



**Pleasant Hill Branch 146
Minutes of the Branch Executive Committee Meeting
June 9, 2011**

CALL TO ORDER

Big Sir Pete Gates, called the meeting to order at 9:30 a.m. He welcomed the 13 visitors including Committee Chairmen. (See **Attendance Roster attached**).

BEC ROLE CALL/QUORUM

Volunteer Secretary Jim Burk, filling in for **Secretary Terry Marchione**, announced that a quorum was achieved with 10 of 12 BEC members present (see **Attendance Roster attached**). Only Terry Marchione and Jim Meehan were absent.

APPROVAL OF MINUTES

Volunteer Secretary Burk indicated that the minutes from the April 14, 2011 meeting had been distributed electronically to all members of the 2011 BEC by **Secretary Marchione** previously. He asked if there were any corrections or additions to the minutes. Being none, the minutes were approved as written.

BIG SIR'S REPORT

Big Sir Pete Gates reported on the following subjects:

New Luncheon Contract with CourseCo

We have a new contract with CourseCo and Pete thanked Jim Burk for taking the lead on this matter in light of his good relations with CourseCo. The highlights are: (1) The contract continues through December of 2012 (20 months) [part of the thinking of going to 20 months, in addition to locking in the rate, is that it puts the agreement on a calendar year basis]; (2) the price remains at \$24 per person; (3) the price of drinks remain the same: House Wine \$4; Domestic Beer \$3; and Import Beers \$4; (4) an addition to the agreement was that SIR 146 has the option of requesting a special menu for our Ladies Day luncheon, and the price for such a luncheon will be reevaluated and communicated by CourseCo in advance. We can then either approve or disapprove of the price and renegotiate at that time if we wish. We do not have to proceed and can return to what might be called our standard level of meal. Pete commented that he was particularly pleased to observe first hand that both Lance Iwanaka, General Manager, and Jeff Vocolka, new Food and Beverage Manager, clearly value our business and want to provide a very high quality of service.

Feedback from our Area Governor on our Newsletter

Pete read from an e-mail from **Ron Smith, Area Governor**, in which he was highly complimentary of Editor Rich Ahlf and Bill Cammerer for their work in producing such a high quality newsletter.

Thank You Note from Jim Baldrige's Granddaughter

Pete received a very nice Thank You note from Shelby Gamble for including her in the May luncheon and for the opportunity to meet Coach Teri McKeever.

Feedback from Area 2 Branch Functions Roundtable

On April 27, some members of our Branch had the opportunity to attend the Area 2 Roundtable with focus on Recruitment and Retention. While our Branch was well represented, unfortunately some of the others were a bit light. Following the gathering some of us in Branch 146 got together to discuss what new ideas we would like to implement that were picked up at the Roundtable. The following are now in the process of being implemented: (1) added a new letter to our Guest Package given to guests attending our luncheons, specifically welcoming them and hoping they will decide to join our Branch; (2) constructed a letter to our members who sponsor guests who subsequently become members to enforce the idea that they have a responsibility to help the new member acclimate into the Branch; (3) placing even more emphasis on Retention highlighted by the fact that this month for example we are inducting 3 new members, but are losing 4. Perhaps those are non-preventable losses but we need to ensure that we have done everything possible to retain our members; (4) we agreed to try a Suggestion Box, which has been a long standing recommendation from **Jack Calloway**, and it will be located on its own table just across from the name tags and check-in; (5) we need to give **Dave Pierce**, Chair of New Member Relations, all the assistance that we can as it is such an important job. In summary, we came away with the feeling that we are doing a lot of good things in the area of Recruitment and Retention, in fact better than most, but need to be sure to not rest on our laurels; and (6) the Publicity Committee, with **Bill Hoban** at the helm has quickly become the leading group in the Area and many of the Branches are attempting to emulate our approaches. Congratulations to Bill.

LITTLE SIR'S REPORT (see attached report)

Little Sir Jim Burk indicated our program for today will have two presenters. The subject matter has to do with improving our physical conditioning and strength as it relates to our equilibrium and personal fall prevention efforts. The first presenter is **Gennifer Mountain who is the Fall Prevention Program manager under the umbrella of Senior Outreach Services offered by Meals on Wheels**, a nonprofit agency. She is accompanied by **Phil Trapp**, who in addition to being a fellow Sir from Branch 8, is a **Certified Fitness Instructor and volunteer for the Senior Fitness Circuit Program in Contra Costa County**. Gennifer and Phil will educate us on how to minimize the possibility of falling and encourage us to get started on a program of physical fitness.

In July, Jim had lined up a speaker from the State Department of Corporations to speak to us regarding things to watch out for so as to prevent becoming a victim of so called

“Senior Scams.” Unfortunately, Jim was contacted by her on Monday and informed that she will not be able to join us in July as the Governor has invoked a freeze on employee travel in light of the issues surrounding the budget for the State of California. Jim is working to procure another speaker from among several alternatives for our July 14 meeting. He will advise the BEC as soon as he has finalized something.

In addition, Jim asked for the permission of the BEC to further explore the possibility of having **Mike Conklin** come and speak to us in November and to bring along one of the service members from our area that Mr. Conklin’s “**Sentinels of Freedom**” scholarship program has assisted upon their return home. It would also give us the opportunity to hear first hand reports from a soldier as to their perception as to how things are going in Afghanistan. Mike has spoken to other SIR Branches and was at one time scheduled to speak to our Branch but a subsequent conflict prevented that from happening. In the ensuing discussion several BEC members and visitors were familiar with the Sentinels of Freedom program and were supportive of pursuing Mike as a speaker. The issue of concern is that he will reference as one of his organization’s objectives the need to raise money for scholarships for the Sentinels.

MSP

Finally, Jim also expressed his desire to change our memento of appreciation given to our speakers. For years we have given our speakers a nice framed certificate as our expression of appreciation for their time with us. Jim indicated that he and the Area 2 Little Sirs have been exchanging thoughts on what other gifts might be even more appreciated and useful. One idea that has been discussed is to provide our speakers with a merchandise gift certificate. More specifically, Jim likes the idea of giving a gift certificate from Trader Joe’s valued at \$25. Branch 19 is now doing this as a result of the Little Sir’s collective discussions. Branch 8 is providing a small desk organizer. Jim prefers the former as the latter seems very similar in many respects to what we are currently doing. Jim had done a cost comparison and it showed that the annual incremental increase in cost of moving to a monetary gift certificate would be approximately \$225.

A motion was made to move to a monetary gift certificate as our gift to our speakers. If a future speaker indicates they are not allowed to accept monetary gifts we will provide them with the framed certificate that we provide today.

MSP

SECRETARY’S REPORT

Volunteer Secretary Burk had nothing further to report.

TREASURER’S REPORT

Treasurer Dick Woodman first commended **Assistant Treasurer Chuck Clark** for keeping things under control while Dick was travelling. Dick went on to report that we started the month of May with \$12,206.67 and ended the month with just \$118.12 less, or \$12,088.55. The Ladies Luncheon brought in \$5294.44 and incurred expenses of \$5,366.00, or a small loss of \$71.56. Jim Burk asked Dick a question regarding the entry

under expenses of “Spring Dinner Dance” of \$5,366. Further discussion pointed to the probability that this entry was mislabeled and should have been labeled as the actual cost of the Ladies Day Luncheon. A correction will be made accordingly.

Jeff Baily raised the question as to whether the budgeted money under “Web-Site” of \$1000 was all committed or was available for use. Dick reminded that the contract with our outside consultant, Shirley Christie, was in the area of as much as \$100 per month and that is the only current commitment made against the Web-Site budget.

He further commented that our original budget of \$6300 for calendar year 2011 continues to be in excellent shape in light of our significant reduction in expenses as a result of our move to the electronic distribution of the SIR CALL newsletter, and the change to e-mail distribution of the Member Directory. Dick also commented that this fall we will evaluate the level of need for our Voluntary Contribution for the year of 2012 beginning in January. Pete reinforced that idea, indicating that he expects to put a team together to examine what the “asking” Voluntary Contribution will be and when to launch that request.

COMMITTEE REPORTS

Nominating Committee (Dennis Hallett)

Dennis reported that he and his Committee of Doug Cook, Fred Kovar, and Bob Yolland have completed their work and he expressed his sincere appreciation for their work. He then announced the following slate of Officers nominated for 2012:

Big Sir	Jim Burk
Little Sir	Terry Marchione
Secretary	Jim Meehan
Asst. Secretary	Jim Saavedra
Treasurer	Dick Woodman
Asst. Treasurer	Chuck Clark
Directors	Bill Roberts
[Second Term]	Bill Hoban
	John Harrington
Directors	Bill Holly
[New]	Walt Busenius
	Chuck Campbell

This list of nominees has traditionally been placed in the July SIR CALL, and then at either the July or August luncheon the nominees will come before the membership for approval. It was agreed that Dennis would provide this list officially to Editor Rich Ahlf for inclusion in the SIR CALL. Dennis pointed out that in their work the Committee found that in light of either individual’s own personal demands in their lives, or due to their involvement in other activities in the Branch, it was more difficult this year to secure members approval to have their name placed in nomination. He cited that in one case he was only able to secure approval from the nominee for one year of service. Hopefully, that person will find the work enjoyable and subsequently commit to

additional years. Dennis wanted to simply give a “heads up” for next year’s Nominating Committee as to what they might encounter.

Rich Ahlf reminded people to send their information for the newsletter to sircall@hotmail.com and not to his personal e-mail as he has been called to Jury Duty and may not be putting the SIR CALL together for July. Bob Darius stands ready to back Rich up should that become necessary.

Pete expressed his appreciation for the work of Dennis and his Committee.

Membership (Steve Sprague)

Steve sought BEC approval for new members **Bruce Borgman** sponsored by Corrie Oranje, **George Rammell** sponsored by Dick McElroy, and **Robert Soldano** sponsored by Pete Gates.

In addition, **Frank Mandic** passed away on April 28. **Frank Marcon** has moved to Santa Cruz and has resigned. **Paul Guidry** and **Ed Mendelssohn** have resigned.

After the above changes, our total active membership count will be reduced by one to 260 members. There is one applicant currently waiting for induction. Finally, our inactive roster remains unchanged at nine members.

Bill Roberts asked if we are able to follow up on our losses to determine if there are reasons a member has chosen to leave for which we might have been able to avert the loss. Jack Calloway answered that, in fact, we do follow-up where appropriate and in a recent case it was determined that SIR was probably not a good fit for the person in question.

MSP

Form 27 –Monthly Branch Membership Report – Steve wanted to point out that our May Ladies Day Luncheon had 212 total people in attendance (**see attached report**).

Bill Roberts offered a sincere commendation of Steve for all the work that he does behind the scenes to provide the BEC with statistical information that helps us to know what is happening with the membership of the Branch.

Recruitment and Retention – Chair Jack Calloway wanted to commend the BEC members themselves for setting a very good example by bringing guests to the luncheons. Today we have 7 guests in all and hopefully we will secure a high percentage of them as members. In addition, we will have the “Sponsor” drawing for the first 6 months of the year and look forward to seeing who the lucky winner of a free lunch might be.

Pete indicated that we have brought in 13 new members to date and are well on our way to the goal of 27 new members for the year. Our conversion rate (i.e., number of new members joining compared to the number coming as guests) has slipped since the

beginning of the year but hopefully that number will increase significantly before the end of the year.

As a final note, Dwight Sale at the State level, recently compiled a Form 27 for the first four months of the year, and analysis shows that we are doing very well compared to the other Branches in Area 2.

Publicity – Chair Bill Hoban thanked Jack Calloway and John Harrington for getting our brochures in the Senior Center. We are also in the Contra Costa Times “Datebook” and the “Journal.” In addition, we are in the Clayton Times Pioneer as well. We are attempting to get a story about SIR in the San Francisco Chronicle following contact with writer C. W. Nevius. An attempt is being made to get our brochures in the Walnut Creek Library. The idea broached about putting an “I Love SIR” decal on our cars met with no significant interest.

It was referenced that the Hilton Hotel in Concord has now placed a sign at the curb indicating that “SIR Meets Here” now that Branch 8 has moved their luncheon location, and it gives the day of the Month similar to signs we have seen over the years for Rotary Clubs. Jim Burk volunteered to discuss such a possibility with Boundary Oak.

Attendance/Luncheon – Chair Bob Mehus reported one significant “change” or perhaps better stated a “reinforcement” in our procedures during the negotiations for the new Agreement with CourseCo. In the past, while we have asked our members to let the Attendance/Luncheon Chair know by Friday Noon of the week prior to the Thursday luncheon date as to whether they were going to attend the luncheon, we often would correct/revise the number on that coming Monday. Lance indicated that this was not particularly helpful for them in that Monday was often the day off for the Chef, and it was therefore too late to order food in a timely manner. They requested that we reinforce the Friday by Noon deadline and adhered to it. Our negotiation team thought about the request and it seemed reasonable. So we are now requiring our members to **meet** the long standing deadline that has always existed and our Attendance/Luncheon Chair will communicate with CourseCo mid-day on Friday as to our guaranteed number. That is the reasoning behind why Jeff Baily sent out the e-mail stressing the important of the Friday at Noon deadline; and why Rich Ahlf put emphasis on the deadline in the SIR CALL article regarding the June issue.

In addition, we have decided to change to a 7% factor for “no shows” instead of the previous 10% when calculating the guarantee. This is based on the improved results of our more rigorous follow-up on no shows and the disciplined approach to charging our members when they fail to show and the Branch incurs the liability of the charge for the meal. The point is that our members are starting to better understand that we are serious about charging as contrasted to several years ago when we were more lax.

Pete also referenced that we have now actually placed in the contract the previously understood agreement that CourseCo will prepare meals at the level of 5% over the guarantee. It turned out that what was thought to be commonly understood was actually

not known by Lance and therefore not passed along to the new Chef and also to the new Food and Beverage Manager following several personnel changes. This should help alleviate the possibility of not having enough food on those occasions when members show up at the last minute when they originally told us they were not coming.

We have also become much more disciplined about counting the food “chits” that represent the percentage of meat (45%) and fish (55%) that are placed on the front table for members to pick up when checking in.

Bob Mehus provided the Lunch Count report for today. He reported that of our 261 members, 51 were excused; and there would be three (3) inductees; and five (5) guests and visitors and two speakers (**see attached report**). That would produce a lunch count of 217 before taking into consideration the 7% no show factor. Factoring the latter into the equation he has subtracted out 15, thus producing a guarantee to CourseCo of 202.

Pete Gates interjected his appreciation to Bob Spellman and Steve Sprague for taking on the judging of the “Colorful Shirt Day” at today’s luncheon.

Activities – Chair Steve Dawkins put forth an idea where when a new member expresses an interest in a particular activity, he would be accompanied to his first appearance at that activity by an experienced member of that activity.

Steve has another idea that he would like to present, but is somewhat concerned that it might be too radical. Pete indicated that he would be happy to make time on next month’s agenda for Steve to make a presentation outlining his idea.

Travel – Chair Bob Spellman asked Ken Richter to speak to an upcoming trip. Ken informed the BEC that the previously approved trip “Romance of the Rhine and Mosel Rivers” running from May 19 to June 3, 2012 has brochures out on the table for members to consider, and that he had given copies of the SIR Form 53 and Form 50 to the Secretary for the Branch records (**see Forms attached**).

Pete took the opportunity to ask Ken how the “Book Corner” experiment was going. Ken felt that it was generating considerable interest. Bill Hoban asked where the table was as he had a book to contribute. Ken reminded everyone that the book table is present **every other month**, but he would be happy to accept the donation today and put it out next month. Ken is also looking for someone to back him up when he is not able to be in attendance. If anyone is interested in assisting him, please let Ken know.

Webmaster – Pete Gates for the absent Chair Terry Marchione reported that we have now contracted with a consultant (Shirley Christie) and that she is in her 3rd month of what might be considered a trial approach. She is doing well and providing the service that we had hoped. The cost has turned out to be a little more than we had projected. She charges \$50 an hour and in April she charged \$87 and in May \$100. So it appears we should expect each month to run approximately \$100 rather than the original \$50 we

estimated. This will be evaluated following her third month and any changes to the budget that may be appropriate will be communicated..

Bill Hoban offered that he was familiar with a couple of people in the Branch that are IT experienced and could well be in a position to volunteer their time to assist in this regard. Pete reminded that we had previously put out the word in the SIR CALL and asked for volunteers to pick up the baton from Terry as he needs to relinquish his responsibilities having to do with the Website, as he prepares to take on the Little Sir position in 2012. Jim Burk has calendared a meeting with Terry and Pete to discuss this very subject in late June. The last article did create some interest and responses but they have not come to full fruition.

Dinner Dance – Chair Vince Rettew – Absent

Chairmen desiring to report at the Luncheon?

Jim has had requests from Lo McCarley (Computer Classes), Doug Eisner (Candy Sales), and Ken Richter (Travel). No other requests were made known.

OLD BUSINESS

None

NEW BUSINESS

Rich Ahlf offered an idea having to do with a Sir Picnic to include spouses in mid-summer, perhaps next year (2012). This idea is currently done by another Branch (19) and they position the picnic between the two Ladies Day Luncheons. It is coordinated by the cooking groups and could be a pot luck format. They would have to rent a park, etc., so there would most certainly be lead time necessary.

ADJOURNMENT

There being no further business to come before the Board, the meeting was adjourned by Big Sir Gates at 10:55 a.m. The next meeting of the BEC is scheduled for July 14, 2011 at 9:30 a.m. in the Lakeview Room at the Clubhouse at Boundary Oak.

Jim Burk, Volunteer Secretary

Attachments:

- (1) Attendance Roster 06/09/11 BEC Meeting
- (2) Little Sir's Report for June (Jim Burk)
- (3) Treasurer's Report for May, 2011; and Form 28 "Monthly Cash Report" for May, 2011 (Dick Woodman)
- (4) Membership Chair's report; and Form 27 for June, 2011 (Steve Sprague)
- (5) Attendance/Luncheon Chair's report for June, 2011 (Bob Mehus)
- (6) Branch Travel Form 53 & 50:
"Romance of the Rhine & Mosel Rivers," May 19 – June 3, 2012

