

**SIR Branch 146
Branch Executive Committee Meeting Minutes
September 9, 2021
9:00 AM to 10:35 AM**

Note: Due to the COVID-19 virus, the BEC meeting was held via Zoom

Branch 146 Executive Committee for 2021

		Present
Big SIR	Richard Hockenbrock	Y
Little SIR	Jerry Kaplan	Y
Secretary	Rich Lyon	Y
Treasurer	Ross Abbot	Y
Assistant Secretary	Bob Wilkenfeld	Y
Assistant Treasurer	John Alexander	
Director 2nd Year	Peter Plante	Y
Director 2nd Year	Brian McCarthy (Sunshine)	Y
Director 2nd Year	Paul Beretz	Y
Director 1st Year	Bob Lucido (Activities)	
Director 1st	George Mon (Treasurer)	Y
Director 1st Year	Henry Thatcher	Y

Other Attendees:

Peter Bishop, Ed Brands, Walt Busenius*, Clint Collier, Doug Eisner*, Bob Ford, Bill Holly*, Ron Plachy

Note: * indicates past Bir SIR

Agenda

Call to order: Big Sir Richard Hockenbrock asked the Secretary if a quorum was present. The Secretary replied that a quorum was present. Big Sir Richard Hockenbrock called the meeting to order at 9:02 AM.

Secretary – Rich Lyon,

Big SIR Richard Hockenbrock requested a motion of approval for the minutes of the Aug. 5, 2021, and Aug. 12, 2021, BEC Minutes. Henry Thatcher so moved, Paul Beretz, seconded the motion. The motion carried unanimously. ([Aug. 5th](#), [Aug 12th](#))

Treasurer – Ross Abbott requested approval of [Form 28](#). Ross Abbott Treasurer also requested budgeting information for 2021. Boundary Oak meals will be paid by the SIR in attendance and are budgeted only for speakers and guests. Bob Wilkenfeld so moved, Brian McCarthy, seconded the motion. The motion carried unanimously. Ross Abbott also presented the monthly Treasurer’s Report. ([Treasurer’s Report](#))

Standing Reports

1. Membership – George Mon

George Mon's Membership Chairman reports 3 new members, Jack Dadam, William (Bill) Fritz and, Withbert (Bert) Payne. One Sir is requesting dual membership. Bill Holly mentioned dual or multiple memberships are allowed. ([Membership Report](#)). Henry Thatcher moved to approve the 3 new members. Jerry Kaplan seconded the motion. Motion carried without dissent.

George Mon reviewed [Form 27](#) which shows the Branch with 294 members. Richard Hockenbrock requested a motion to approve Form 27. Bob Wilkenfeld so moved and, Brian McCarthy seconded the motion. The motion carried unanimously.

George Mon presented the revised membership application form

There were 5 induction dates and 4 email id changes.

Big Sir Richard Hockenbrock observed that the email id updates were a result of email "rejections" detected by Constant Contact.

Bob Wilkenfeld asked if the Sir who is resigning for a year to travel must re-apply to be a Sir upon returning?

George Mon explained that the Sir is in the database as "suspended" and can be made "active" by paying dues without having to be voted back in by the BEC. While being "suspended", the Branch will not have to pay his dues to the State Sir.

Big Sir Richard Hockenbrock confirmed the explanation.

Bob Wilkenfeld moved to approve the 3 new members. Brian McCarthy seconded. The motion carried unanimously.

2. RAMP

Recruitment – Paul Beretz

Paul Beretz noted that Patch and Nextdoor messaging applications are continuing to direct web traffic to our SIR 146 website. Paul Beretz reminded the BEC that he is stepping down from both RAMP recruitment and as a Board Member at the end of the year and, will stay active in Branch. Bill Holly mentioned that RAMP appointees are not required to be BEC Board Members.

Activities – Bob Lucido

Bob Lucido was not present to report. The Big SIR Richard Hockenbrock reported that there are about fifty Branch activities. In answer to a question, Big SIR Richard Hockenbrock confirmed that all Branch activities must be approved by the BEC in advance of any activity.

Member Relations – Ed Brands

No changes to report.

Publicity – Peter Plante

Outdoor activities are continuing to be publicized. Peter Plante that he too is stepping down at the end of the year, after two years of service.

3. COVID Compliance – George Mon

George Mon reported that 86.1% of the Branch's Sir are compliant with their Waivers and CDC cards. Approximately 44 Sir are not compliant. All new Sir are complaint. Big Sir Richard Hockenbrock added Sir who are not compliant are not participating at this time.

Big Sir Report – Richard Hockenbrock

1. Boundary Oak luncheon contract for 2022 is in a wait state pending Boundary Oak.

2. Possible October Picnic: Rich Lyon reported that Brian McCarthy, Ed Brands and he scouted locations pricing at Cowl Park and Heather Farms were compared. Cowl Park is less expensive and accommodates groups of 200 people. Kinders can provide a choice of deli sandwiches, chips, a choice of side salad, and a soft drink for about \$12 per person. The total cost per person could be about \$15.

- Parks need a reservation paid for in advance
- There needs set up and clean up volunteers
- Caterers need a headcount and some advance notice

Big Sir Richard Hockenbrock suggested an e-blast to gauge branch interest.

Little Sir Jerry Kaplan stated that the picnic should not be on the same day as the BEC and regular meeting, that a survey should be very specific as to whether or not they would attend and a specific person or people are assigned responsibility.

Big Sir Richard Hockenbrock suggested that the December Lady's Day meeting could be a "picnic".

Big Sir Richard Hockenbrock and Little Sir Jerry Kaplan concurred that due to issues of time, organization, and uncertainty that the "picnic" concept would be dropped for now.

3. Reporting Tool – Constant Contact,

Big Sir Richard Hockenbrock stated that the Constant Contact trial has cost \$54 and Richard Hockenbrock requests reimbursement. Jerry Kaplan moved to reimburse \$54 to Richard Hockenbrock. Henry Thatcher seconded. Motion passed without dissent. Big Sir Richard Hockenbrock stated that he is unable to justify the continued use of Constant Contact without identifying a continuing need.

4. Reimbursement for expanding Google storage

Clint Collier was reimbursed \$19 for Sir Call storage.

Little Sir Report - Jerry Kaplan

1. Speakers: Wes Goldberg, the Bay Area News Group, canceled and will be replaced by Shaun Gilbert for the League of Women Voters will speak on the Calif. recall.

2. Lady's Day – What should we do?

The safest option is to assume that December will not be in person. The Zoom break-out "tables" was a lot of effort. One BEC member spoke in favor of the break-out "tables". Bob Wilkenfeld suggested that the Branch might depress the members by not having something ("different") in December. Rich Lyon added that doing nothing special in December should not be an option. Jerry Kaplan called upon the Past Big Sir present to express their opinions. Bill Holly* suggested that following Branch traditions are important to member retention. Walt Busenius* agreed with Bob Wilkenfeld and Bill Holly* and that there should be a good meeting with holiday music, not necessarily a Lady's Day. Doug Eisner* agreed that there should be a December meeting and to handle it appropriately for the season. Brad Hatcher* suggested that a Lady's Day function is imperative and that "random" break-out "tables" would be accepted rather than sign-up "tables" and, that different music would be helpful.

3. State Meeting

Little Sir Jerry Kaplan reported: That he and Bill Holly* attended and the four key topics were covered: COVID, Finances, Branding, UCSF study project. State SIR used to have 30,000 members and are now down to 12,000 members, a loss of 18,000 members. The 12,000 members that have been retained are enthusiastic. Some branches are still resisting State COVID protocols. Our Branch is in compliance with State procedures. According to Roy Hodgkinson, State Treasurer, our Branch budget has more money in it than the State budget.

BRANDING: The State-wide average age has edged closer to 80 years old and that 68% of men come to SIR for golf. State SIR has been losing membership at 4% per year since the early '90s and that since COVID it has lost 11%. (As an aside, Jerry Kaplan pointed out that our branch has gained membership, impressive!) One-on-one recruitment is not as effective as "free" social media such as Facebook and Nextdoor. Bill Holly* added that what the State Branding is suggesting is exactly what our Branch is doing and, that Paul Beretz and his team should be commended for their excellent results of 30 new members since COVID.

UCSF Study Project: This is a UCSF project that wants to study SIR to find out our individual health and lifestyle habits and that there will likely be sign-ups once in-person meetings start.

Other Chair Reports

1. Biographies - Paul Dubow, reports 228 biographies, another all-time high!
2. SIR Call – Clint Collier, reported that Dave Kwinter has joined the SIR Call team as an editor! With three editors the team is about right.
3. Oct/Nov – Bill Holly* can provide slide shows for Past Big Sir and Veterans for the Oct. and Nov. meetings respectively.
4. Honorees – Walt Busenius* There are two presentations being given by Jim Burk. Our first, "Century" SIR turned 100 yrs. old, Dominic "Dom" Di Matteo and, Certificates of Appreciation.
5. Sunshine – Brian McCarthy ([Sunshine Report](#))

Old Business

None

New Business

None

Adjourn 10:35 AM

1. Next meeting - October 14, 2021.

Respectfully submitted,
Richard Lyon, Secretary, Branch 146