

**SIR BRANCH 146**  
**BEC MEETING MINUTES**  
**9:00 to 10:38 A.M**  
**September 10, 2020**

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

***Branch 146 Executive Committee for 2020***

<b>Big SIR</b>	Brad Hatcher
<b>Little SIR</b>	Richard Hockenbrock
<b>Secretary</b>	Jerry Kaplan
<b>Treasurer</b>	George Mon
<b>Assistant Secretary</b>	Larry Kaye
<b>Assistant Treasurer</b>	Ross Abbott
<b>Directors (2<sup>nd</sup> Year)</b>	Milt Smith (Travel), Brian McCarthy (Sunshine), Ron Lew (Membership)
<b>Directors (1<sup>st</sup> Year)</b>	Paul Beretz (Recruitment), Peter Plante (Publicity) Bob Lucido

All officers and directors were present except for Peter Plante and Ron Lew. Also in attendance were several committee chairs (some for part of meeting): - Tony Greco, Member Relations, Walt Busenius, Doug Eisner and Jim Burk - Honorees, Bruce Borgman – Couples Dining Out and Song SIRs, Paul Dubow, Biographies and Fishing, Bob Wilkenfeld, 2021 Director, Bill Holly, Past Big SIR, John Alexander, 2021 Assistant Treasurer, Jim Baldrige, Chaplain, and Jonathan Korfhage, Nominating Committee. See **Attachment #1** for list of attendees. The minutes of the July 7, 2020 regular BEC meeting minutes were approved (M by LarryK, S-BradH.) Unanimous with no changes (**Attachment #2**). The agenda was reviewed; Brad changed the meeting order to permit early approval of a new member, Steve Longbotham (who also was in attendance). (**Attachment #3**)

**1. BIG SIR'S REPORT- Brad Hatcher**

- a) Announced date, time for October luncheon meeting rehearsal – Wednesday, October 7 at 10:00 am.
- b) Discussed Membership Report out of order. Ron Lew (absent) earlier submitted Form 27, which showed 296 members, including new member Steve Longbotham, who was approved (M by PaulB, S-LarryK, unanimous).
- c) Recent State SIR Zoom meeting attended by Brad and RichardH. In addition to electing new officers for 2021 with Jim Jones as new president, new by-laws were adopted that incorporates the necessity to hold Zoom meetings and take actions as needed. In the Town Hall meeting that followed the formal business meeting, current president Ed Benson introduced marketing consultant, Mary Odbert, Principle of MCO Associates in Sacramento, who has been retained to assist SIR with two goals. 1) Enhance the public image of SIR, and 2) target and reach potential members who are retired, working part time, or working by contract, to encourage them to join SIR.
- d) On July 21<sup>st</sup>, a survey was sent to 10,000 of our 13,000 members asking them a series of questions on why they joined and what they liked about SIR. Findings of this survey were analyzed by MCO Associates and were just recently sent to the executive members of SIR. It will be available for review by all members.
- e) Brad noted that Branch 81 (Rossmoor) is disbanding; local branches (including BR 146) will offer an option to join an existing branch. Brad will ask BEC members to develop an approach to invite Br 81 members to join us.
- f) 2021 dues discussion and 2021 Budget. George presented what the impact would be on the Branch budget if different levels of dues are approved (\$10, \$15, or \$20). After comments by several members, the \$20 rate for dues was approved unanimously (M by PaulB, S-Ross). New member Steve L suggested we investigate use of electronic payment for dues and lunches. Using Venmo as a payment method was also brought up. George noted it would cost approx. \$1.25 /transaction for credit card payment. (**Attachment #4 and #5**)
- g) The cost of lunch at Boundary Oak is expected to be the same in 2021 based on the two-year contract the branch signed last year.

**2. LITTLE SIR'S REPORT - Richard Hockenbrock**

- a) Richard referenced a chart listing the 2021 Officers and Directors along with all the RAMP positions. Noted that Tony Greco will continue in 2021 as Member Relations, but will transfer responsibility during the year.
- b) Input was solicited on whether we should hold a so-called Electronic Ladies Day Luncheon. No decision was made, but Richard said he would try to gather additional input before the next BEC.
- c) Speakers for Oct, Nov, and Dec follow: may have Hospice speaker in October. November Veterans speaker is secured. Possibility the Devil Mountain Chorus could provide a Holiday clip to play (PeterP will check into). (Attachment #6)

**3. SECRETARY'S REPORT - Jerry Kaplan**

No report

**4. TREASURER'S REPORT –George Mon**

- a) Reported 296 members with a bank balanced of \$33,485. Of this amount, about \$13,000 represents a liability for advance payments from Annual Lunch payers.
- b) The 2021 Budget of \$10,277 was approved compared to \$7,626 in 2020. The \$2,600 difference reflects \$1,000 for a potential activity chair appreciation breakfast or lunch, \$1,000 for the gratuity the BEC voted earlier this year for payment to the staff that has been let go due to COVID, and about \$500 for December entertainment.
- c) The state SIR charge to the branch is expected to be \$7.00 per member for 2021, but could increase.
- d) The 2021 Budget was approved unanimously (M by RichardH, S – Ross). (See 1.f)
- e) Monthly Treasurer's Report and Form 28 were accepted by the BEC. (Attachments #7 and #8)

**COMMITTEE CHAIR REPORTS**

**5. ACTIVITIES COORDINATOR – Bob Lucido**

- a) Reported that he had not heard from many activity chairs re: their efforts to reach out to their members. BruceB noted that he had 92 members on his Dine Out list and it was time consuming and difficult to make contact with many of them. He suggested it would be more efficient and probably more productive to email the group. While direct phone calls are preferred, his concern was appreciated and reaching out through emails can also work.

**6. BIOGRAPHIES & FISHING ACTIVITY REP - Paul Dubow**

- a) Reported that he had 218 biographies completed and on the website. New members should continue to be encouraged to submit their biographies to Paul.

**7. COMMUNICATIONS – SIR CALL - Richard Hockenbrock** No report

**8. GREETERS –No Chair as yet** (no live meetings)

**9. HISTORIAN - Gary Brown** (not present) No report

**10. HONOREES –Doug Eisner, Walt Busenius, Jim Burk**

- a) Doug noted that there would be two honorees at today's luncheon. It was also noted that candidates for awards in 2021 are being determined and will be presented to the BEC at the November meeting at an Executive Session.

**11. LUNCHEON ATTENDANCE - Rich Lyon** (not present) No report

**12. MEMBERSHIP - Ron Lew** (not present)

- a) One new member added, Steve Longbotham, bringing total membership to 296. Sponsored by Paul Beretz. Motion by PaulB, S- LarryK. Unanimous approval of new member.
- b) Ron's membership report and Form 27 (final form) were provided to BEC prior to meeting. (Attachments #9 and #10)

**13. MEMBER RELATIONS - Tony Greco**

Tony commented that he wants to see member's cell phone #'s listed in the revised Directory. It was suggested that George include a request for members to provide their cell # when the notice of dues goes out in the next month. Another suggestion could be to send out an e-blast to the entire membership asking for their cell phone number.

**14. NOMINATING COMMITTEE -Jonathan Korfhage** No report

**15. PUBLICITY - Peter Plante** (not present)

- a) In a prior communication with Brad, Peter noted he will again post ads for the luncheon meeting and the available activities in the *Patch* and the *Nextdoor Neighbor* platform again; he noted he is getting some feedback that people are seeing the ads.

**16. RECRUITMENT - Paul Beretz**

- a) Provided update on the 280 postcard mail out. Still have not received even one inquiry as a result of the mail out effort. About 200 cards are still available; he will hold on to them for now. Paul provided feedback to Ed Benson on the results. No other branches tried to send out the postcards. Brad noted we were the beta test site.
- b) Noted that a guest at today's luncheon (Ray Martz) had run into some hiking activity members that discussed SIR with him. He was referred to the branch website, is coming to the luncheon meeting today, and may join the hiking group on their next outing.
- c) Suggested that in each month's SIRCall a prominent display be included that show what activities are operating.
- d) LarryK reported that no responses were received from the postcards he left at bike shops. He did receive about four calls regarding the cycling activity he chairs that were a result of the ads that Peter and Paul (and others) had placed in the local neighborhood newsletters.

**17. SUNSHINE - Brian McCarthy**

- a) Two members were added to sunshine list. He noted that he is sending out get well cards to new people on the list and saying that everyone in Branch 146 wishes them a speedy recovery and our thoughts are still with them, even though we are not meeting in person. (Attachments #11)

**18. TRAVEL - Milt Smith**

- a) Discussed four 2021 and 2022 trips. Possible Princess cruise from San Francisco to Victoria – two trips (October 2021 and April 2022). Another trip (15 days) through the Panama Canal (March 2022). Also, an Overseas Adventure (OAT) Africa trip is planned for August 2022. Eleven people are ready to sign up for this trip. Pre and post trips to Rwanda and Uganda will be available. Motion by Milt to approve these trips, S-BrianM, unanimously approved. (Attachments #12)
- b) Noted that he will become State Travel Chair in 2021.

**19. WEBMASTER AND E-COMMUNICATIONS - Ron Plachy** (not present) No report

**20. REPORTS FROM OTHER CHAIRS** None

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

**22. OLD BUSINESS**

- a) Status of BEC approved donations to Boundary Oak staff because of COVID job loss– still no response from BO.
- b) Status of data base upgrade will be presented at next meeting (Rich Lyon not present today)

**23. NEW BUSINESS**

- a) Paul noted that Richard in the latest SIRCall suggested calling five members to reach out. Paul had called six members and had a nice chat; they appreciated the call. Brad recommended that BEC members also make calls.

**NEXT MEETING:** September 10<sup>th</sup> BEC meeting (9:00 AM) will be on the same day as the Zoom Luncheon meeting.

**ADJOURN** at 10:38 AM.

Submitted by: **Jerry Kaplan, Branch Secretary, First draft by Larry Kaye, Assistant Secretary.**

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

[https://drive.google.com/drive/folders/1-6p-uF6OhAQvxniRuff\\_4YAZOX8ZxgKV?usp=sharing](https://drive.google.com/drive/folders/1-6p-uF6OhAQvxniRuff_4YAZOX8ZxgKV?usp=sharing)