work and statistical data.
- Do further research to complete a draft.
- Review and edit process
- Finalization and presentation

Respectfully submitted by Tony de Losada, G&M Chairman, and Mary Odbert, MCO President

Tony de Losada

**JUSTIFICATION FOR TRAVEL CHAIRMAN MILT SMITH'S
FORM 50 REVISION PROPOSAL**
(by Dick DeVoe)

As you may be aware, Travel Chairman Milt Smith is traveling in Europe and elsewhere until January, 2023. He requests that an addition be made to an item in "Form 50 for Branch Travel Events" as follows (additions in bold). Legal Advisor Alan Melnicoe recommends additional wording which has been included:

"Whereas: Agency **either (a)** maintains a trust account in an FDIC insured institution and deposits and keeps therein all funds it receives from participants of each Travel Event pending disbursement of those funds for goods and services pertinent to the Travel Event-**or- (b) is bonded through the United States Tour Operators Association (USTOA) or through a reputable bonding company in an amount not less than the total amount received from the applicable Travel Event...."**

Justification

Most agents that SIR deals with want this change to our policy, and it will be hard to maintain their future alliance with SIR without this change. They want this due to a financial and bookkeeping advantage by using this USTOA procedure. They do not need to steward large amounts of money, and it provides more protection for them and for our members.

Milt has found that he personally and other members that travel have no objections or hesitancy in using this kind of protection, instead of maintaining a separate trust account. He also believes that it helps the agents to find better deals since they have more financial flexibility.

Timing

Milt requests that the State Board act on this proposal at its September 15 meeting. It will be of great benefit to SIR, since there are at least two branches now discussing 2023 trips with reputable agencies who operate in this manner.

Legal/Insurance Review

I have discussed this proposal with Insurance Chairman Craig Hoffhines, who had reviewed it earlier with Milt. He supports the change. Nonetheless, a copy of this memo has been sent to Craig and to Legal Advisor Alan Melnicoe for their review prior to our September 8 ExComm meeting.