

MILITARY OFFICERS ASSOCIATION OF AMERICA - ALAMO CHAPTER

P.O. Box 340497, Ft Sam Houston, TX 78234

MINUTES OF BOARD MEETING – Thursday, 15 February 2024

The Meeting was called to order by Board Chair Jarvis Baker at 10:09am. A quorum was present (min 50%) and acting throughout the meeting.

Attendees:

Chapter Board: Col Jarvis Baker, CAPT Bill Knehans, COL Eric Kreitz, COL Aimee Schumacher, LtCol Ed Marvin, MAJ Josh Welch.

Staff: Col David Patrick, Lt Col Kitty Meyers, COL Felix Santiago, Col Lisa Skopal,

Board Absent: Col Frank Rohrbough, LTC Bill Goforth.

Foundation Board: Absent

Staff Absent: Col Brad Barnhart, Col Brian Afflerbaugh, MAJ Jim Cunningham.

Pledge led by Jarvis Baker and invocation given by Josh Welch.

1. Welcome/Overview

Jarvis thanked everyone for attending and provided an overview of the agenda.

2. Officer Reports

a) President

Kitty Meyers reported General Kelly's visit (MOAA President & CEO) was very successful, with good discussions at the Blue Skies pre-luncheon meeting and at the Chapter post luncheon meeting. He highlighted what the Alamo chapter does that is different from other chapters and apparently MOAA uses us as a best practices example in many areas. Recruitment and succession planning are a nationwide challenge, but we have an advantage as we are well positioned with JBSA.

Jarvis asked if there were any takeaways that the chapter needs to follow up on for MOAA national and vice versa. General Kelly did commit to dispelling the notion that a MOAA national member is automatically a chapter member and encourage local chapter participation. Retention rates vary throughout the year due to the transitory nature of the Active Duty members. General Kelly was particularly interested in the setting up of our two satellite chapters, and a third in the works involving Austin.

General Kelly's presentation at the luncheon was videotaped and is available for viewing on the chapter website's homepage in the Hot News section.

Kitty encouraged all Board members to participate in the virtual training for chapter leaders that is taking place on March 13 & 14. The current Near Real Time (NRT) reporting that we use monthly to recruit new MOAA members who enter our catchment area will be changing to a different system and training will be provided on that too.

Regarding succession planning, Jarvis feels we may need to look outside our typical places and at other associations/businesses to see how they work the all too common issue.

We will be participating in the MLP speed dating event to recruit Board members. Kitty will update the script for the introduction video. Will be looking for 2 more for the Chapter Board members and at least 4 for the MACEF Board.

The upcoming February Happy Hour is sold out and General Goldfein has confirmed his availability for the March Scholarship Awards luncheon. A new item on the agenda for social events will be a 5 minute pitch to the attendees on how the chapter can interest more members to help/volunteer for chapter positions.

The chapter has nominated Ed Marvin as the 2024 Volunteer of the Year to JBSA Volunteer Council.

Jarvis suggesting the chapter needs to expose itself to the audience it considers to be ideal for membership by holding an event at a place where such folks are routinely present. Josh added that when he participated in the newcomer events as the Membership Chair a common comment was that Active Duty folks rarely had the time for extraneous activities, but Felix countered that despite this the exposure and name recognition is unmistakable.

Aimee asked about TAPS or Transition events and Kitty advised the TAPS events were currently off limits since DoL took over, but that MOAA-AC is an integral part of the JBSA Transition Alliance team. MOAA-AC is present at job fairs, Retiree Appreciation Days and participates in volunteer events for Soldier's Angels. The challenge is that this is the last term for Kitty (Chapter President), Felix (Membership and Retention) and Peter (Scholarships). Jarvis opined it was more important than ever that successors are identified and introduced to the key folks everyone is working with, so that contacts are not lost.

b) Secretary

The Minutes from December 20th were reviewed and approved and will be filed as a matter of record.

c) Treasurer

Jarvis said he was interested in any changes to the budget and the bigger picture of how the MACEF financials are progressing. It was noted that the budget has been adjusted and balanced per his request.

Educational Foundation

Kitty advised the chapter had just received the \$10,000 donation for JROTC "Let's Go" Scholarships from General Garza. He will be presented with a certificate of appreciation.

INCOME	2023		2024	February	March	April	May	June	July	August	September	October	FY24 YTD	FY24 Budget	Variance
	November	December	January												
Donations (Transfers from Operations)	920.00	1,095.00	660.00										2,675.00	\$ 4,500.00	(1,825.00)
Donations (Checks)	1,561.00	1,290.00	125.00										2,976.00	\$ 2,000.00	976.00
Donations (Online)	350.00	775.00	650.00										1,775.00	\$ 700.00	(700.00)
Dividend	27.54	48.79	44.71										121.04		
MajGen Dave Garza JROTC Donation													-	\$ 10,000.00	(10,000.00)
Foundation Fundraising													-	\$ 20,000.00	(20,000.00)
Golf Tourney Proceeds Scholarships	5,389.96												5,389.96	\$ 5,000.00	389.96
Golf Tourney Proceeds for USO WFSC	6,829.96												6,829.96		
Chapter Operations donation from GT	3,054.98												3,054.98		
													-		
TOTAL INCOME	18,133.44	3,208.79	1,479.71	-	-	-	-	-	-	-	-	-	22,821.94	42,200.00	(31,159.04)
OUTFLOWS	2023		2024	February	March	April	May	June	July	August	September	October	FY24 YTD	FY24 Budget	Variance
	November	December	January												
Expenses															
Office Supplies / Postage			392.20										392.20	\$ 500.00	(107.80)
Awards Luncheon													-	\$ 2,500.00	(2,500.00)
PayPal Fee	11.10	5.32	16.88										33.30	\$ 20.00	13.30
Square Fee		28.04	3.65										31.69	\$ 20.00	11.69
													-		
Outreach															
USO WFSC			6,830.00										6,830.00	\$ -	6,830.00
													-		
Leadership Development Initiatives															
ROTC Leadership Development													-	\$ 4,000.00	(4,000.00)
JROTC Scholarships															
Gen Fleming "Let's Go"													-	\$ 1,000.00	(1,000.00)
Col McCarthy "Let's Go"													-	\$ 1,000.00	(1,000.00)
Susie Tolman "Let's Go"													-	\$ 1,000.00	(1,000.00)
MajGen Dave & Carrie Garza "Let's Go"													-	\$ 9,000.00	(9,000.00)
Chapter Scholarship Program															
Col Torrey Minnie Piper														\$ 1,000.00	(1,000.00)
Chapter Dep (Jim & Cheryl Cunningham)														\$ 1,000.00	(1,000.00)
ROTC Scholarship Program															
ROTC AF (Ed & Ruby Marvin)														\$ 1,000.00	(1,000.00)
ROTC Scholarships													-	\$ 18,000.00	(18,000.00)
Endowment Distribution															
													-	\$ 2,160.00	(2,160.00)
TOTAL OUTFLOWS	11.10	33.36	7,242.73	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	7,287.19	\$ 42,200.00	(34,912.81)

Jarvis suggested MACEF should be looking at lapel pins to be given to large donors as a way to give thanks and as an added marketing opportunity.

Operations

Inflows

Received \$585 recruiting incentive from MOAA national for members who upgraded their basic membership.

Outflows

	January	February	March	April	May	June	July	August	Sept	Oct	Nov	Dec	YTD	2024 Budget	Variance	YTD 2023
Membership Dues																
MOAA National	585.00												\$585.00	\$ -	\$585.00	330.00
Austin Chapter													\$0.00	\$ -	\$0.00	-
New Surv Sp	25.00												\$25.00	\$ -	\$25.00	-
New Retired	25.00												\$25.00	\$ 500	-\$475.00	75.00
New Active Duty													\$0.00	\$ 100	-\$100.00	-
New Former													\$0.00	\$ -	\$0.00	-
New FOC													\$0.00	\$ 50	-\$50.00	-
Renewal Surv Sp	50.00												\$50.00	\$ 750	-\$700.00	200.00
Renewal Retired	950.00												\$950.00	\$ 9,000	-\$8,050.00	1,575.00
Renewal Active Duty	100.00												\$100.00	\$ 100	\$0.00	75.00
Renewal Former													\$0.00	\$ 100	-\$100.00	-
Renewal FOC	50.00												\$50.00	\$ 75	-\$25.00	-
Total	\$ 1,785.00												\$1,785.00	\$ 10,675	-\$8,890.00	\$ 2,255.00
Non-Dues Revenue																
Golf Tournament													\$0.00	\$ 5,000	-\$5,000.00	-
Travel Awards													\$0.00	\$ -	\$0.00	-
Merchandise (Coins/Shirts)	112.00												\$112.00	\$ 500	-\$388.00	30.00
Advertising Lariat	275.00												\$275.00	\$ 5,000	-\$4,725.00	3,245.00
Corporate Partnership	\$ 100.00												\$100.00	\$ 2,000	-\$1,900.00	750.00
Donations to Chapter	760.00												\$760.00	\$ 13,845	-\$13,085.00	1,450.00
Donations to MACEF	740.00												\$740.00	\$ 7,000	-\$6,260.00	1,200.00
Social Events	1,434.00												\$1,434.00	\$ 12,500	-\$11,066.00	2,334.00
Total	\$ 3,421.00												\$3,421.00	\$ 45,845	-\$42,424.00	9,009.00
TOTAL INCOME																
	\$5,206.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$5,206.00	\$ 56,520	-\$51,314.00	\$ 11,264.00

Cash Balances:

MOAA Alamo Chapter																
Educational Foundation	Jan	Feb	March	April	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec				
RBCU																
Savings	\$ 10.00															
Money Market	\$ 28,742.59															
Checking	\$ 172.02															
Certificates	\$ 10,839.84															
Total	\$ 39,764.45	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Chapter Operations																
Broadway	\$ 13,062.13															
RBCU CD #1-3	\$ 17,738.73															
RBCU CD #4	\$ 15,102.53															
Total	\$ 30,800.86	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Social Events																
Chapter	Jan	Feb	March	April	May	June	July	Aug	Sep	Oct	Nov	Dec	YTD			
Inflows	\$ 2,196.00	\$ 486.00												\$ 2,682.00		
Outflows	\$ 2,036.00													\$ 2,036.00		
Variance	\$ 160.00	\$ 486.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 646.00		

4 Year Comparison

January YTD	2021	2022	2023	2024
MACEF				
Inflows				
Donations	\$1,800	\$2,115	\$1,085	\$1,480
Other	\$10	\$0	\$0	\$0
Golf	\$0	\$0	\$0	\$0
TOTAL INFLOWS	\$1,810	\$2,115	\$1,085	\$1,480
Outflows				
Admin	\$7	\$7	\$0	\$413
Wounded Warrior	\$0	\$0	\$0	\$6,830
Scholarships \$	\$0	\$0	\$0	\$0
Scholarships #	0	0	0	0
TOTAL Outflows	\$7	\$7	\$0	\$7,243
Operations Inflows				
Dues	\$1,670	\$2,485	\$2,255	\$1,785
Non-Dues				
Advertising	\$400	\$3,420	\$3,995	\$375
Donations	\$2,230	\$2,405	\$2,650	\$1,500
Golf	\$0	\$0	\$0	\$0
TOTAL Non-Dues	\$2,630	\$6,283	\$9,009	\$3,421
TOTAL INFLOWS	\$4,300	\$8,768	\$11,264	\$5,206
Operations Outflows				
Contractor	\$1,708	\$1,764	\$1,907	\$2,002
Office	\$307	\$9	\$111	\$974
Postage Office	\$167	\$0	\$302	\$359
TOTAL OUTFLOWS	\$3,318	\$5,042	\$5,009	\$5,513
Increase/(Decrease)	\$982	\$3,726	\$6,255	-\$307
Reserves				
Outreach/Education	\$40,976	\$48,319	\$48,735	\$39,764
Operations	\$24,222	\$39,263	\$45,275	\$30,801

d) Programs

David advised Happy Hour is sold out – may look into the possibility of getting the larger room for future Happy Hours.

Jarvis proposed connecting with the speakers in such a way that they can help us by marketing or supporting our needs. In addition to the informational invitation, and the pre-meeting we should include an overview of what we do and how that speaker could help. David to prepare such a document.

e) Strategic Plan

Priority 1: Per Felix the Chapter population is stable with the focus on retention rather than recruitment, and paid memberships are currently around 82%. The Alamo Chapter was the top recruiter for MOAA national last year with over 300 new members. Will be manning a booth at the first Lackland Retiree Appreciation Day in 10 years. The video presentation of General Kelly as speaker is up on the website which will enhance retention. Also, a blast email has been sent to membership looking for ROTC and JROTC presenters will help in getting members involved.

Jarvis suggested a LinkedIn account be set up for the chapter and a short video produced of the speakers which will be then blasted out to enhance exposure. Kitty will ask Kathie to work on this.

Felix mentioned he was assisting NCOA and their recruitment table at today's newcomer event, another form of marketing/exposure.

Ed wondered if another attempt to partner with the Reserve Officers Association would be helpful.

Priority 2: Lisa is continuing to push for more advertising and corporate partnerships, especially as her goals were increased to balance the budget. The MACEF Board will help in acquiring the larger companies and funneling the smaller ones to her.

Priority 3: The Alamo chapter has a good presence and reputation in Austin and all are encouraged to participate in the Quorum program on the MOAA website. Step by step instructions have been included in this month's chapter newsletter *The Lariat*, and Kitty demonstrated it on the new meeting monitor donated to the chapter by Lisa and Kathie.

Priority 4: Current focus is on the Austin satellite and making connections.

Jarvis asked if there was a calendar of volunteer opportunities folks can look at. Not at this time.

f) MACEF Update

Kitty advised the original 5 Board members was reduced to 2, however, they contend they should still be able to produce the planned \$20,000 for the 2025 Scholarship program. Meetings are continuing on a monthly basis.

3. Old Business

- a) Austin Satellite Chapter:** It has been 5 years since the Austin chapter folded. Residual monies from their operations and scholarships were transferred to the Alamo Chapter. Attempts were made to resurrect the chapter with the assistance of the Texas Military Officer Association, but they were not interested in working with MOAA national. Recently, 2 Austin members showed interest in setting it up again and Kitty has been meeting with them and working with Frank at MOAA national to initiate a satellite with the goal for it to become a stand alone chapter. We currently provide scholarships and MOAA medal support in their area. Need to be mindful of the financial responsibilities the Alamo chapter takes on and build in an ease of transition when it becomes a stand alone chapter – likely within 2-5 years. David will

provide contact info for Jarvis of the TMOA folks. It appears the Texas Council of Chapters (TCC) is not involved in any of the new chapter preparations.

- b) **Conflict of Interest Statements:** All but one outstanding Conflict of Interest forms have now been submitted.

4. New Business

- a) **Strategic Offsite:** Jarvis suggested the next meeting be focused on the chapter's strategic direction for the remainder of the year and possibly make it an annual event. It would center on how to use resources, putting ideas into action. His vision is to hold it somewhere where potential members exist and who could see a marquis or directional signs for visual exposure for the chapter, possibly BAMC. He will send out an email asking for committee members Aimee and Eric offered their assistance.
- b) **2024 Meeting dates:** Meeting dates for May and November needed adjusting – May will be Wednesday 22nd, and Novembers will be 14th.

Meeting adjourned at 12:16pm Next meeting May 22, 2024.



Secretary - David Patrick

The Military Officers Association of America – Alamo Chapter is not a part of the department of defense or any of its components and it has no governmental status.