

State Board Meeting
October 18, 2019 – 9:00 to 3:30
Rossmoor Gateway Complex, Walnut Creek, CA



Agenda Items

- **Call to order**
 - **Quorum - Ron**
 - **Pledge - Ed**
 - **Welcome new Officers – Ed**
 - **Welcome guests – Ed**
 - **Approval of August Board Minutes - Board**
 - **Election of Chief Administrative Officer – Ed**
- **Oath of Office - Ed**
 - **Newly-elected Officers for 2020**

President's Remarks

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 - **Appreciation certificates and comments**
 - **SIR Leaders Guide has been updated – Ed**
 - **Update on Form 27 compliance – Jim**
 - **Meal expense maximums – Jim**
 - **Legal update – Covered in a brief Executive Session at**
 - **Past AG badge update – Stu**
 - **Best branch awards – Ed**
 - **Travel program update – Ed**
 - **AG training – Ed**
 - **Yard signs - Ed**
 - **At-risk Branch update – Ed**

At-Risk Branch Update (cont'd.)

Branch	Area	Region	Comments
52	1	1	Working to reconstruct Paradise check 1/31
135	1	1	Working to reconstruct Magalia check 1/31
11	2	1	RD to follow up in October
124	2	1	Likely disband, no officers willing to step up
14	3	1	Remove from list
33	3	1	Remove from list
127	3	1	On probation. Will review in January
156	4	1	Merging with 150 on November 1, 2019
113	6	2	Remaining stable
120	6	2	Making modest membership gains
46	18	2	Good leadership, but struggles continue
87	18	2	Disbanding December 2019
175	19	2	Gained a couple of members
179	19	2	Down to 65. Smallest Branch in Fresno, but wants to continue
65	7	3	Merger with 165 will be discussed with members in October
65	7	3	Merger with 165 will be discussed with members in October
66	7	3	Still hanging on. Few activities low meeting attendance

At-Risk Branch Update (cont'd.)

Branch	Area	Region	Comments
66	7	3	Still hanging on. Few activities low meeting attendance
105	7	3	
22	8	3	Lost 7, gained 2 this year. Average age is 80
22	8	3	Lost 7, gained 2 this year. Average age is 80
133	9	3	Hit hard by Lake Co fires. Hanging on
133	9	3	Hit hard by Lake Co fires. Hanging on
132	10	3	Lost 10, gained 8. Average age is 74
156	10	3	May be disbanding in 2019. No info
21	11	4	Closed in Sept. 48 members transferred to other SJ Branches
4	13	4	Lack of members, lack of leaders will eventually dissolve
5	13	4	Lack of members, lack of leaders will eventually dissolve
16	13	4	Lack of members, lack of leaders will eventually dissolve
119	14	4	Remain at risk
131	14	4	Remain at risk
2	15	5	Has new leaders, modest membership gains, but small size risky
73	15	5	Current leaders 3rd year in a row, membership stable, but small size risky
108	17	5	Will disband on October 22, 2019
155	17	5	Has new leaders, modest membership gains, but small size risky
			Total 35 Branches At Risk

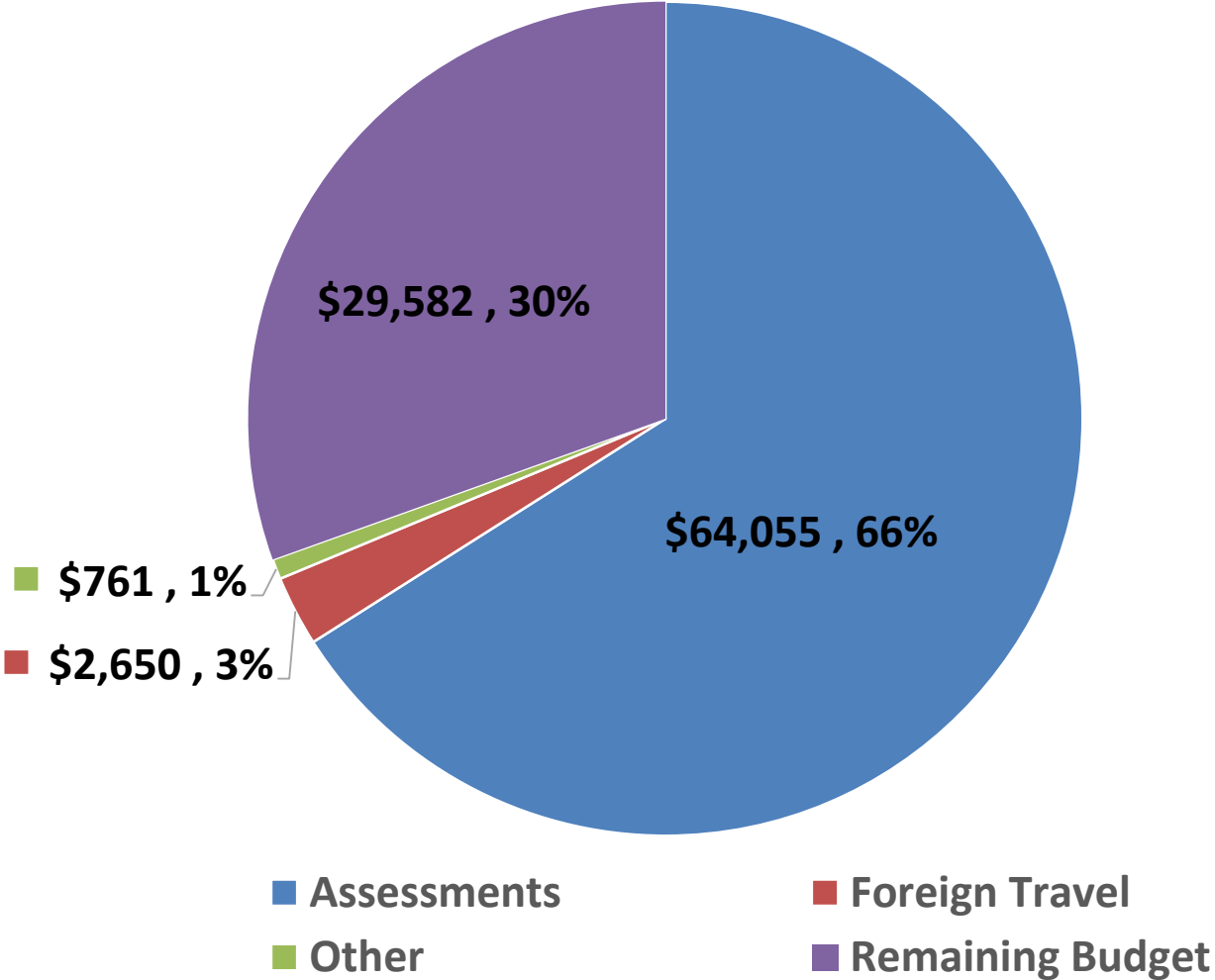
SIR Inc. Financials January to Sept. 2019

Account	Actual	Budget	Variance	2019 Budget
REVENUE				
Assessments	\$64,055	\$64,173	(\$118)	
Foreign Travel	\$2,650	\$1,800	\$850	
Other	\$761	\$2,172	(\$1,411)	
Total Revenue	\$67,466	\$68,145	(\$679)	\$97,048
EXPENSE				
Administration	\$5,518	\$5,576	\$58	
Insurance	\$35,942	\$37,494	\$1,552	
Committees*	\$2,636	\$8,461	\$5,825	
State Mtgs**	\$13,915	\$14,250	\$335	
Regions	\$13,854	\$9,450	(\$4,404)	
Miscellaneous	\$9	\$575	\$566	
Total Expense	\$71,874	\$75,806	\$3,932	\$100,500

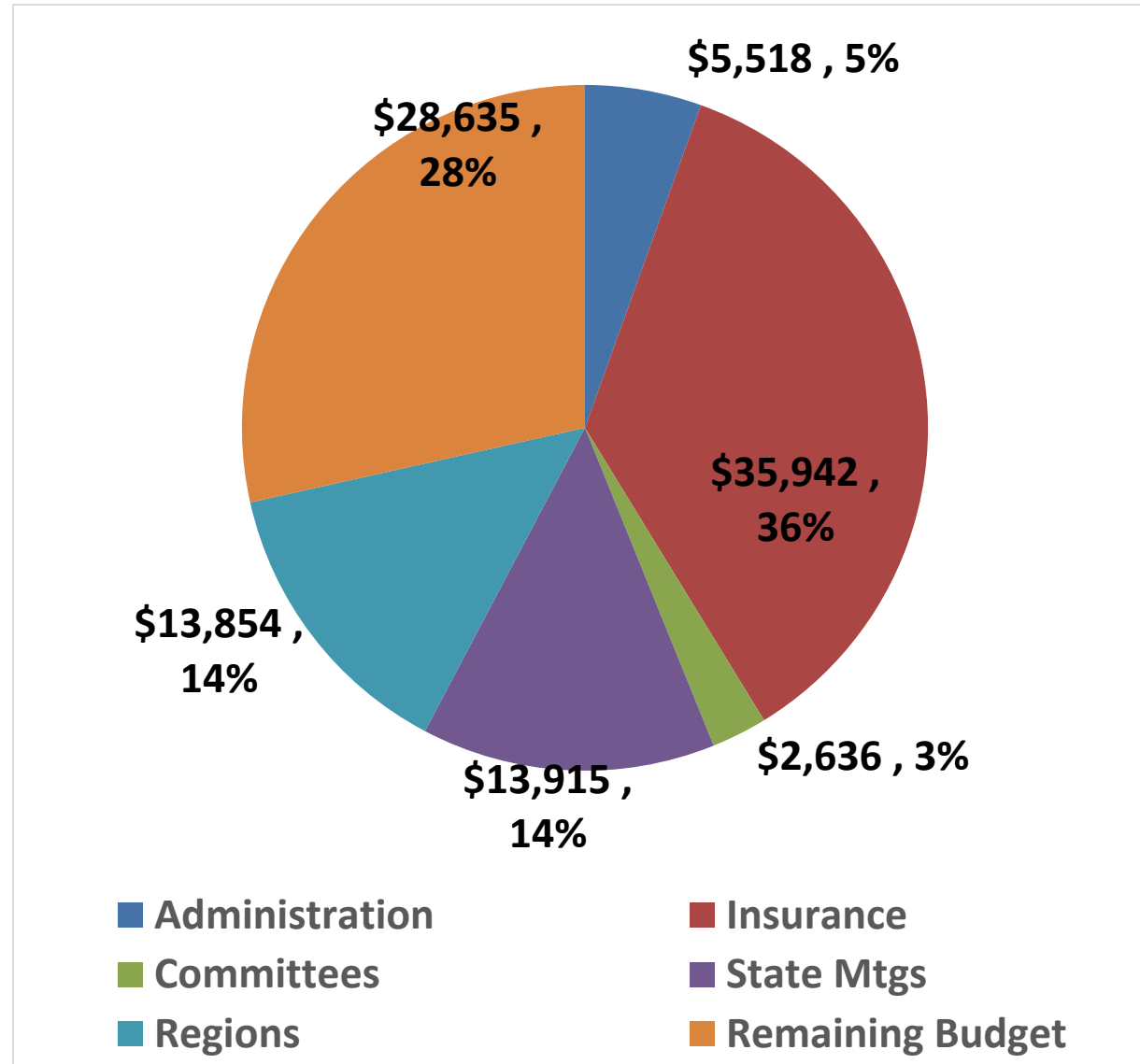
* \$5k in Training Committee budget will instead cover Region Branch training costs

** Optional event income and disbursements balanced within \$20

2019 Income Through September



2019 Expenses Through September



2020 Assessment Recommendation

- Assessments have not been raised since 2015
- We are losing Branches and continue to lose ~3% to 4% of our net membership annually
- Regions are spending more by having more AGs meet with their BS/LS, and Region training is more expensive
- More Officers and Chairmen are attending State meetings
- The plan is to hold at least three and possibly six Town Hall Meetings in 2020
- The subject was broached at the Annual Meeting and provided no objection
- **Recommendation:** Raise the 2020 assessment by \$1/member/year – payable quarterly

2020 Board, Annual and Town Hall Meetings

- **Board Meetings – January, March, May, August, October**
 - **Likely will be held at Paradise Valley in Fairfield (Saturdays?)**
 - Booking at Rossmoor is becoming a problem
 - Location is more central, rental and lunch is inexpensive
- **Annual Meeting – Late August**
 - **Likely will be held at Chardonnay GC in Napa**
 - Nice facility, central location, cost of rental, AV and lunch within last year's budget
 - Likely will hold a 9 hole tournament and bring in wineries for tasting after meeting
- **Town Hall Meetings – One set in February, possibly one in October/November**
 - **Looking at holding one in San Jose, Fairfield, Sacramento**

Use of Constant Contact

- **Constant Contact is a leading email service with over 650K customers**
 - It allows the user to create email newsletters, surveys, events, Facebook promotions among other uses
- **Currently used at the State level for all emails since 2019**
 - Easily tailored to discrete groups of recipients
 - Attachments are easily added
 - Easily determine who has not opened the email, clicked through and unsubscribed
 - Program can automatically send a reminder

Use of Constant Contact (cont'd)

- **We are recommending its *optional* use it at the Branch level**
 - **Positive reasons for implementing it**
 - Can send one email or 10,000 – eliminates batch sending
 - Easy to use – Zero technical skill and great customer service
 - Excellent membership data base – can include many fields like wife, address, nick name, etc.
 - Easy to set up message groups – Newsletter, officers, activities, etc.
 - Can track who opens it, clicks through, measures responses
 - Identifies unsubscribes
 - Sends automated reminders to those not opening
 - Can be the backbone or an email marketing program
 - **Potential negative consequences**
 - Modest expense \$12/month
 - New way of doing things
- **Decision – will its usage benefit the Branches?**

Use of Constant Contact (cont'd)

- **Suggested implementation steps**
 - **Assign roll out to G&M (Tony deLosada) and tech support to InfoSys (Rick Sale)**
 - **Primary targets are the larger Branches**
 - **President to announce program and benefits to Branches (BS, LS, Secretary, MemSec)**
 - **Initial email, AG training, February Town Halls**
 - **G&M collects sign ups and answers questions**
 - **InfoSys (Rick) prepares a short email how to implement**
 - **Each Branch gets a Constant Contact rep from InfoSys**

Collection of Branch Membership Lists

- **Difference between Rosters and Membership Lists**
 - **State Rosters and the State Roster Chairman**
 - **Area Rosters and the Area Governor**
 - **Branch Rosters and the Membership Chairman**
 - **Outside parties sponsoring Branch Rosters**
- **NEW – Branch Membership Lists and the Branch Membership Chairman**
 - **Forms 65, “Branch Membership List” and 65A, instructions**
 - **Due by each March 1**
 - **Responsibility of the Branch Secretary**
 - **Prepare during November/December to have it ready for deadline**

Growth and Membership Report

- **Update on Sir Merchandise**

InfoSys Report

- **Update on September meeting**
- **Update on Member Information Section Review**
 - **Project team: Ed, Dean, Dale, Dwight?**

Storage and Retrieval of Common Forms

- **Should commonly used forms be stored in the cloud for retrieval purposes?**

Policy and Procedure Committee

- **Proposal 1 – Guiding Principles/Complaint Resolution**
- **Proposal 2 – P&P Submittal Timing/Increase from 15 to 30 days**
- **Proposal 3 – Member Induction Oath/Increase emphasis on Member Expectations and Sponsor Responsibilities**
- **Proposal 4 – Clarification Changes/When to apply fee for foreign travel insurance**

Bowling Committee

- **Approval of 2020 Tournaments**
- **Phase out of “permanent guest” bowlers**

Standing Committee Comments/Reports

- **Sirs at the Games**
 - Approval of 2020 activities – Sir Day at the Races, Derby Day, A's/Giants
 - Assistance across Sir
- **Insurance Committee**
 - Foreign travel insurance clarification
 - “Permanent Guests” at Sir events, activities, luncheons (Appendix B)

Old Business

- Recruiting website update
- Training update/status
- SIR Foundation update
- Forms cleanup status

New Business

- **Forms 44 and 45 and AG election issues**

Adjourn

Brief Executive Session