



**Contra Costa Branch 146**  
**Minutes of the Branch Executive Committee Meeting**  
**Boundary Oak-Lakeview Room**

**July 10, 2014**

**CALL TO ORDER**

**Big Sir Doug Eisner** called the meeting to order at 9:00 am, welcoming all 12 BEC members, and 12 committee chairmen and guests.

**BEC ROLL CALL/QUORUM**

A quorum was present as all 12 officers and directors were in attendance.

**APPROVAL OF MINUTES**

Minutes for the June 12, 2014 open meeting were approved as written.

**BIG SIR'S REPORT (Doug Eisner)**

1. As mandated by Branch 146 Bylaws, listed below are the Nominees by Name and Position for the 2015 BEC:

<b>Big Sir</b>	<b>Bill Holly</b>
<b>Little Sir</b>	<b>Walt Busenius</b>
<b>Secretary</b>	<b>Alan Elnick</b>
<b>Assistant Secretary</b>	<b>Bruce Borgman</b>
<b>Treasurer</b>	<b>Rob Melrose</b>
<b>Assistant Treasurer</b>	<b>Jim Barry</b>
<b>Director (2<sup>nd</sup> Term)</b>	<b>Ben Gleason</b>
<b>Director (2<sup>nd</sup> Term)</b>	<b>John Pearl</b>
<b>Director (2<sup>nd</sup> Term)</b>	<b>Bob Spellman</b>
<b>Director (1st Term)</b>	<b>Brad Hatcher</b>
<b>Director (1st Term)</b>	<b>Richard Hockenbrock</b>
<b>Director (1st Term)</b>	<b>Corrie Oranje</b>

This slate, published in the July 2014 Sir Call, will be announced with introductions at today's (June) meeting and only Corrie Oranje will not be present. At the August 2014 meeting, additional nominations will be accepted from the floor prior to the actual voting for the 2015 BEC.

2. **Walt Schick and Tony DE Losada** were guests at today's meeting and made a presentation and answered questions. Both are members of Branch 8 and Chairs of the newly formed Area 2 Membership Support Committee. This committee will hold its next meeting on Friday, July 18<sup>th</sup> at the downtown Walnut Creek Library.

Because Sirs is experiencing a 15% yearly attrition rate, the committee's purpose is to discuss ways of improving membership levels, member retention, and to enhance the viability of branches within Area 2. Little Sirs are invited to make up this committee to share ideas in a round table setting. The upcoming meeting will also include a round table discussion about Activities. **Little Sir Bill Holly** will be out of town and unable to attend; however, **Bruce Borgman**, leader of our Growth Committee, will be representing Branch 146.

They passed out recruiting brochures with different themes: aimed primarily at men with interests in fishing, golf, and bowling. Another brochure encourages wives to encourage their huddies to join Sirs. These brochures can be passed out directly to potential candidates, their wives, or friends, as well as be placed at locations of choice. Again, it was mentioned that the mailer to 40,000 households was unsuccessful. There were only 14 responses and one was referred to Branch 146.

Other recruiting tools being considered would use Groupon and/or the AARP Magazine and would suggest a luncheon discount for attending an upcoming meeting to check out Sirs. Form 21 on the State Sir website can be used to obtain the recruiting trifold, the recruiting brochures mentioned above, and bumper stickers. **Big Sir Doug** thanked **Walt and Tony** for coming and spearheading this committee.

3. **Doug Eisner and Bill Holly** continue to organize and recruit the leadership / administrative chairmanships for 2015. As it stands, there may be a need to recruit at least 5 new chairmen. The Head Greeter needs helpers. It was mentioned that Branch 8 uses new members to be greeters to help assimilate them. The Travel Chairman **Ken Richter** would like an Assistant Chairman to groom as a replacement in a few years. The topic of recruiting Assistant Chairs keeps emerging and especially recruiting them from our core of new members.
4. July is the month to submit nominations for the 2015 Area Governor. **Gary Plisco** has resigned. A candidate should have been a past Big Sir or have served 2 years on a BEC. Since no nominations were proposed, **Doug** will submit Form 44 without a candidate.
5. Quarterly Report to Area Governor: The Branch's 2Qtr Report for 2014 was submitted on July 1, 2014. Copy attached. As **Doug** stated in the report: "Our branch vitality rate remains high as evidenced by our recruiting pace for 2014. We're ahead of our year-to-date goals for guest attendance and new member inductions and we're pleased that these recruiting efforts have resulted in an excellent conversion rate of 72%."
6. Clubhouse Renovations: Barry Slavin, Walnut Creek Liaison, advises that the process is progressing. Contract requests will go out soon. By the 4<sup>th</sup> Qtr of 2014, the city should have a better estimate of the work schedule and should select contractor(s) for phase 1 by October, 2014. Right now, we do not know what impact, if any, the work schedule could have on our meetings during 2015. It is possible that the 2<sup>nd</sup> floor restrooms may be renovated during the 1<sup>st</sup> Qtr of 2015 -- at least 1 year earlier than the kitchen facilities.

7. CourseCo has installed a new sound system. It will be calibrated to our voices prior to the start of today's luncheon.
8. The **Little Sir Bill Holly** will chair the August BEC meeting. **Doug** will be vacationing.

### **LITTLE SIR'S REPORT (Bill Holly)**

1. Today's speaker is Michael Butler, the Artistic Director of the Center REP, the resident professional company of the Leshner Center for the Arts in Walnut Creek. His presentation is titled "The Most Interesting Job in the World: Artistic Director of a Theatre Company". Michael is in his 9<sup>th</sup> season at the Leshner: and among his many achievements, he graduated from Juilliard in New York City.
2. Next month's speaker will be Mr. Nan Su and his presentation is titled: "Shen Yun – Reviving 5,000 years of Chinese Civilization".
3. To date, there are 8 pending "no shows". For June, there were actually 6 "no shows". They will be contacted by email or phone and this should be resolved by the next meeting. There is 1 holdover from March's and 1 from April's luncheon.
4. **Bill** attended June's Area 2 Membership Support Committee where member relations and retention, as well as recruiting were among the topics discussed. State Sirs' membership has gone from a high approaching 36,000 to 16,000 members in 2014.. There has been an attrition rate of 15% per year. Some branches have even merged. A sustainable goal is to keep the current membership plus one new member to keep the status quo and to strive to grow the membership base. Branch 8 is proposing that Form 27 be modified to include annual membership data for the prior 2 years. At the meeting, each Little Sir was asked to complete the Sir Branch Assessment worksheet and to personally evaluate the risk level of their branch's health and survivability. Copy of blank form attached. Branch 146 scores favorably and is reasonably strong in most categories. **Bill** rated us low risk in 3 categories, moderate risk in 2 categories and high risk in 1. There are two areas where there is room for improvement. These relate to filling activity positions and a desire to continually improve member recruitment.
5. Plans for our Branch's 25<sup>th</sup> Anniversary celebration at October's luncheon continue to progress satisfactorily. The State Sir President Maynard Rodland has been invited and currently plans to attend. **Bill** has talked to CourseCo's Food and Beverage Director about Champagne. More details to follow. Robert Ellison is CourseCo's new food and beverage supervisor:

### **SECRETARY'S REPORT (Walt Busenius)**

Nothing to report.

The Minutes of BEC meetings can be viewed on the Branch 146 website.

### **TREASURER'S REPORT (Chuck Campbell)**

The Treasurer's Report for June, 2014 was accepted as submitted and can be viewed on the branch 146 website. Copies attached.

- We began June with a cash balance of \$22,971.86 and ended the month with a balance of \$19,132.86.
- The negative difference of \$3,839.00 between receipts and expenditures resulted primarily from the \$3021.00 travel expense for the upcoming tour of Levi Stadium and the June lunch cost exceeding receipts by \$221.00. The checks, from participants of the Levi Stadium Tour, will offset the travel expense and are in **Chuck's** possession. These checks will be deposited soon. Otherwise, there were no unusual or unexpected expenditures.
- June lunch cost exceeded receipts because 202 lunches were guaranteed, but there were at least 8 "no shows".
- In August, notices will be sent to Activities Chairmen to report assets over \$50.00 in value.
- In September, the new budget and dues amount for 2015 will be proposed to the BEC.
- In November, the 2015 annual assessment (dues) will become due.
- All dues for 2014 are current.

## **COMMITTEE CHAIRMEN REPORTS:**

### **Activities Coordinator (Jerry Kaplan)**

- The Branch Activities Coordinators in Area 2 will meet on Friday, July 18<sup>th</sup> following the Area 2 Membership Support Committee in the downtown Walnut Creek Library. **Jerry** is unable to attend due a scheduling conflict.
- We have 41 activities and continue to receive suggestions for new activity groups. Genealogy has disbanded but an Acoustic Musicians group lead by **Alan Elnick and Carl Tilchen** has been formed.
- The Mexican Train Dominoes group has met. They already have a waiting list. There is interest in starting a book club.
- **Jerry** will coordinate with Ron **Plachy** to keep the Activities List on the website up to date.
- To send out a memo to Activity chairmen to recruit Assistant Chairmen. This would involve 80 instead of 40 members running activities to expand our leadership ranks. The memo will also suggest that new members be considered as Assistant Chairs to get them involved in branch activities.

### **Biographies (Paul Dubow)**

- There are now over 100 bios on the website. **Paul** has approximately 20 to edit, which is a good thing. This represents nearly one-third of our membership. Newly inducted members are being solicited at orientation to complete their bios.
- To send another e-mail blast via communications (**Jeff Baily**) in August to the membership explaining how easy it is to submit bio information and have it written.

### **Communications (Jeff Baily)** Not Present.

- **Big Sir Doug** advised there appears to be a light at the end of the tunnel. There are 3 very good candidates who are considering taking over the editorship of the Sir Call.

### Honorees (Dennis Hallet)

Pleased to report there will be 4 or 5 honorees receiving designated awards during 2015.

### Evacuation Plan (Ben Gleason)

At today's meeting, the evacuation drill will be explained to the membership and then will be implemented at the end of the meeting.

### Ladies Day Luncheon (Steve Dawkins) No Report

### Luncheon Attendance (Baha Zarah)

The total count of **219** for lunch today is based on a membership base of **268**, and includes a combination of 1 new member, 5 guests, and 1 speaker, and (56) excused absences. Total Guaranteed to CourseCo is **197** after allowing for (22) post deadline absences. Allowing for 5% overrun, **207** meals will be prepared with 55% Fish and 45% meat.

### Membership (Ben Gleason)

- The BEC approved 1 new member: **John C. Elstead**, badge #88, sponsored by **Paul Masta**.
- **Thomas Kalkman**, badge#102, has resigned.
- **Frank Mathos**, badge#67, has been added to the inactive roster. After 2 years on the inactive roster, **George Felice**, badge#142, has resigned and **Frank Fries**, badge#65, was removed. As a result, our inactive roster has decreased to 24 members.
- After the above changes, the total membership count will **decrease by 1 to 267 members**. There are 6 Honorary Life Members. The Membership Report and Form 27 attached.

### Member Relations (Brad Hatcher)

- As requested by **Big Sir Doug and the BEC** during June's meeting, **Brad Hatcher** is investigating and researching several topics:
  1. Incentives for members who bring in guests as new members and
  2. Review of our existing program to see if it is promoting long term growth.
- Several other suggestions were made for consideration:
  1. A new member round table.
  2. New members go a second month at a designated table for new members so they become better acquainted with other new members who are also integrating into our Branch.

3. Sponsors of new members are reimbursed for their lunch after a new member joins or after 2 new members.

**Publicity (Al Munayer)**

- Will send out information about our August Luncheon and subsequent meetings to the Contra Costa Times.
- In response to AI's question, Walt Schick and Tony De Losada advised that Human Relations Departments of larger companies have generally rejected requests to give out Sir Membership literature to their retirees. HR groups shy away from passing out literature for groups with a male dominated membership base.

**Recruitment (Ron Binder)**      There will be 5 guests at today's luncheon.

**Sunshine (John Pearl)**      John submitted The Sunshine Report: copy attached. On the list are Howie King, Corrie Oranje, Ed Brands, Bob Donahue, Ron Pascoe and Elmer Kaprielian.

**Travel (Ken Richter)**      No Report

**Webmaster (Ron Plachy)**      A reminder that we should make sure that complete and accurate information is submitted for up-loading to the website. There is now a special events tab on the header. Check it out: includes slideshows from Monterey Mashers the May Ladies Day Luncheon.

**OLD BUSINESS:**              None

**NEW BUSINESS:**              None

**Tony De Losada**, A Master Gardener and a member of Branch 8, advised just before adjournment that he is starting an Area 2 Gardening Group that will meet monthly on the 3<sup>rd</sup> Thursday. Of course, Branch 146's Gardening group is invited to join this area wide activity.

**ADJOURNMENT:** Meeting was adjourned @ 10:46 am.

**NEXT MEETING:** Thursday, August 14, 2014 at 9:00 am.

**(Submitted by Secretary Walt Busenius)**

**Attachments:**

- 1.Attendance Roster July 10, 2014
- 2.2015 Nominees by Name and Position for the BEC.
- 3.2Q 2014 Branch 146 Report
- 4.June 2014 Late and No-Show List
- 5.State Sir Branch Assessment Worksheet
- 6.Planning for 2014 Training Memo
- 7.Treasurer's Report and Form 28 (Campbell)
- 8.July Lunch Count Table
- 9.Membership Report and Form 27 (Gleason)
10. Sunshine Report (Pearl)