

Sir Branch 146
Branch Executive Committee Meeting Minutes
Date: November 14, 2024
Venue: Boundary Oak Clubhouse

Branch 146 Executive Committee for 2024

		Present
Big Sir	John Klusener	Y
Little Sir	Bob Ford	Y
Secretary	Don Shaw	Y
Assistant Secretary	John Rexroat	Y
Treasurer	Mike Rothman	Y
Assistant Treasurer	Tom Amann	Y
Director 3 rd Term	Ed Brands	Y
Director	Mark Curtis	Y
Director 2 nd Term	Randy Graham	N
Director	John Alexander	Y
Director 3 rd Term	George Mon	Y
Director	Don Rhoads	Y

Other Attendees:

	Present
Ben Gleason	
Bill Holly*	Y
Bob Lucido	Y
Bob Spellman	Y
Bob Wilkenfeld	Y
Brad Hatcher*	Y
Brian McCarthy	Y
Bruce Borgman	Y
Carl Mason	
Dick DeVoe	
Doug Eisner*	Y
John Elstead	Y
Frank Lucas	Y
Glenn Breslin	Y
Henry Thatcher	Y
Howard Goldsmith	
Jim Crites	Y
Jim Pope	Y
Ken Richter	
Mike Smith	
Paul Dubow	Y
Phil Lee	
Richard Hockenbrock	
Richard Lyon	Y
Ron Plachy	Y
Roy Hodgkinson	

Steve Oki	Y
Steve Ybarra	Y
Thom Degnan	Y
Vern Roohk	
Walt Busenius*	Y

The Big Sir noted that we have a quorum and the meeting commenced at 9:00.

I Standing Reports

1. Branch Secretary

The call for comments on the Meeting Minutes for October 10, 2024 resulted in no additions or deletions. Upon motion by Don Shaw, seconded by Mike Rothman, BEC unanimously approved the Octobe Minutes as submitted.

The approved Minutes were filed in the Branch records and sent to the Area Representative.

Secretary reported that the Branch 146 Form 20 roster has been updated on the State website.

The Secretary reviewed various items from the Schedule of Branch Operations (SBO) and confirmed that all critical items were properly attended.

Treasurer: Confirmed that Form 28 was sent to AR and State SIR for last. month.

Membership Chair confirmed Form 27 was timely sent to State SIR last month.

2. Branch Treasurer

- a) Treasurer reviewed Form 28. Upon motion by Don Shaw, seconded by John Alexander, BEC unanimously approved Form 28.
- b) The treasurer's report is to be filed with the minutes. The BEC approved the policy summary regarding a member who made a reservation but failed to attend the reserved luncheon. This policy applies to all members, including annual payers. Beginning in January 2025, annual payers who reserve a lunch and then do not attend will be asked to reimburse the cost of the lunch starting with the second occurrence in the year. Action Item: Bob Ford will send a letter informing annual payers of this policy.
- c) Results of luncheon discussions with Boundary Oak: Representatives of Branches 8, 116, and 146 met with Boundary Oak's Mike Ash to discuss lunch options. The luncheon program for 2024 will be continued in 2025. Boundary Oak is preparing the contract at \$37 per lunch, and on the motion of John Klusener, seconded by Don Shaw, BEC authorized Mike Rothman's review and execution of the contract. **ACTION ITEM: BOB FORD WILL SEND LETTER CONCERNING LUNCHESES AT THE BEGINNING OF NEXT YEAR.**
- d) CD Renewal. Upon the motion of Mike Rothman, seconded by John Alexander, BEC unanimously approved the renewal of 3 CDs, as they expire, for 9 months at the then current rate, along with the investment of additional funds, bringing the total investment to \$20,000, all as itemized in #4 of the Treasurer's Report.

- e) Dispose of the branch-owned computer. Upon motion by Don Shaw, seconded by John Alexander, BEC authorized Mike Rothman to wipe the memory and dispose of the branch-owned laptop through sale, donation, or recycling, as he deems best.
- f) Branch inventory status report. Treasurer is conducting an inventory of Branch assets and equipment.

3. Membership Chairman

- (a) Form 27. George Mon reported on Form 27 that there were 2 new members in, bringing the total membership to 273. Upon motion by Don Shaw, seconded by Mike Rothman, BEC unanimously Form 27
- (b) Membership Report
- (c) Vote to approve new members. George presented the membership applications of Robert Mason and Norman Azevedo. Upon motion by Don Shaw, seconded by Ed Brands, BEC unanimously approved the applications.
- (d) 2025 Dues letters. George reported than 66% of members have paid dues, which is a bit ahead of last’s year’s payments for this date. 92 dues letters are ourstanding. There have been 10 donations totalling \$975.

II Old Business

III New Business

- 1. **State Advisory Committee.** Branch 146 members are Thom Degnan, Jim Pope, and John Klusener.
- 2. **Christmas lunch** – 100 spots are reserved, expecting close to 200.

IV Other Reports

1. RAMP Committee (Recruiting, Activities, Member Relations, Publicity)

A Recruiting- Randy Graham. Open discussion of recruiting ideas including hiring a recruiter. There was some support for ramping up social media actiity (NextDoor, Patch, etc.). **ACTION ITEMS: JOHN ALEXANDER AND RANDY GRAHAM WILL IDENTIFY PEOPLE WHO CAN CREATE OR POST CONTENT AND RANDY WILL CONTACT HEALTH CARE PROVIDERS LIKE JOHN MUIR AND KAISER TO EXPLORE HOW PROVIDERS MIGHT PROMOTE SIR AS HEALTHY BEHAVIOR/ACTIVITY.**

B Activities – Glenn Breslin.

Glenn presented this summary of activities:

Activity Summary

Description	Totals
Total Activities	48
Total Co-Ed Activities	29
Percent Co-Ed Activities	60%

Total Unique Activities	28
BR146 activities shared with other branches	12
Other SIR Branch Groups Activities Shared with SIR146	15

SIR Theater

Next scheduled shows are:

1. The ABBA Concert Experience

- a. Date: Sat 1/18 7:30 PM
- b. Price: \$58 per ticket
- c. The Abba Concert Experience reigns supreme as the eight-piece production performs all the greatest hits of one of the world's most beloved pop Super-Groups of the 70's. From the smash pop stage musical Mamma Mia to all the international pop chart favorites that made this ensemble famous, you'll hear (and see) all the costumes, and lights of the original ABBA shows, duplicated to near perfection.
- d. Optional Dinner: 5 PM before the show optional dinner within walking distance to the theater

2. Eagles Tribute Band – Take It To The Limit

- a. Date: 02/04/2025 7:30 PM
- b. Price: \$62
- c. Desc: America’s premier Tribute Band to the Eagles. This band has been delighting sell-out crowds across the country with a catalog of music that encompasses the classics and deep cuts from the Eagles’ music. Their ability to recreate these iconic studio sounds does not go unnoticed; but what really sets them apart is their ability to recreate the Eagles’ LIVE experience. Get ready for an unforgettable night of live music as these talented musicians and vocalists bring to life your favorite Eagles hits.
- d. Optional Dinner: 5 PM before the show optional dinner within walking distance to the theater

C Member Relations - Ed Brands

No Report

D Publicity –

Recruiting brochures are available.

2 Luncheon Chair- Steve Oki

See Treasurer’s Report for information.

3 Honoree Committee – Walt Busenius

Jim Balridge will be honored as Senior SIR at luncheon today.

4 Nomination Committee – Bob Wilkenfield

No report

5 SIR Call Editor – Clint Collier

No report

6 Travel – Glenn Breslin

SIR Travel

1. Here are the SIR Multi-Branch Travel Stats – related to the Travel Questionnaire
 - a. 48 people responded to the Travel Questionnaire
 - b. 58 different destinations were listed
2. Based upon questionnaire results, these below four short list destinations represent potential trips (e.g. more SIRs choose these destinations than other destinations)
 - a. Australia/New Zealand
 - b. England/Scotland/Ireland
 - c. Japan/Korea
 - d. Vietnam
3. 14 people, that listed these above short list destinations, on their questionnaire, have been interviewed. These people are mostly from SIR146, but also including other SIR branches
 - a. To Assess how they want to travel
 - b. Propose a land trip and a cruise trip to these destinations
4. 2-3 destinations will be selected from the above short list for the Fall 2025 and Spring 2026 travel periods.

7 Sunshine Chair – Brian McCarthy

Name	Badge	Comments	Mention in Invocation
Tom Boltz	240	Tom fell and fractured his vertebrae. He had surgery and is recovering.	Yes

Pat O'Keefe	19	Pat has prostate cancer. He has completed chemotherapy but it has taken a toll on his health. His recovery is going slowly.	Yes
Norm Baietti	172	Norm is feeling good. He is doing physical therapy. He is waiting to find out the status of the tumor.	Yes
Richard Hockenbrock	279	Richard has a chronic lung condition. He is scheduled to have lung surgery on Nov. 18.	Yes

8 **Branch Historian** – Mark Curtis. Mark presented an update of the BEC Roster, current through 2025, and is working on updating annual reports dating back to 2018 or so.

V **Little Sir** – Bob Ford

November speaker Chuck Kohler, Pearl Harbor survivor

December Diablo Vista Chorus quartet

January Holly Reese Senior Fitness

VI **Big Sir** – John Klusener

Recruiting recognition will take place at today's luncheon, along with an update to members on the State's 'Way Forward' presentation.

VII **Adjournment**

Upon motion by Don Shaw, seconded by Mark Curtis, BEC unanimously approved adjournment at 10:20.

TREASURER'S ATTACHMENT

Treasurer's Report

1/1/2024 through 9/30/2024 Using SIR #146 Budget

Category	Sept. 2024			1/1/2024	-	9/30/2024	Additional Activity to Dec. 31
	Actual	Budget	Difference	Actual	Budget	Difference	
Beginning Balance	11,640.92			40,485.07			9,910
1. BRANCH RECEIPTS	70.04	0.00	70.04	1,806.21	0.00	1,806.21	70
101.1 Dues Collection 2024	70.00	0.00	70.00	1,802.50	0.00	1,802.50	70
102.0 Interest	0.04	0.00	0.04	0.71	0.00	0.71	
103.0 Other	0.00	0.00	0.00	3.00	0.00	3.00	
2. BRANCH EXPENSES	548.89	160.84	-388.05	4,150.42	3,440.06	-710.36	1,614
201.0 Printing, Supplies, etc.	0.00	16.67	16.67	32.30	150.03	117.73	
202.1 Annual Dues Mailing	363.94	0.00	-363.94	363.94	0.00	-363.94	
203.1 Officers and Directors	0.00	0.00	0.00	0.00	30.00	30.00	
203.2 Computer Applications	0.00	16.67	16.67	0.00	150.03	150.03	200
204.0 Guest Expense	184.95	92.50	-92.45	1,442.79	832.50	-610.29	296
205.0 Pro Rata Assessment	0.00	0.00	0.00	1,867.50	1,867.50	0.00	623
206.0 Other	0.00	0.00	0.00	51.00	0.00	-51.00	
206.1 Birthday Boy	0.00	25.00	25.00	0.00	225.00	225.00	300
206.5 SirCall Expenses	0.00	0.00	0.00	19.99	20.00	0.01	
206.6 Recruiting Supplies	0.00	0.00	0.00	372.90	0.00	-372.90	
206.8 Sunshine Supplies	0.00	0.00	0.00	0.00	75.00	75.00	75
206.9 Photography	0.00	10.00	10.00	0.00	90.00	90.00	120
3. ACTIVITY RECEIPTS	6,294.00	0.00	6,294.00	49,113.00	0.00	49,113.00	200
301.1 Lunch Collected	2,304.00	0.00	2,304.00	19,422.00	0.00	19,422.00	
301.2 Missed Lunch Payments	0.00	0.00	0.00	288.00	0.00	288.00	200
301.3 Annual Payers 2024	0.00	0.00	0.00	864.00	0.00	864.00	
302.1 Ladies Day Lunch - May	0.00	0.00	0.00	5,460.00	0.00	5,460.00	
302.4 Branch Picnic	0.00	0.00	0.00	1,764.00	0.00	1,764.00	
307.1 Couples Dining Out	3,216.00	0.00	3,216.00	15,285.00	0.00	15,285.00	
307.2 Theater Group	774.00	0.00	774.00	5,966.00	0.00	5,966.00	
307.3 Explore and Dine	0.00	0.00	0.00	64.00	0.00	64.00	
4. ACTIVITY EXPENSES	7,546.38	174.08	-7,372.30	60,344.17	1,729.72	-58,614.45	3,641
401.1 Lunch - Boundry Oak	3,459.39	0.00	-3,459.39	30,206.48	0.00	-30,206.48	3,350
401.2 Lunch - Annual Payer Refund	0.00	0.00	0.00	288.00	0.00	-288.00	
401.3 Speaker expense	0.00	50.00	50.00	0.00	400.00	400.00	
401.5 Book Corner	60.00	87.08	27.08	621.00	783.72	162.72	180
401.6 Speaker Lunch	36.99	37.00	0.01	406.93	296.00	-110.93	111
402.1 Ladies Day Lunch - May	0.00	0.00	0.00	5,752.80	250.00	-5,502.80	
402.4 Branch Picnic	0.00	0.00	0.00	1,753.96	0.00	-1,753.96	
407.1 Couples Dining Out	3,216.00	0.00	-3,216.00	15,285.00	0.00	-15,285.00	
407.2 Theater Group	774.00	0.00	-774.00	5,966.00	0.00	-5,966.00	
407.3 Explore and Dine	0.00	0.00	0.00	64.00	0.00	-64.00	
Net Difference:	-1,731.23	-334.92	-1,396.31	-13,575.38	-5,169.78	-8,405.60	(4,985)
Transfers to Certificates of Deposit				(17,000.00)			17,600
Ending General Account Cash Balance	9,909.69			9,909.69			22,525

Notes

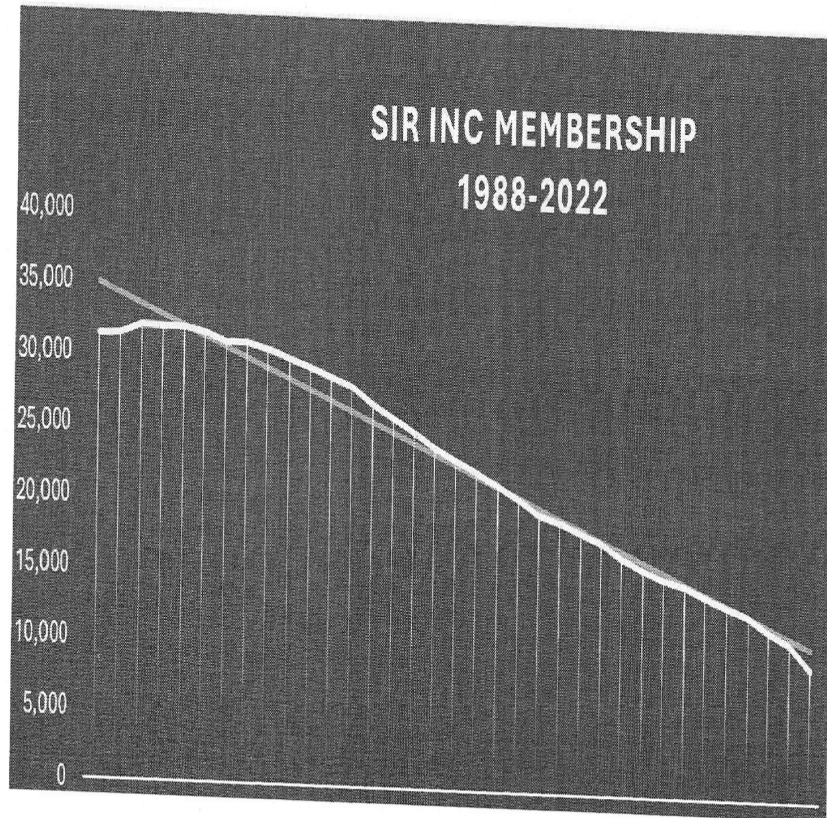
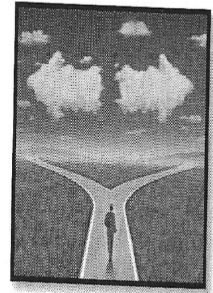
1. Projected Actual to Dec 31 column (far right) represents current best estimates of receipts and net expenses to Dec 31st
2. Cash balances include approximately \$1,580 in gifts received in late 2023.
3. Excludes year end receipts for 2025 dues and annual payer lunches

September 24 Way Forward Meeting Slides



So Where is SIR Inc Going?

How Long can Sir Survive the Loses



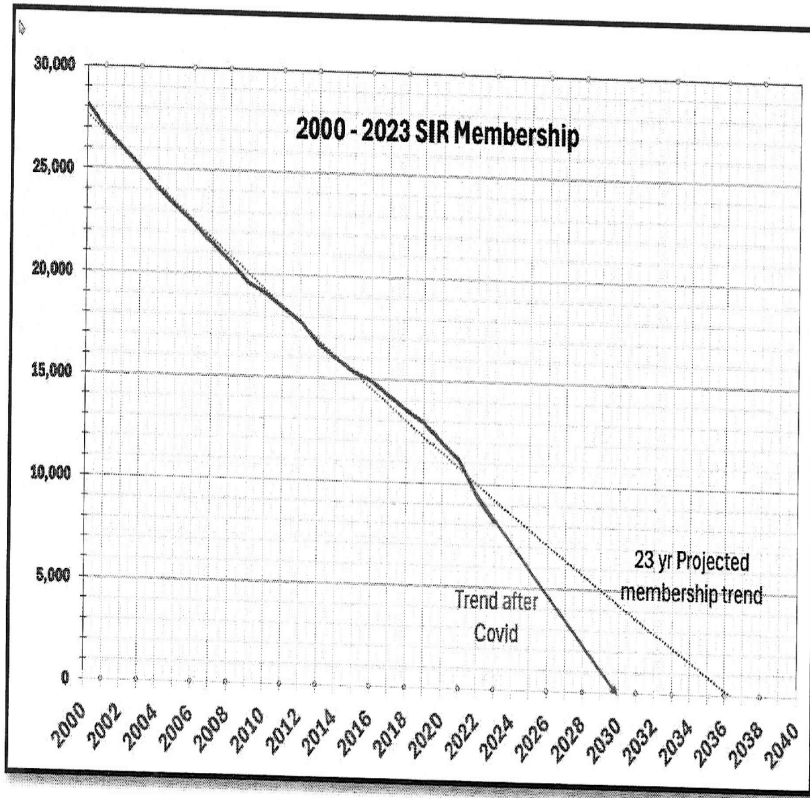
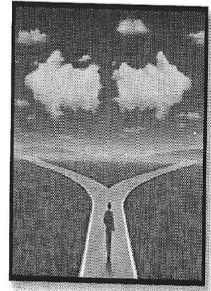
31,975 members in 1992
8,640 members in 2024

4% straight line decline



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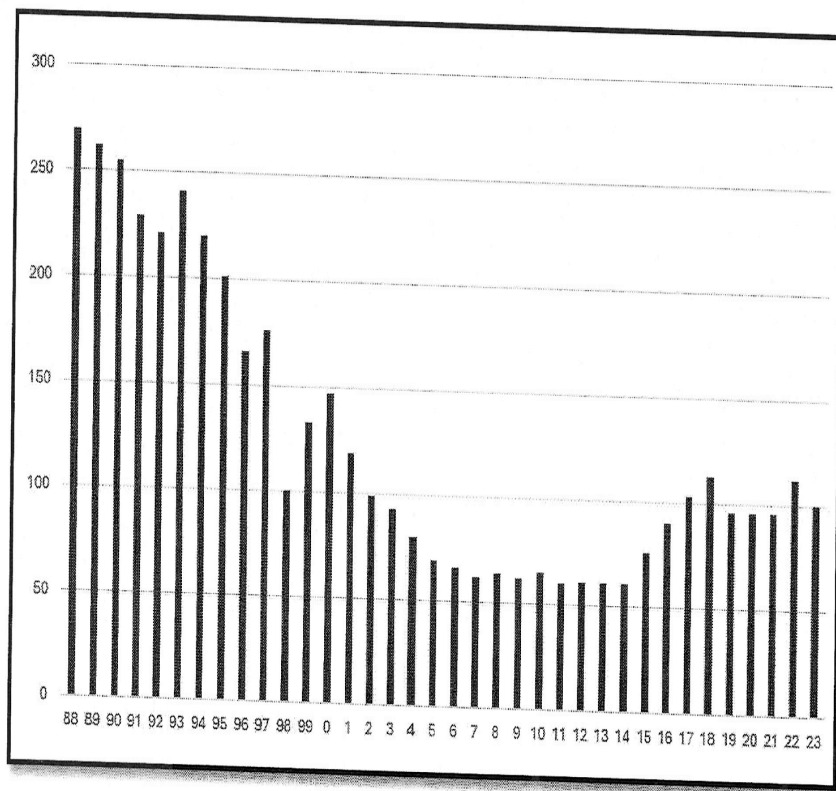
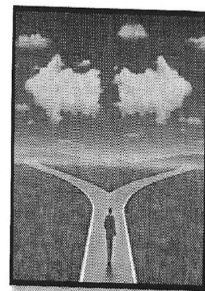


31,975 members in 1992
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4% straight line decline



Change in Membership Typical Branch



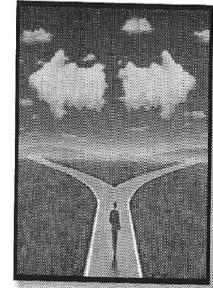
270 members in 1988

100 members in 2023

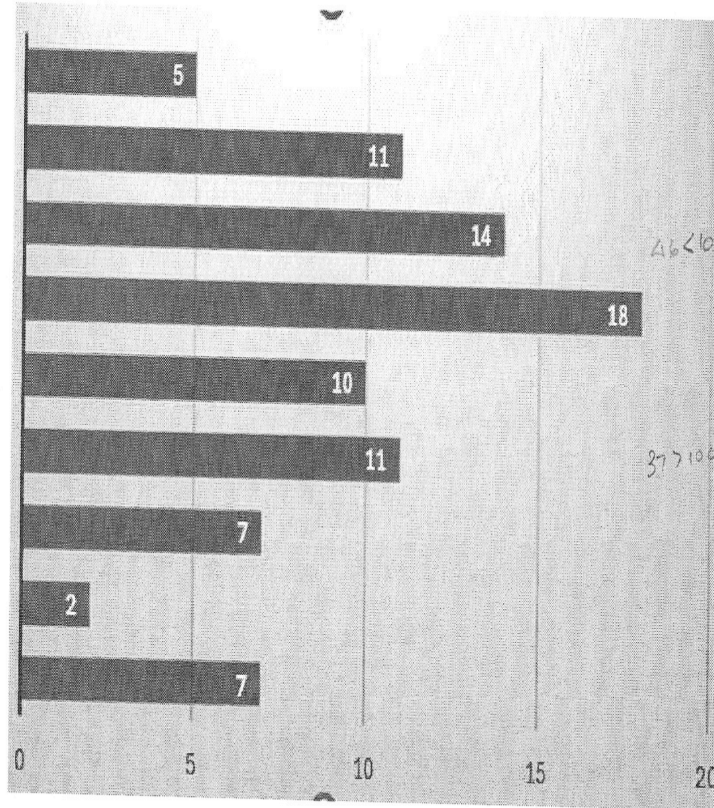


So Where is SIR Inc Going?

Branches by Size (Average = 106)



- 0 -> 24
- 25 -> 49
- 50 -> 74
- 75 -> 99
- 100 -> 124
- 125 -> 149
- 150 -> 174
- 175 -> 199
- 200 -> 336

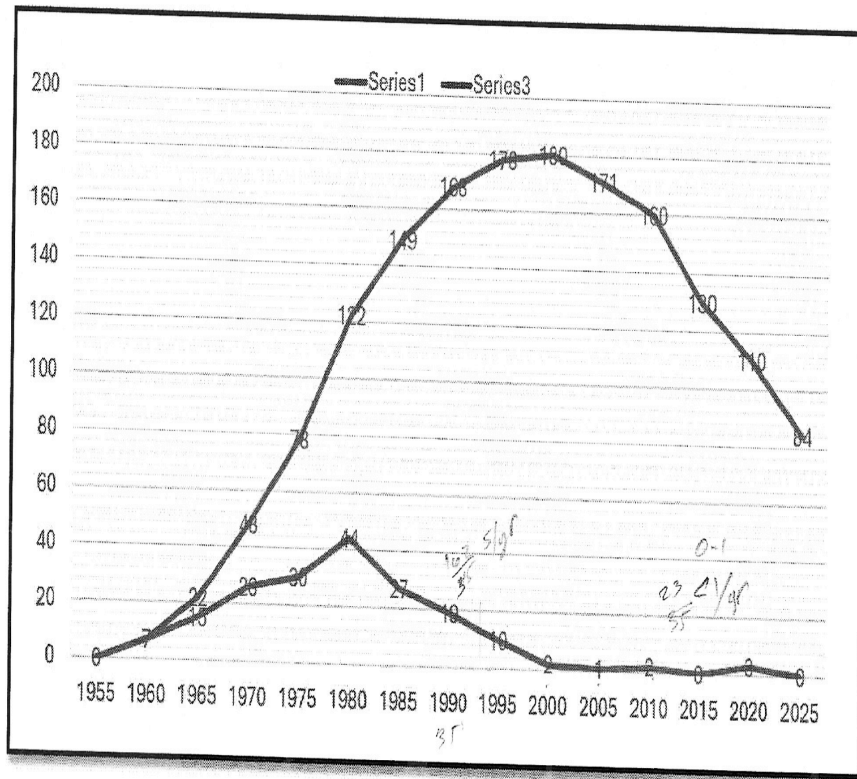
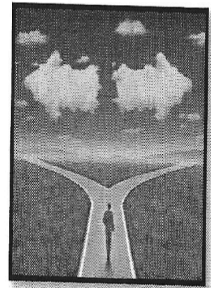


August 2024



So Where is SIR Inc Going?

Decline: 4 per year since 2000



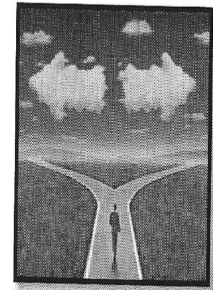
Total Branches

New Branches

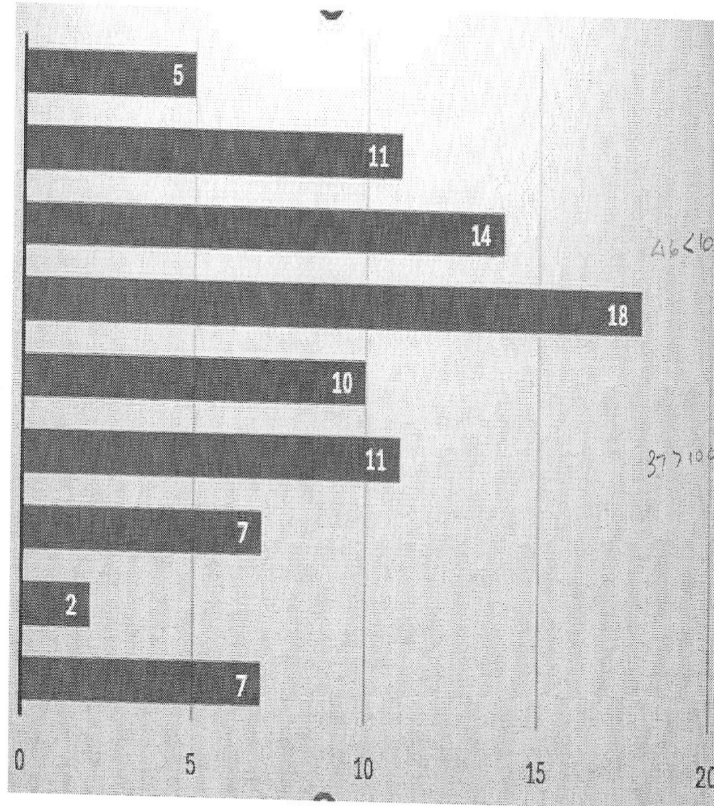


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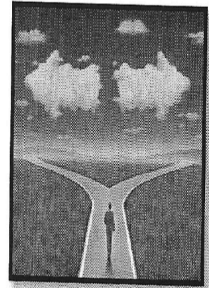


August 2024

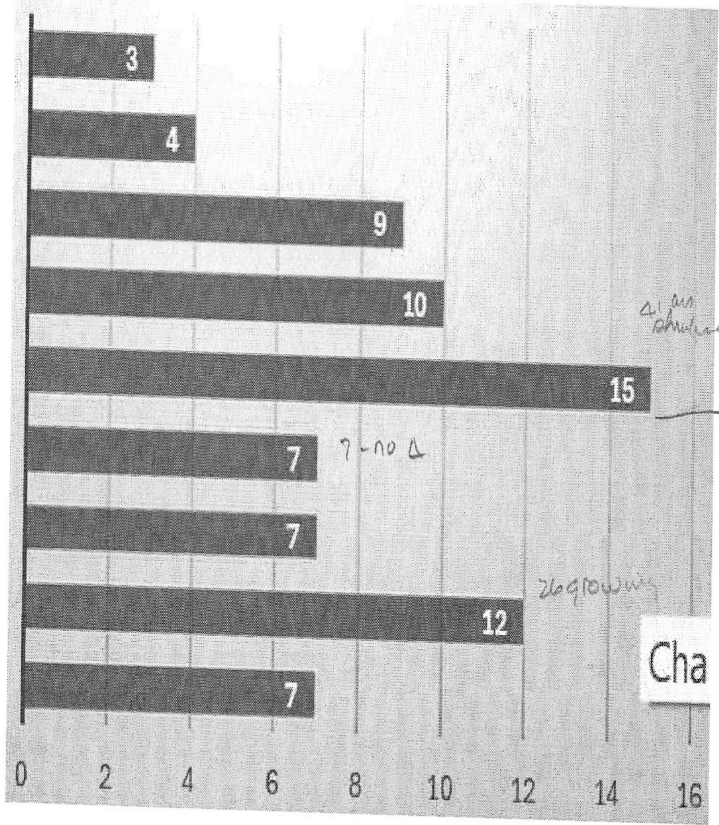


So Where is SIR Inc Going?

Branches by % Change in Membership



- 21 -> -25%
- 16 -> -20%
- 11 -> -15%
- 6 -> -10%
- 0 -> -5%
- No Change
- 0 -> 5%
- 5 -> 9%
- 10 -> 50%



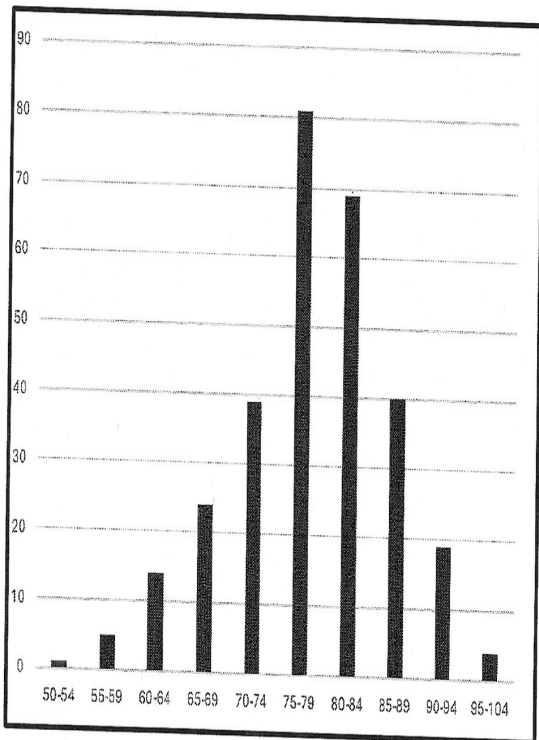
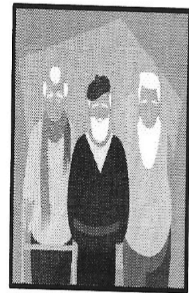
August 2023
To
August 2024

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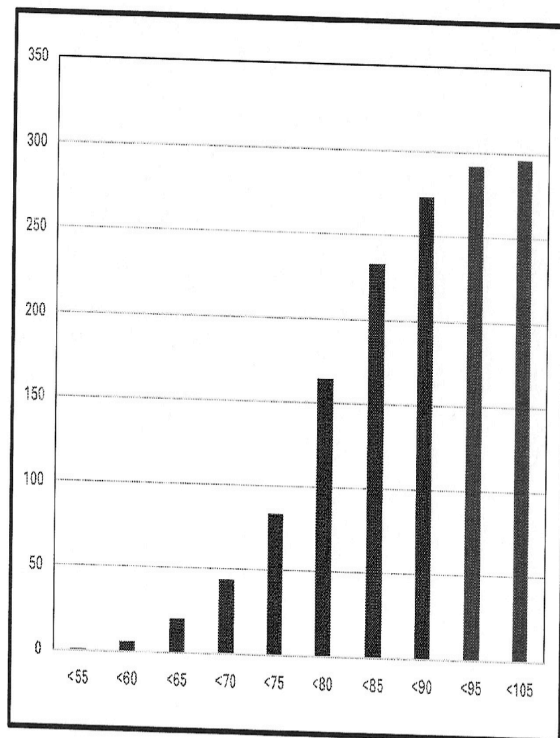


We're Getting Older?

(Branch 35 as an example on July 19, 2024)



Number of Members within an Age Range



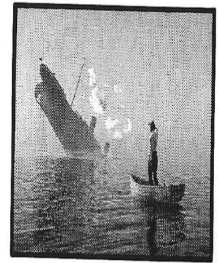
Number of Members Younger than an Age

~ 300 members

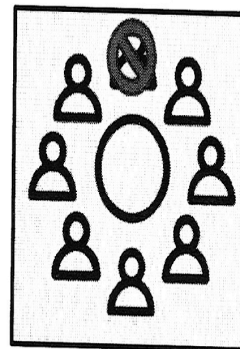
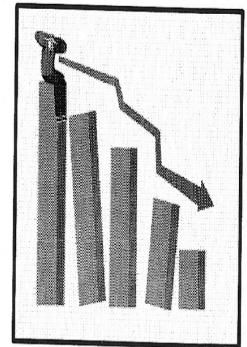
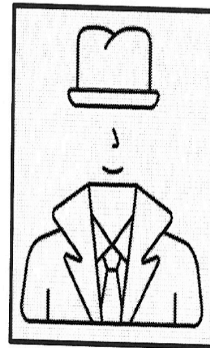
*130 > 80
80 > 75-80
80 > 74*



The reality is SIR is...

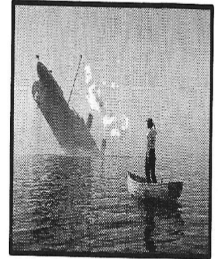


- Lacking energetic new leadership
- Understaffed and underfunded
- Invisible in our communities
- Members 'Aging Out' at 4-7% / year
- Losing 2-5 branches per year by merger or dissolution due to lack of leadership and/or membership





So what are SIR's Alternatives ?



1. Keep on the same declining path with fewer branches and members.
2. Aggressively promote a new image to improve visibility & attractiveness.
3. Find a new way to seek funding, hire leadership and promote SIR digitally and in local media to gain visibility and growth.

SIR RICH CARLSTON - FORM SIR BRANCH ADVISORY GROUP
TO AID SIR BOARD OF DIRECTORS
SET STRATEGIC DIRECTION & DEVELOP/
IMPLEMENT PLANS TO SUSTAIN SIR.

Questions Branches should be asking

- How visible is our branch in our community - do we care?
- What have we done lately to attract prospects - important to us?
- What is more important to our members: lunches, activities, events?
- How successful have we been attracting new BEC members?
- Do we have a succession plan for all key positions in our branch?
- For what do we look to State to provide - Anything?
- What if State was to go away - where would we get their services?