

**SIR BRANCH 146
BEC MEETING MINUTES
9:06 to 11:36 A.M. – VIA ZOOM CONFERENCE CALL
JUNE 11, 2020**

Note: Due to COVID-19 virus, SIR June luncheon cancelled; BEC meeting held via conference call

BIG SIR (Brad Hatcher)

Brad called the meeting to order at 9:06 am, after all those wanting to attend were signed on to the ZOOM platform. All officers and directors present.

Branch 146 Executive Committee for 2020

Big SIR	Brad Hatcher
Little SIR	Richard Hockenbrock
Secretary	Jerry Kaplan
Treasurer	George Mon
Assistant Secretary	Larry Kaye *
Assistant Treasurer	Ross Abbott
Directors (2nd Year)	Milt Smith (Travel), Brian McCarthy (Sunshine), Ron Lew (Membership)
Directors (1st Year)	Paul Beretz (Recruitment), Peter Plante (Publicity) Tony Greco (Member Relations)

* See discussion below Item 1.b)

Mr. Ed Benson, the State SIR President, attended the first part of the meeting to present ideas for recruiting new members (See discussion below). Also in attendance were several committee chairs: Bob Lucido - Activities Coordinator, Jim Burk - Honorees, Rob Melrose – Wine Tasting, Bruce Borgman – Couples Dining Out and Song SIRs, Paul Dubow – Biographies and Fishing Activity rep., Rich Lyon – Luncheon Chair (part of meeting), and Ron Plachy – Webmaster. Gary Eames, a new member, also attended. See Attachment #1 for a full list of attendees. The minutes of the May 14, 2020 regular BEC meeting minutes were approved (M by Richard, S-George & Approved unanimously) with no changes (Attachment #2). The minutes of the special May 26, 2020 regular BEC meeting minutes were approved (M by Richard, S-Peter & Approved unanimously) with no changes (Attachment #3). The agenda was reviewed with no changes made. (Attachment #4)

1. BIG SIR’S REPORT- Brad Hatcher

- a.) Introduced the State SIR President (ED Benson) who noted that many SIR members will not want to come back to lunch until a vaccine is ready; he is concerned that SIR needs to continue looking for new members. He presented an idea for recruiting potential branch members. It involves purchasing a demographically pre-sorted list of names and addresses of men in the area who could be interested in SIR. The branch would be responsible for physically addressing and direct mailing of colorful postcards to as many as 1,700 names. The estimated cost would be \$350 for the cards and the list. It was moved by Milt, S-Richard to approve spending up to \$400 to begin the program. The motion passed 10-2, with George and Ross voting against the motion. Paul, the Recruitment Chair, will be the point of contact and responsible for managing the effort, with help from others. (Attachments #5a and 5b).
-- Ed also noted that the State SIR has an in-hand proposal to hire a marketing consultant to improve the image and brand of SIR. The total cost would be \$30,000 to \$50,000. Each branch may need to contribute about \$1,250 towards the consultant effort. The monies to fund the effort may be raised through a GOFUNDME campaign directly aimed at members.
- b.) Announced that Jim Whitsett has resigned his BEC position as Assistant Secretary and his membership in the Branch effective immediately and will be replaced by **Larry Kaye**. Larry is attending this meeting and will assume the Assistant Secretary position and will serve as such for the remainder of 2020. A motion to appoint Larry to the position was made by Ron, S-Peter & Approved unanimously. Larry has voting rights immediately.
- c.) Brad described the plan to restart full branch meetings in July using Zoom. A maximum 90 minute meeting with a speaker is proposed. The July BEC meeting will be held a few days earlier to allow sufficient “rehearsal” time for the luncheon meeting. After discussion, Milt motioned (Peter seconded) to restart luncheon meetings in July. The vote

to approve was unanimous. Brad motioned to hold the BEC meeting on a different date (two days before the luncheon meeting). Paul seconded and the vote was approved unanimously.

- d.) Brad noted that we are getting close to finalizing the list of Board candidates for 2021. He will work with Jonathan to finalize the list for presentation to entire membership at the August meeting.

2. LITTLE SIR'S REPORT - Richard Hockenbrock

- a) Discussed the Zoom licensing available through the State SIR Foundation which will permit more Zoom meetings throughout SIR Region 5. (Attachment #6)
- b) Discussed status of sub-committee work (Richard, Doug, Rich Lyon, and Ron Lew) that is looking into a new branch database and directory revisions. Provided example of revised Directory that will be in landscape format rather than portrait. (Attachment #7).
- c) Provided information of speakers planned for next several meetings. He has a commitment from Dr. Sara Levin, the Deputy Health Officer for Contra Costa County, to speak at the July meeting. Everyone agree that it will be very timely. The August speaker may be David Livingston, the County Sherriff. (Attachment #8).

3. SECRETARY'S REPORT - Jerry Kaplan

Provided a brief overview of the Constant Contact program/platform (available through State SIR) that may provide additional analysis to the branch regarding email penetration among the membership.

4. TREASURER'S REPORT –George Mon

- a) George reported active membership stands at 291 as shown on Form 28. The cash balance stood at \$36,683. Has sent out refund checks for recent trips that were cancelled and will refund \$179.20 to Jim Whitsett who was an Annual Payer. Motion by Ross, seconded by Tony, to refund that amount to Jim. Approved unanimously.
- b) Monthly Treasurer's Report and Form 28 were accepted by the BEC (Attachments #9 & #10)

COMMITTEE CHAIR REPORTS

5. ACTIVITIES COORDINATOR – Bob Lucido

- a) Bob reported that with Jim Whitsitt's resignation, two activity chairs (Greeters and Bocce Ball) will need replacements. John Kendrick may take over the Greeters chair position.
- b) He has contacted activity chairs to see if they are willing to share their group with other branches. Limited response to date, but will follow up.
- c) He noted that he has taken over updating the two page activity excel file that lists all the 51 activities (Attachment #11).
- d) Presented re-start requests from two different activities – **Fishing**, which is an area wide activity (see 6b following), and **Cooking II** group (Bob Yolland). Each request was discussed by the BEC in the context of meeting State SIR guidance as well as local, regional and CA state current regulations and guidance. Ron Lew made a motion, seconded by Milt, to approve Cooking II, effective July 13th, approved 11-1 (Tony abstaining), with the stipulation that the eating is done outside and the group will follow the county guidelines in place at the time the activity re-starts. (Attachments #12 and #13,)
- e) Brad asked Bob to alert Bruce that he can re-apply for re-starting Couple's Dining Out as well as other chairs that may be able to re-start under the latest guidelines.
- f) Bob was asked to keep track of what activities are approved for re-starting, on hold, etc.
- g) Brad will advise the chairs that the BEC approved the re-start subject to the discussion noted above.

6. BIOGRAPHIES & FISHING ACTIVITY REP - Paul Dubow

- a) Noted that bio's of 212 members are available on the website.
- b) The Fishing group has been approved to re-start at the Area 16 level by Bruce Persons, the Area Governor, but each branch has to approve the group's re-start. Paul Dubow motioned, seconded by Ross, and approved unanimously to approve to re-start of the Fishing activity as a sub-branch approval effective June 20. (see Attachment #13 above)

7. COMMUNICATIONS – SIR CALL - Richard Hockenbrock

Nothing to report

8. GREETERS – May have new Chair

Nothing to report

9. HISTORIAN - Gary Brown (not present)

Nothing to report

10. HONOREES –Jim Burk

- a) Jim wants time at the July meeting to present awards to honorees. Brad expects to allot time for the awards in July (as many as six). Jim Bogue (a potential awardee) has been unreachable. Jim will follow up.

11. LUNCHEON ATTENDANCE - Rich Lyon (not present)

No report

12. MEMBERSHIP - Ron Lew

- a) Ron noted two new people joining today. **Duane Einhorn** (sponsored by Paul Beretz) and **James Pettit** (sponsored by Ron Lew). Ron reported 292 members in Branch as of today, with medium age of 78. (Attachments #14 and #15)
- b) Form 27 can be considered final. (Attachments #16)
- c) Richard noted that our regulations require a new member to attend a meeting before he can officially be recognized and counted. After discussion, it was decided to suspend the requirement and note this went into effect when COVID 19 stopped our live meetings (last held in February). Motion to waive the requirement made by Jerry, seconded by Ross, approved unanimously.

13. MEMBER RELATIONS - Tony Greco

- a) Tony reported that he had received a request to add cell phone numbers to the directory while it is being revised.

14. NOMINATING COMMITTEE -Jonathan Korfhage (not present)

- a) No report, Brad reported that he will work with Jonathan to finalize the 2021 Board.
- b) Richard noted that the RAMP members also need to be identified for 2021. Question raised about Brian McCarthy being reappointed to the BEC for 2021 since he will have served for a full term (2020) and took over in 2019 about half way through. Brad and Richard will discuss.

15. PUBLICITY - Peter Plante

- a) Requested that chairs that are re-starting their activities contact him so he can include information in the local *Patch* on-line newspaper.
- b) Also requested help in his publicity efforts by using some of the graphics in the postcard (presented by Ed Benson). Brad will check with Ed.

16. RECRUITMENT - Paul Beretz

No report

17. SUNSHINE - Brian McCarthy

- a) Provided an update on the report- no changes (Attachment #17)

18. TRAVEL - Milt Smith

- a) Reported refunds going out for past travel events that have been cancelled.
- b) Baltic cruise postponed.
- c) State travel position still not been filled.
- d) Anecdotal report – some ready to travel as soon as restrictions lifted, others not planning to travel for quite a while (2025?)

19. WEBMASTER AND E-COMMUNICATIONS - Ron Plachy

No report

20. REPORTS FROM OTHER CHAIRS None

21. CHAIRMEN WISHING TIME ON TODAY’S LUNCHEON AGENDA? NO MEETING

22. OLD BUSINESS

- a) Discussed the issue of **reimbursement to Annual Payers** because of cancelled meetings. Still too early to determine how many luncheons will be cancelled during the year. Tabled again to next BEC meeting.

23. NEW BUSINESS

- a) **Status of \$1,000 donation to Boundary Oak staff** (waiters, cooks, bartenders, etc.) while luncheons are not being held. Brad continues to wait from management of how the monies can be distributed.

NEXT MEETING: BEC meeting set for an earlier date in July on Tuesday, July 7th at 9:00 am. Luncheon meeting via Zoom is scheduled for Thursday, July 9th. Meeting tentatively scheduled from 11:30 am to 1:00 pm.

ADJOURN at 11:36 AM

Submitted **Jerry Kaplan, Branch Secretary**

DIGITAL ATTACHMENTS FILED [Can only be accessed using the link below] (may need to paste)

https://drive.google.com/drive/folders/1ypXfbcTBnpluJPnrLEbAV_W_8VqVJov?usp=sharing