



Minutes of the BEC Meeting

February 10, 2025

BEC Members Attending

X	Tom DiGrande, Big Sir	X	John Vallor, Asst. Attendance Sec.
X	Dan Smith, Little Sir		Dan Casella, Assistant Treasurer
X	Carl Ludwig, Secretary	X	Mike Furtado, Asst. Membership Sec.
X	Peter Shapiro, Treasurer	X	Leo Dominguez, Asst. Secretary
X	Rich Knowles, Membership Sec.		Peter Jordan, Asst. Secretary
X	Manuel Dominguez, Attendance Sec.	X	Martin Simmons, Director
X	Mike Frey, Director & ACC Member	X	Terry Mason, Director

Guests Attending

Rich Carlston	Steve Schramm	Stan Johnson
Sam Oommen	Mike Loonin	Dennis Mierzwa
Derek Southern	Chick Lowry	Phil Trapp
Jim Sowell		

Open and Welcome: The meeting was opened at 9:05 by Tom DiGrande, who welcomed the BEC.

Recognition of Visitors and Guests: none present, three at luncheon.

New Member Introduction: none

Big Sir Report – Tom DiGrande:

- Positions that need filling (being worked by Ray DeWitt):
 - Public Relations – we have funds for PR tasks but as yet no individual showing interest.
 - Assistant Treasurer – to assist Peter Shapiro during any absences from BEC.
 - SIR Travel – likely to be a multi-branch position.
 - Constant Contact – Manuel Dominguez has enumerated requirements of position.
- Membership

- a. "Let's give it a try" – We need people to step up with ideas and actions (where is the plan?)
 - b. Business Cards – 10 individuals will be given cards each luncheon at sign in by Rich Knowles
 - c. New member follow-up program – Are Activity Directors getting interest emails? Dan Weller is troubleshooting this task. The follow-up program seemed to be working pre-Covid; let's continue under Rich Knowles.
3. June LDL – an update report will be given to the BEC in April
 4. First Aid/Evacuation Plan – CPR training has been scheduled with 2 trainees; 2 openings still available.
 5. Website Video Update (Mike Frey) – Chuck Joyce has updated some of the old material with fresh content (pictures of members replacing old video). Derek Southern has updated our website. Audio updates are not possible without reshooting videos. More updating is contemplated.
 6. Speakers (Dan Smith) – Jon Kalan from CoCo Search & Rescue; Hotline content was added about the speaker by capturing material from the web and embedding it into the Hotline. Next up: East Bay Parks.
 7. Activity Chairman Meeting – On tap with 30 Chairmen expected.
 8. Set-up Assistance – Stan Johnson has new computer for the luncheon program.

Little Sir Report- Dan Smith:

1. Dan is expecting high standards of accountability from Directors and intends to set his own conduct as an example.
2. Thanked Peter Shapiro for a great job in completing the annual Audit Report for SirInc
3. He wishes to gain clarity regarding future End-of-Life Planning (ELP) tasks and how they fit into our branch activity structure, particularly as the scope of the health planning content may be expanded in coming years.

New Business:

1. Review of Branch Operation Schedule – all OK
2. ELP -Steve Schramm, Phil Trapp, and Sam Oomen presented the status of ELP and expectations for future tasks. Tom DiGrande asked that in general the BEC be better informed of unexpected changes (tasks, expenditures, etc.) for special projects. Rich Knowles suggested that Directors follow standard project management protocols (statement of work, written plans, tasks, periodic reports, etc. to BEC) whenever special functions are initiated. Steve noted that seven video segments have been produced and are ready for publishing on Branch 8's website where members may view content. He suggested that a communications plan be developed to inform members of the content and how to access it. The Branch 8 launch is considered a "beta" test of possible extension of the video to the SirInc state website. Steve noted possible additional areas that the EFP committee might pursue in 2025-2026, including hearing, vision, and driving topics.
3. Distinguished Service Awards & Ed Benson Protocols – Steve Schramm presented protocols and material outlining these awards. Discussion ensued about the difference between a DSA and the Ed Benson award or if the protocols for the two should be one and the same. Tom DiGrande asked that the issue be tabled for additional study and reintroduced at the March BEC.

Treasurer's Report – Peter Shapiro:

Peter summarized his previously released report. He noted that 19 members had not yet paid their 2025 dues. Discussion revealed that our Member Relations Committee has the responsibility of contacting delinquent members, and that payment is then expected within the next month. Peter will get a list of the 19 members to the follow-up committee.

Carl Ludwig moved that Peter's report be accepted, seconded by Mike Frey, and unanimously approved by the BEC.

Secretary Report – Carl Ludwig: Carl referenced his previously released minutes of the January 14 BEC meeting and that he had posted it to the Branch 8 website and copied our Area Representative. He also updated SirInc Form 20 to reflect the open Public Relations leadership position.

Manuel Dominguez moved that Carl's report be accepted, seconded by Rich Knowles, and unanimously approved by the BEC.

Membership – Rich Knowles: Rich reviewed his previously released Membership Report, noting the nine resignations which was typical of new year, non-renewal decisions. Branch 8 membership stands at 213. Derek Southern gave an impassioned plea for us not to become complacent about the figures, noting that the current membership was down from about 300 individuals not too long ago. He stated that the Branch 8 membership decline was greater than the average state-wide Branch decline. The sentiment was reinforced by Rich Carlston's comments about the dire need for a Marketing effort by our branch. He pointed out that other branches had improved their membership substantially and that Branch 8 was falling behind in comparison, regardless of our reputation for outstanding activity formation. His Assessment is that we need to focus on younger member recruitment and to focus on getting prospects to participate in our activities, not necessarily a free lunch.

Carl Ludwig moved that Rich's report be accepted, seconded by John Vallor, and unanimously approved by the BEC.

Attendance – Manuel Dominguez: Manuel presented his previously released email report. He asked, and the BEC confirmed, that he did not need to create a hard copy report each month and that his verbal report would suffice.

Rich Knowles moved that Manuel's report be accepted, seconded by Carl Ludwig, and unanimously approved by the BEC.

Committee Reports/Activities

Activities Coordinator – Mike Frey: none; it was confirmed that Branch 8 has a portable tent for exhibits at Farmer's Markets, if needed.

Member Relations – Rich Knowles: none; Non-member participation in Branch 8 events was raised as an issue, particularly those individuals who might habitually attend activity functions but not become members. It was clarified that such individuals would be "guests" of the activity chairman up to three occurrences after which membership would be expected. In so doing, SirInc insurance coverage would apply.

Publicity, Public Relations, and Community Outreach: none

Systems Support Team – Dan Weller: none; it was noted that notifications of member resignation were not uniformly being reported back to activity chairmen.

Hotline – Chris Wehling: none

Member Feedback – Jim Sowell: Jim summarized his previously released email report. The slow food presentation at the prior luncheon was forwarded to Boundary Oak staff by Tom DiGrande. BO is breaking in a new chef, offered as a factor in the slower than expected service.

New Business: An inventory list of Branch 8 property has been completed as part of our annual task of producing an Audit Report to SirInc.

Final Remarks – Tom DiGrande: Meeting closed and adjourned at 10:55.

Next Meeting: March 10, 2025