



Minutes of the BEC Meeting

January 13, 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.	X	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

Chick Lowry	Rich Carlston	Ken Main
Mike Loonin	Jim Sowell	
Ron Cassano	Stan Johnson	

Open and Welcome: The meeting was opened at 9:04 by Tom DiGrande, who welcomed the BEC.

Recognition of Visitors and Guests: None present, expected at lunch -

Tom Henry BR174 - sponsor Dave Sutton

Larry Goodloe - sponsor James Regan

New Member Introduction: None present.

Big Sir Report – Tom DiGrande:

1. Positions to fill:

Public Relations / Marketing Chairman – most important to fill; reviewing survey for possible candidates.

Asst. Treasurer – to assist Peter Shapiro

SIR Travel – may be chaired by other branch or Sir Inc

Director, Constant Contact - Manuel Dominguez is working on tasks, responsibilities, and qualifications
Nominating Committee – Ray DeWitt has been notified of need for report to BEC of committee members
Special Report on Ladies Day Lunch – Tom asked that Ray DeWitt provide a status report to the BEC

2. Membership – Our approach in Marketing is to “Give it a try” by all even in advance of a formal marketing plan.
Business Cards – We will handout 10 to ten members per luncheon randomly
Yearly incentive – Will be announced with first award today
“Follow Up” program - new members – Responsibility will fall to Member Relations (Knowles) @ 90 days
Greeters, new members – will be asked to participate by Bill Barber
3. Payments - go automated? Discussion revealed obstacles for adopting, including cost and ability to correct errors.
4. First Aid / Evacuation Plan / CPR Training – Tom is initiating with BO staff; periodic drills desired.
5. Website - Content updates / videos – Mike Frey is reviewing possible changes or improvements to outdated material. He is discussing the issue with Chuck Joyce who is a professional film editor.
6. Speakers - \$UMS in Retirement sponsoring, Dave Sutton - BR8 & Tom Henry - BR174
Andrew Parrott (2025 Financial Market Outlook)
7. Activity Chairman Breakfast - February 21st headed by Mike Frey
8. Asst. for Stan Johnson & crew - New Computer! Additional help is always welcome.

Little Sir Report- Dan Smith:

Dan mentioned that while his primary responsibility will be to find speakers for luncheons, he knows that he is also “there to help” anyone and all in performing their Branch 8 duties. Toward that end, Dan will distribute the Schedule for Branch Operations which gives tasks required by Sir Inc, by month and per each leadership position. Dan will track at each BEC meeting.

Secretary Report – Carl Ludwig: Carl referenced the previously release minutes for the November 11, 2024, meeting. Motion to accept/second – Mike Frey/Dan Smith. Unanimously approved.

Treasurer’s Report – Peter Shapiro: Peter referenced the previously released Treasurer’s report and Cash Flow documents. The purchase of a new BEC PC was the only unusual expense. He reminded BEC members that the budgets did contain additional amounts for marketing initiatives. Motion to accept/second – Carl Ludwig/Mike Frey. Unanimously accepted.

Membership – Rich Knowles: Rich referenced the membership reports previously released for December and January. The six resignations were no cause for panic; this typically happens each January when annual dues are to be paid. He will be distributing 10 ID cards for marketing use to randomly chosen luncheon attendees. Motion to accept/second – Mike Frey/Dan Smith. Unanimously approved.

Attendance – Manuel Dominguez: Manuel found one source of “missing” emails from Constant Contact; there is a bug in the application that whenever a change in email address is necessary, we are required to first delete the entire member ID then add the person back in with the new address. We cannot effectively do an email blast to query members about their email receipts. We must seek out Manuel and ping him with their concern so he can troubleshoot the situation.

Manuel asked if his written report is still needed by Sir Inc or by other entities. Dan Smith noted that the attendance report is essential for billings to Boundary Oak and should continue to be produced monthly.

While mandatory attendance levels are no longer required to maintain good standing in Sir Inc., the report continues to be useful for internal use and general luncheon tracking by the BEC members. Motion to accept/second the previously released reports – Manuel Dominguez/Carl Ludwig. Unanimously approved.

Committee Reports/Activities

Activities Coordinator – Mike Frey: Mike spoke of his findings about attending local farmer’s markets to publicize Branch 8 in Walnut Creek and Orinda. There is no cost to attend but a collapsible structure and insurance are needed by the attending organization. Insurance should be covered by the Sir Inc umbrella as a Branch 8 Marketing activity. Mike will look at temporary structure availability. T-shirts promoting Branch 8 should be worn by people manning the booth.

Member Relations – Rich Knowles: None. Tom DiGrande tasked Rich with a 90-day follow-up effort to ensure that new members were being engaged by their chosen activity chairman and sponsor. A review of the past six months of new members was requested.

Publicity, Public Relations, and Community Outreach – None

Member Feedback – Jim Sowell: Jim summarized comment card results gathered from the Ladies Day luncheon. Tom will share the information with Mike Ashe of Boundary Oaks. An unusual comment card noted member Meng Horng’s solar eclipse pictures and the possibility of Meng doing a luncheon presentation on the topic.

Jim noted the need for a second former Big Sir plaque, the cost of which would be \$280. The BEC approved the expense of ordering a new plaque.

Systems Support Team – Tom DiGrande for Dan Weller: Tom summarized Dan Weller’s email report of tasks

- Gave the treasurer the *Invoice Managing System* User Manual.
- Helped the treasurer understand our *Invoice Management* application. We had a Zoom meeting to see what the system can do.
- Reloaded invoices into the Branch integrated database. I added 226 unique 2025 invoices (one for each active member). This makes it easy to document payments for the proper invoices.
- Added 2025 revenue fees for Dues (\$55) and Hotline (\$0).
- 2. The annual fee for our Constant Contact Email System is due in February. Our 40% discount is \$403.40. I’ll pay it a few weeks from now.
- 3. Dan will start working on an ACC enhancement to the AMS email system. Hope to finish in January.

Hotline – Chris Wehling: none

New Business: none

Final Remarks – Tom DiGrande: Meeting closed and adjourned at 10:30 a.m.

Next Meeting: February 10th, 2025