

State Board Meeting
August 26, 2020 – 9:00 to 12:40
Meeting to be held electronically by ZOOM



Agenda Items

Call to order

- Quorum - Stu
- Pledge – Ed
- Welcome guests – Leskin, Moy, Kinney, Reed, Decker, Odbert

Treasurer's report - Roy

2020 Actuals through July and EOY Projections

Account	Actual	Budget	Variance	Aug - Dec
REVENUE				
Assessments	\$64,674	\$67,590	(\$2,916)	\$24,581
Foreign Travel	\$0	\$1,458	(\$1,458)	\$0
Other	\$104	\$44	\$60	\$0
Total Revenue	\$64,778	\$69,092	(\$4,314)	CY \$89,359
EXPENSE				
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
Total Expense	\$42,536	\$71,757	\$29,221	CY \$80,500
Jan-Jul Surplus	\$22,242		Projected Surplus	CY \$8,859

* Includes MCO Marketing \$2,500 deposit

** Includes MCO Marketing \$7,500 contract

General Comments re August 26 Meetings

Annual/Town Hall survey summary - Derek

Annual meeting - All

- **Sign in process**
- **Breakout rooms**
- **Election of officers**
- **Bylaw voting**
- **Treasurer's report**

Town Hall meeting - All

- **MCO Report**
- **MCO other issues identified**
- **SIR all member survey**
- **Question and answer session**

Discussion of Public Image Report

Recommendations covered eight areas:

1. Visual branding

- **Recommendation:**

- Develop an underlying visual theme for SIR

- Apply the theme and update four key SIR items (Happenings, one brochure, one rack card, one vertical banner)

- Edit the existing messages on the four items

- Develop and produce a branding guide to use throughout SIR

- Communicate the branding guide to State and Branches

- **Investment: \$6050 over months one through three**

- **Is it necessary? – advantages it brings to SIR**

- **Can we implement it effectively?**

Recommendations covered eight areas:

2. YouTube Channel

- **Recommendation:**

- Set up YouTube Channel - MCO

- Load current videos like “How to use ZOOM” - SIR

- Load SIR ZOOM meetings with guest speakers with public interest message - SIR

- Consider a monthly “live” SIR event that can be promoted to the public – SIR, but

- Write intro - MCO

- Consult on uploads and creation of new videos – MCO, as needed, not included

- **Investment: \$375 in month two**

- **Advantages it brings to SIR**

- **If created does SIR have the capability and follow through to support it?**

Recommendations covered eight areas:

3. WeAreSIR.com

- Recommendation:

 - Provide a macro level review and recommendations for improvement

- Investment: \$500 **Mary, verify cost. Second month?**

- Advantages it brings to SIR

- Media Relations

- Recommendations: (all MCO)

 - Create a news release template that conveys SIR's branding

 - Identify and create a monthly community interest story and pitch it to news papers in five key SIR geographies for six months

 - Create a general SIR story and pitch it to AARP for one of those months

 - Create a "how to" for Branches to pitch to the media and discuss social media options

- Investment: \$1250 for months 3 through 8 plus \$925 to create "how to" handbook and associated training

- Will it work?

Recommendations covered eight areas:

5. Social Media Engagement

- **Recommendations:**

- **Work with SIR to develop a communications plan to get members to link with Facebook, and subscribe to the YouTube Channel**

- **MCO-prepared , supplemental posts that can be preloaded and automatically released over the month**

- **Investment: \$375 per month in months three through eight plus \$250 to plan social media messages and communications**
- **Will members link to Facebook and subscribe to YouTube?**
- **Can State support the effort?**

Recommendations covered eight areas:

6. Community Outreach and SIR Speakers' Bureau

- **Recommendations:**

- Develop a SIR-branded speakers' bureau slide presentation

- Provide advice in the creation of the SIR Speakers' Bureau

- Provide outreach support during start up

- **Investment: \$3000 in months four and five**

- **Can we get the “right” recruits to staff the speakers' bureau State-wide?**

Recommendations covered eight areas:

7. Online Advertising

- **Recommendations:**

- Place advertising on Facebook

- Develop three advertising thrusts: one for women the other two for men in our target demographics

- Place an ad in NextDoor

- Replicate the Facebook advertising on Google

- **Investment: Paid direct by SIR - \$90 per month in months 3 through 8 in Facebook, \$100 per month in the same months in NextDoor, and \$300 per month in the same months in Google. Plus \$250 for start up. All-in cost \$3190**

- **Is it worth the gamble?**

Recommendations covered eight areas:

8. Direct Email to Prospects

- **Recommendation:**

Email lists can be purchased by zip code that indicate addresses for individuals interested in - say Golf

Email messages can be sent to these prospects, but not through a bulk email house like Constant Contact due to spam issues

However, a neighbor to neighbor campaign could be effective if the message was sent by a Sir to a “neighbor” in the same zip code

Branch 146 recently purchased around 400 golf-oriented email addresses in the Walnut Creek zip code for \$150

MCO would provide three emails for \$1750

- **Investment: \$150 for mailing list plus \$1750 in design expense**
- **Low investment, should we take a flyer?**
- **Could we find members to send and respond to 40 addresses from their own email addresses?**

Estimated Consulting Fees:

Engagement Element	Mo. 1	Mo. 2	Mo. 3	Mo. 4	Mo.5	Mo.6	Mo 7	Mo. 8
1. Visual Branding	\$1900	\$3025	\$1125					
2. YouTube Channel		375						
3. WeAreSIR.com		500						
4. Media Relations	675	250	\$1250	\$1250	\$1250	\$1250	\$1250	\$1250
5. Social Media		250	375	375	375	375	375	375
6. Outreach				1875	1125			
7. Online Advertising			740	490	490	490	490	490
8. Direct Email		150	1750					
Total	\$2575	\$4550	\$5240	\$3990	\$3240	\$2115	\$2115	\$2115

Grand Total \$25,900

Additional MCO Findings:

Issue	What to Do?	Assigned to:
1. Inconsistent guest treatment	Develop guest best practices Communicate to Branches	G&M
2. Member orientation and follow up	Develop best practices Build into BS/LS training	Training
3. Maximize welcoming and fun	Develop ideas Communicate to Branches	Appoint a “Fun” Committee
4. Re-energize “I’m Doing My Part Program”	Needs new President video Kick off in Branches when able	President-elect
5. Encourage longer terms for State and Branch Officers	Develop a communication plan Discuss with Officers to gain buy-in	Training

Additional MCO Findings

Issue	What to Do?	Assigned to:
6. Lack of volunteers for leadership positions	Study the SIR organization with an eye to reducing the number of leader positions	President-elect
7. Lack of positive messages coming from the State	Fine an excellent communications specialist within SIR	NomComm
8. Member engagement during COVID 19	Encourage more ZOOM Develop other suggested ways to engage members Communicate the suggestions to the Branches	RDs/AGs G&M RDs/AGs

All-Member Survey Findings:

Issue	What to Do?	Assigned to:
9. Focus on Golf to recruit members now and future	Build a Golf recruiting plan Convince Branches to adopt	Golf Chairman GolfComm Reps
10. Younger prospects want “active” activities	Develop a Branch how to handbook Encourage Branches to adopt	G&M RDs/AGs
11. SIR needs more prospects	Design a “standard” recruiting table Obtain Branch buy in List items in Sir Store	G&M RDs/AGs
12. Friendship and fun are key items for member enjoyment	Make part of FUN Committee	FUN Committee
13. Branch luncheons are a key activity as members age	Create a luncheon evaluation list Communicate to Branches	G&M RDs/AGs

All-Member Survey Findings:

Issue	What to Do?	Assigned to:
14. Members do not understand the four expectations	Implement 'I'm Doing My Part'	President-elect
15. Members do not understand the issues SIR faces	Implement "I'm Doing My Part"	President-elect

2020 SIR Training Plan

- **Preliminary thoughts – Jim, Lee, Barry**
- **Discussion**
- **Potential path forward – Jim, Lee, Barry**
- **Estimated timeline**
- **Estimated resources needed**
 - **Volunteers**
 - **Expenses**

Additional Items to be Covered

Disposition of estimated 2020 Surplus

- **Discussion**
- **Recommendation**
- **Follow up**

2021 Potential RD/AG vacancies

- **RD vacancies plan - Jim**
- **AG vacancies plan – RDs**

Approval of Bylaw, Policy and Procedure changes – Dale

Bylaw 48d and associated Bylaw 182 dealing with Annual Meeting quorums. Prior to Annual Meeting the ExComm approved a policy indicating once an Annual Meeting quorum was established, the quorum would stand for the entire meeting. This needs Board approval and Bylaw approval at 2021 Annual Meeting.

Additional Items to be Covered

Approval of Bylaw, Policy and Procedure changes – Dale

- **Bylaw 48d and associated Bylaw 182 dealing with Annual Meeting quorums.** Prior to Annual Meeting the ExComm approved a policy indicating once an Annual Meeting quorum was established, the quorum would stand for the entire meeting. This needs Board approval and Bylaw approval at 2021 Annual Meeting
- **Policies 31, 34, 44 and 48** – this package of policies clarifies the electronic meeting and voting processes by removing specific requirements and procedures and adding them to a new Policy 51
- **Policy 51** – encompasses all those items removed from the aforementioned policies and adds that meetings may be held remotely at any time if they are deemed as effective as a physical meeting
- **Bylaw 192** – this new Bylaw supports the aforementioned Policy 51
- **Definition added** – for Branch purposes a quorum is 30% plus one for electronic meeting and 50% plus one for physical meetings

Additional Items to be Covered

Old Business

- **Summary survey responses by Branch - Ed**

New Business

- **Discussion – charging additional fee for late assessment receipt – Mark**
- **Discussion – Branch 2021 dues – Roy**
- **How to distribute 2020 President’s Appreciation Certificates – Ron**
- **Is a follow up Board meeting necessary in early September? - Ed**

Adjourn

Summary of Consulting Fees:

Engagement Element	Mo. 1	Mo. 2	Mo. 3	Mo. 4	Mo.5	Mo.6
Visual Branding	\$					