



Minutes of the BEC Meeting

September 9, 2024

BEC Members Attending

X	Rich Carlston, Big Sir	X	Dennis Mierzwa, Asst. Membership Sec.
X	Tom DiGrande, Little Sir		Dan Casella, Treasurer
X	Carl Ludwig, Secretary	X	Peter Shapiro, Asst. Treasurer
X	Leo Dominguez, Asst. Secretary	X	Mike Frey, Director
X	Manuel Dominguez, Attendance Sec.	X	Chick Lowry, ACC Member, Director
X	Dan Smith, Asst. Attendance Sec.	X	Martin Simmons, Director
X	Rich Knowles, Membership Sec.		Tony de Losada, Eméritas Director
X	Peter Jordan, Asst. Secretary		

Guests Attending

Mike Loonin	Dan Crowley	Stan Johnson
Gary Kohler	Ken Main	Steve Schramm
Dan Weller	Jim Sowell	

**Open and Welcome:** The meeting was opened at 9:05 by Rich Carlston, who welcomed the BEC.

**Recognition of Visitors and Guests:** Gary Kohler, Little Sir Branch 34

**New Member Introduction:** none

**Big Sir Announcements – Rich Carlston:**

1. The annual meeting of the State Sir is September 24 at the Lafayette Veteran’s Center. There will likely be over 100 Sir leaders attending, providing a great networking opportunity.
2. We will be organizing a Committee for Marketing. We hope to draw on members with marketing experience to participate in this endeavor. The goal is to drive membership through greater visibility of Branch 8, be it through media exposure, greater inspiration of our membership for recruiting efforts, etc.
3. The State Sir held a Zoom presentation of recognizing scams, particularly directed at seniors. The proceedings were recorded and made available on U-Tube and the State Sir website. This should be noted in the next Branch 8 Newsletter.

4. There will not be a speaker at today's luncheon. Rather, the results of our recent member survey will be presented by Rich Carlston.
5. Our Oktoberfest will be touted at today's lunch (Leo & Tom)
6. Carl Ludwig will be handling the October BEC meeting and luncheon.
7. Rich Carlston is moving (currently out of his Walnut Creek house) and living temporarily in Elk Grove after a stay in Hawaii.

**Little Sir Report- Tom DiGrande:**

- Tom expects that Branch 8 Directors will become involved in addressing all items stemming from the membership survey. The working group will analyze the results, identify those items requiring action, and establish a priority of tasks that need to be addressed.
- We will be organizing a Committee for Marketing. We hope to draw on members with marketing experience to participate in this endeavor. The goal is to drive membership through greater visibility of Branch 8, be it through media exposure, greater inspiration of our membership for recruiting efforts, etc.
- The Doctors' Table activity will be restarted. We have eight MDs who will participate including several new physician members.
- The Book Exchange activity has been moved to the luncheon bar area to give them more room to function and give other activities room to exhibit their functions.
- The End-of-Life Planning group will be holding its fourth and final session this month. Dan Weller noted that Chuck Joyce has been enlisted to assist with the editing and splicing of the ELP videos. Chick Lowry asked how Branch 8 will keep the reference material fresh with updates to organization names, contact information, etc. This task is yet to be addressed but it is absolutely necessary if the material is to be widely available to members and/or distributed to other parties.

**Secretary Report – Carl Ludwig:** On motion by Manuel Dominguez and seconded by Chick Lowry, the BEC minutes of August 12, 2024, were unanimously approved.

**Treasurer's Report – Peter Shapiro for Dan Casella:** Peter summarized the essentials of the Treasurer's report released by Dan. Rich Carlston noted that Dan's health was fading and that Peter would effectively be serving as Treasurer, generating financial reports, etc. A new Assistant Treasurer needs to be identified. Peter asked that all future expense reports be directed to him. Peter presented Dan's report for August. Rich Carlston asked that an agenda item be developed to seek suggestions for recognizing Dan Casella's contributions to our organization. On motion by Chick Lowry and seconded by Manuel Dominguez, the treasurer's reports were unanimously approved.

**Membership – Rich Knowles:** Rich previously sent out his membership report. In September we had no guests but he expecting 4 new members with two on hold status until they attend lunch for induction. Rich happily noted that we have experienced a bump in new member applications and guest appearances at luncheons. No resignations have been recently received. Rich noted that he will place 10 new recruitment cards on each lunch table. They have his name on them, but members can order cards with their own name from Rich. Upon motion by Manuel Dominguez and seconded by Mike Frey, the Membership report was unanimously accepted.

**Attendance – Manuel Dominguez:** Manuel summarized his August report when 102 meals were served. There have been a greater number of excused absences where Covid illness has been the culprit. Manuel also noted that Constant Contact mailings were being utilized in greater volumes as it is an effective way to communicate events and distribute notifications. He recommended that Constant Contact be made a function separate from Attendance with an owner independent from Attendance. As he is slated to remain Attendance director through 2025, Manuel suggested that the

Constant Contact function become independent and staffed with a director starting in 2025. Upon motion by Rich Knowles, seconded by Tom DiGrande, the Attendance report was unanimously approved.

**Activities Coordinator – Mike Frey:** The effort to update AMS with participant data is progressing with 50% of activity chairs complying with ACC's mandate. Once completed, the AMS participant information will be compared to Attendance (luncheon) data for an analysis of lunch vs. activity participation by members. Correlations with membership status may provide insight into reasons for driving and maintaining membership. The ACC also plans to hold an informational status meeting with activity chairs to reinforce the importance of them to communicate with activity participants and new-member interest emails to broaden their activities' appeal. Upon motion by Carl Ludwig and seconded by Tom DiGrande, the ACC report was unanimously accepted.

**Member Relations – Rich Knowles:** no report

**Member Feedback – Jim Sowell:** Jim summarized his previously released feedback report. Most feedback was positive. A single mention that speaker content regarding the Food Bank was considered "charity" and against Sir charter, provoked serious discuss about the appropriateness of Branch 8's sponsorship of food donation. Tom DiGrande gave an impassioned plea about the importance of community volunteerism in today's society. He reminded the BEC that our Community Outreach activity had received approval from the State Sir organization, thereby endorsing our volunteer activities. BEC members not only supported Tom's comments, but also noted that the feedback card was an unfortunately worded comment from a single individual with outlier feelings on the issue.

**Publicity and Images – Tony de Losada:** none

**Systems Support Team – Dan Weller:** No new issues to report.

**Hotline – Dan Smith:** Chris Wehling is getting up to speed in his efforts to manage the Hotline publication.

**Final Remarks – Rich Carlston:** There are two local athletes who received gold metals at the recently completed Olympic Games. Walnut Creek is honoring one of them at an upcoming event at Civic Center Plaza; he will note the event during the luncheon.

**Next Meeting: October 14,2024**

**Close and Adjourn:** 10:52 a.m.