MILITARY OFFICERS ASSOCIATION OF AMERICA

ALAMO CHAPTER

P.O. Box 340497, Ft Sam Houston, TX 78234 MINUTES OF BOARD MEETING - Thursday, 9 April 2015

The Meeting was called to order by President Jim Cunningham at 10:00 hrs. A quorum was present (min 50%) and acting throughout the meeting.

Attendees: BG Jim Doty, CAPT Bill Knehans, Col Mac McDonald, Col David Patrick, Col Frank Rohrbough, LTC Jim Finch, MAJ Jim Cunningham, Susie Tolman and Trish Meserve.

Unable to attend: MG Charles Honore, COL Vaughn Caudill, COL Barbara Ramsey, LTC John Gibbs, LTC Randy Hoff, LtCol Ed Marvin, LTC Bill Goforth, LTC (Chap) James Taylor, LTC Jim Webb.

Invocation and Pledge of Allegiance led by Jim Cunningham.

Additions to the Agenda: Relocation Update – Jim Cunningham

Secretary: Col David Patrick

The Minutes from 14 January 2015 were reviewed and will be filed as a matter of chapter record. (Caveat: In # year comparison from last meeting the proceeds from 2013 Golf Tournament (\$8,545.67) did not show in 2013 YTD as it was paid in Jan 2014. However, it was not recorded as outflow in 2014 so as not to skew the 2014 YTD numbers & budget variances.)

VP Administration: LTC Jim Webb

Absent. Per Jim Cunningham Peter Hunt & Jim Webb are successfully coordinating the 2015 JROTC and ROTC awards season with 120+ high schools and 5 ROTC university units. Waiting on new supply of medals from MOAA to finish out the season.

VP Programs: (Open)

Mayoral Candidates panel at March luncheon was very well received. April luncheon will be at Blue Skies with MG Lawarren Patterson, and in Jim's absence Bill Knehans will be the emcee. June is the popular "Cruising Into The Summer" celebration dinner dance at Petroleum Club. Mac will book Rennie Und Bob for Oktoberfest.

VP Membership: LTC Randy Hoff

Absent. Reviewed Membership chart (378 Active Duty, 195 Auxiliary, 31 Former, 831 Retired totaling 1435). Recruited 17 new members from the Mar 19 Job Fair. Looking at splitting 3000 potential Kerrville members between us and the Austin chapter.

To be more in alignment with MOAA national the chapter will offer the first 3 years of membership for free.

Treasurer: Col Vaughn Caudill

Absent. Financials from Q1 2015 and the 3 year March YTD Comparison were reviewed. In order to be a recipient of the Combined Federal Campaign the chapter will set up the Scholarship side of the chapter as a 501 (C) 3. The recent addition of a new Advertising Coordinator will assist in reaching the goal of \$19,000 in advertising dollars.

Outreach Account (Scholarship):

INCOME	January	February	March	April	May	June	July	August	September	Oct	Nov	Dec	YTD	2015 Budget	Variance
Donations	375.00	5,055.00	485.00										5,915.00	\$ 7,000.00	(1,085.00)
Other													-		-
Golf Tournament															-
In	5,000.00	5,000.00											10,000.00		10,000.00
Out			1,000.00										1,000.00		1,000.00
Sub Total Golf	5,000.00	5,000.00	(1,000.00)	-	-	-	-	-	-	-	-	-	9,000.00	\$ 14,000.00	(5,000.00)
TOTAL INCOME	10,375.00	10,055.00	(515.00)	-	-	-	-	-	-	-	-	-	14,915.00	\$ 21,000.00	(6,085.00)
OUTEL OWO															
OUTFLOWS															
Charity Wounded Warrior														\$ 9,000.00	(9,000.00)
Red Cross													-	1 2 1	(9,000.00)
Undesignated Charities													-	\$ -	(200.00)
VA Hospice													-	\$ 200.00	(200.00)
VA Hospice Total														\$ 9,200.00	(9,200.00)
iotai	-	-	-					-	-				- :	\$ 9,200.00	(9,200.00)
Scholarships															
Col Torrey													-	\$ 2,500.00	(2,500.00)
Gen Herring (JROTC)													-	\$ 2,500.00	(2,500.00)
Col McCarthy (JROTC)													-	\$ 2,500.00	(2,500.00)
LtCol & Mrs. Marvin (Chapter)													-	\$ 2,500.00	(2,500.00)
ROTC Army #1														\$ 1,000.00	
ROTC Army #2														\$ 1,000.00	
ROTC Air Force #1														\$ 1,000.00	
ROTC Air Force #2													-	\$ 1,000.00	(1,000.00)
Total	-	-	-			-	-	-	-	-	-	-	-	\$ 14,000.00	(14,000.00)
TOTAL OUTFLOW	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$ 23,200.00	(23,200.00)
Decrease/Increase	10,375.00	10.055.00	(515.00)			-			-		-		14 915 00	\$ (2,200.00)	17,115.00
2 3010000 011010000	, 0.00	,	(210.00)										,510.00	+ (=,=00.00)	,

Operations Account (Inflow):

	January	February	March	April	May	<u>June</u>	July	August	September	Oct	Nov	Dec	YTD	2015 Budget	Variance
Membership Dues															
MOAA National		5,015.00	50.00										\$5,065.00	\$ 3,000	\$2,065.00
New Aux													\$0.00	\$ -	\$0.00
New Retired													\$0.00	\$ -	\$0.00
New Active Duty													\$0.00	\$ -	\$0.00
New Former													\$0.00	\$ -	\$0.00
Renewal Aux	460.00	190.00	45.00										\$695.00	\$ 1,200	-\$505.00
Renewal Retired	2,595.00	955.00	455.00										\$4,005.00	\$ 9,000	-\$4,995.00
Renewal Active Duty	70.00	15.00	25.00										\$110.00	\$ 800	-\$690.00
Renewal Former													\$0.00	\$ -	\$0.00
Total	\$ 3,125.00	\$ 6,175.00	\$575.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$9,875.00	\$ 14,000	-\$4,125.00
Non-Dues Revenue															
CFC														\$ -	
Trip Rewards													\$0.00	\$ 1,000	-\$1,000.00
Golf Tournament		-											\$0.00	\$ 1,300	
Shirt Sales													\$0.00	\$ -	\$0.00
Merchandise	5.00		5.00										\$10.00	\$ -	\$10.00
Advertising Lariat		6,500.00											\$6,500.00	\$ 19,000	-\$12,500.00
Corporate Partnership		100.00	400.00										\$500.00	\$ 1,500	-\$1,000.00
Donations to Chapter	1,260.00	405.00	765.00										\$2,430.00	\$ 6,000	-\$3,570.00
Donations to Outreach	5,055.00	485.00	285.00										\$5,825.00	\$ 7,000	-\$1,175.00
Social Events	1,200.00	1,120.00	1,490.00										\$3,810.00	\$ 16,000	-\$12,190.00
Total	\$ 7,520.00	\$ 8,610.00	\$ 2,945.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$19,075.00	\$ 51,800	-\$32,725.00
TOTAL INCOME	\$10,645.00	\$14,785.00	\$3,520.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$28,950.00	\$ 65,800	-\$36,850.00

Operations Account (Outflow):

Category	<u>Jan</u>	<u>Feb</u>	Mar	<u>Apr</u>	May	<u>Jun</u>	<u>Jul</u>	Aug	Sep	Oct	Nov	Dec	YTD	2015 Budget	Variance
Bank Charge/Int													-	\$ 100	100.00
Board & Staff Mtg													-	\$ -	-
Building Costs (rent)													-	\$ 2,400	
Copier Mntn Agreement													-	\$ 400	400.00
Square Service Fee	15.62	18.13	11.56										45.31	\$ 300	254.69
PayPal Service Fee	28.00	8.59	20.99										57.58	\$ 500	442.42
D&O Insurance													-	\$ 600	600.00
Dues & Subscription	726.00	50.00											776.00	\$ 1,200	424.00
Focus/Advisory Groups													-	\$ -	-
Independent Contr	595.84	1,191.68	1,191.68										2,979.20	\$ 14,300	11,320.80
Lariat Postage													-	\$ 3,000	3,000.00
Lariat Printing	490.35	486.55	485.96										1,462.86	\$ 8,500	7,037.14
Liability Insurance		425.00											425.00	\$ 500	75.00
Marketing													-	\$ 1,000	1,000.00
Membership Recruiting													-	\$ 100	100.00
Miscellaneous													-	\$ 100	100.00
Office			402.36										402.36	\$ 2,300	1,897.64
Personal Affairs													-	\$ -	-
Postage & Delivery	148.85	197.85											346.70	\$ 1,750	1,403.30
ROTC													-	\$ 350	350.00
Satellite Chapters													-	\$ 300	300.00
Social Events	942.60		2,500.92										3,443.52	\$ 16,000	12,556.48
Solitaires													-	\$ 100	100.00
Special Activities													-	\$ 1,200	1,200,00
Telephone	119.90	251.09	124.03										495.02	\$ 1,800	1,304,98
Trans To Outreach	375.00	5,055,00	485.00										5.915.00	\$ 7,000	1.085.00
Volunteer Recogn		.,											-	\$ 100	100.00
TOTAL OUTELOWS	0.440.40	7 000 00	5 000 50										40.040.55	e 00.000	47.554.45
TOTAL OUTFLOWS	3,442.16	7,683.89	5,222.50	-	-	-	-	-	-	-	-	-	16,348.55	\$ 63,900	47,551.45
Surplus/(Deficit)	7,202.84	7,101.11	(1,702.50)	-	-	-	-	-	-	-	-	-	12,601.45	1,900.00	10,701.45

Reserves:

_	Jan	Feb	March	April	May	June	July	Aug	Sep	Oct	Nov	Dec
Outreach												
RBFCU												
Savings	\$307.42	\$ 307.47	\$ 307.47									
Money Market	\$19,184.22	\$ 24,244.34	\$ 24,729.34									
Checking	\$232.69	\$ 232.70	\$ 232.70									
Certificates		\$ 9,427.50	\$ 9,427.50									
Total	\$19,724.33	\$34,212.01	\$ 34,697.01	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Chapter Operations												
Broadway	\$37,356.81	\$47,394.94	\$49,617.26									
USAA	15,934.43	\$15,944.04	\$15,944.04									
Total	\$53,291.24	\$63,338.98	\$65,561.30	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Job Fair In		\$2,467.95	\$10,003.48									
Job Fair Out		\$4,530.93	\$4,928.66									
Balance to be trans	ferred	\$2,062.98	\$5,074.82									

3 Year Comparison - March YTD

Outreach Account (Scholarship):

INCOME	2015 YTD	2014 YTD	2013 YTD
Donations	\$ 5,915.00	\$ 5,656.00	\$ 2,413.72
Other	\$ -	\$ 5,000.00	\$ 1,000.00
Golf Tournament			
In	\$10,000.00	\$ -	\$ -
Out	\$ 1,000.00	\$ -	\$ 600.00
Sub Total Golf	\$ 9,000.00	\$ -	\$ (600.00)
TOTAL INCOME	\$14,915.00	\$10,656.00	\$ 2,813.72
<u>OUTFLOWS</u>			
Charity			
Wounded Warrior	\$ -	\$ -	\$ -
Red Cross	\$ -	\$ -	\$ -
Undesignated Charities	\$ -	\$ -	\$ -
Total	\$ -	\$ -	\$ -
Scholarships			
Torrey 2K	\$ -	\$ -	\$ -
Torrey 2K	\$ -	\$ -	\$ -
Gen Herring (JROTC #1)	\$ -	\$ -	\$ -
McCarthy (JROTC #2)	\$ -	\$ -	\$ -
Marvin (Chapter)	\$ -	\$ -	\$ -
JROTC #3	\$ -	\$ -	\$ -
Last Yrs Torrey	\$ -	\$ -	\$ -
Total	\$ -	\$ -	\$ -
TOTAL OUTFLOW	\$ -	\$ -	\$ -
Decrease/Increase	\$14,915.00	\$10,656.00	\$ 2,813.72

Operations Account (Inflow):

	<u>2015 YTD</u>	2014 YTD	2013 YTD
Membership Dues			
MOAA National	\$ 5,065.00	\$ 4,120.00	\$ 3,180.00
New Aux		\$ -	\$ -
New Retired	\$ -	\$ 65.00	\$ 23.97
New Active Duty	\$ -	\$ 25.00	\$ 25.00
New Former		\$ -	\$ -
Renewal Aux	\$ 695.00	\$ 915.00	\$ 1,163.53
Renewal Retired	\$ 4,005.00	\$ 5,115.00	\$ 5,082.09
Renewal Active Duty	\$ 110.00	\$ 85.00	\$ 241.91
Renewal Former		\$ -	\$ -
Total	\$ 9,875.00	\$ 10,325.00	\$ 9,716.50
Non-Dues Revenue			
Interest		\$ -	\$ -
Trip Rewards	\$ -	\$ -	\$ -
Shirt Sales		\$ -	\$ -
Merchandise	\$ 10.00	\$ 130.00	\$ -
Advertising Lariat	\$ 6,500.00	\$ 10,200.00	\$ 4,800.00
Corporate Partnership	\$ 500.00	\$ -	\$ 296.35
Donations to Chapter	\$ 2,430.00	\$ 3,435.00	\$ 2,962.55
Donations to Outreach	\$ 5,825.00	\$ 4,280.00	\$ 5,919.97
Golf Tournament	\$ -	\$ -	\$ -
Social Events	\$ 3,810.00	\$ 4,060.00	\$ 2,667.67
Total	\$19,075.00	\$ 22,105.00	\$16,646.54
TOTAL INCOME	\$28,950.00	\$ 32,430.00	\$26,363.04

Operations Account (Outflow):

Category	<u>20</u>	15 YTD	2014 YTD		2013 YTD
Bank Charge/Int	\$	-	\$ -	\$	184.97
Board & Staff Mtg	\$	-	\$ -	\$	39.74
Copier Mntn Agreement	\$	-	\$ -	\$	-
Credit Card Fee Square	\$	45.31	\$ 60.11	\$	54.99
Credit Card Fee PayPal	\$	57.58	\$ 79.68	\$	11.88
D&O Insurance	\$	-	\$ -	\$	-
Dues & Subscription	\$	776.00	\$ 552.00	\$	525.00
Focus/Advisory Groups	\$	-	\$ -	\$	-
Independent Contr	\$	2,979.20	\$ 2,895.80	\$	3,362.50
Lariat Postage	\$	-	\$ 1,200.00	\$	1,190.00
Lariat Printing	\$	1,462.86	\$ 1,601.00	\$	1,957.30
Liability Insurance	\$	425.00	\$ 425.00	\$	425.00
Marketing	\$	-	\$ 521.14	\$	-
Membership Recruiting	\$	-	\$ 25.00	\$	50.00
Miscellaneous	\$	-	\$ 142.00	\$	-
Office	\$	402.36	\$ 283.53	\$	427.35
Personal Affairs	\$	-	\$ -	\$	-
Postage & Delivery	\$	346.70	\$ 524.58	\$	273.75
ROTC	\$	-	\$ -	\$	-
Satellite Chapters	\$	-	\$ 216.10	\$	-
Social Events	\$	3,443.52	\$ 3,837.74	\$	2,324.80
Solitaires	\$	-	\$ -	\$	-
Special Activities	\$	-	\$ -	\$	-
Telephone	\$	495.02	\$ 465.05	\$	525.63
Trans To Outreach	\$	5,915.00	\$ 5,656.00	\$	3,413.72
Volunteer Recogn	\$	-	\$ -	\$	-
TOTAL OUTFLOWS	\$	16,348.55	\$ 18,484.73	\$	14,766.63

Exec VP Operations: Bill Goforth

Absent. No report

President: Jim Cunningham

Travelling to Washington DC Monday to attend Army Chief of Staff Retiree Council meeting.

Back on May 4th.

State legislative issues supported by the TCVO (Texas Coalition of Veterans organizations) include preventing changes to the Hazlewood Program. Issue will likely to be placed on hold as an appeal has been submitted to the recent ruling in Houston, and the Governor is asking the Regents of the higher educational facilities to submit detailed calculations on how they arrive at the amount of monies they feel would be lost if Hazlewood Act is granted to dependents. Suggestions are being discussed on how to modify the program to be ionin compliance with the 14th amendment.

Other activities include participating in JBSA Community Partnership Committee meetings: Transitio0n Information Program (TIP); MVCC (Jim is Board Secretary) and the filing as a 501 (c) 3 organization; San Antonio City Planning meeting SA40.

Discussions & Review:

a) Strategic Plan Update:

David Patrick reviewed the latest updates to the 2015 Scorecard. See appendix A.

b) Legislative Update:

Covered under President's comments and scorecard review.

c) Golf Tournament:

Frank Rohrbough advised Title sponsor is Randolph Brooks Federal Credit Union. First Golf Committee meeting today at 1pm.

d) By Law Updates:

Updated by laws were reviewed in accordance with the requirements of an approved organization residing on JBSA. Jim Doty made the motion to approve and Jim Finch seconded. Approved unanimously. Revised By laws will be distributed at April luncheon for approval by the membership.

e) Relocation of Office Space:

No update from Broadway Bank or Corps of Engineers.

Meeting adjourned at 11:36am. NEXT BOARD MEETING - Wednesday, August 12, 2015 at 10am.

Col David Patrick USAF (Ret) Secretary

Appendix A Action Scorecard

Priority 1: Increase and Retain Membership & Key Volunteers

MOAA-AC must retain, recruit and serve a broad based and diversified membership – as well as key volunteers -- while being respectful of the past yet focused on the future. The current membership is aging which requires more attention given to potential members from the Active Duty, Guard, Reserve, Retired and those who hold or have ever held a warrant of commission -- as well as spouses of members.

Goals: Strategic 3-5 year goal is to have 2000 members. Tactical goal is to have 1700 members by Dec 31, 2015. Also, by Dec 31, 2015 to have all key volunteer staff positions filled.

Action Items/Steps	Point Person(s)	Status
1.1 Focus recruiting at:	Randy Hoff & Staff	April 2015: Work in progress.
1.2 Advertise in JBSA Base Newspapers.	Fernando Carreon	April 2015: Completed. Research by Fernando Carreon determined advertising too expensive for our budget.
1.3 Focus on "catchment area" targeted recruiting: Use the MOAA ZIP code alignment list to target high military populated areas (Corpus, Del Rio & the Valley.) Where feasible, visit these areas with goal of getting them to start new MOAA Chapter.	Jim Cunningham & Staff	April 2015: Work in progress.
Outreach via a Chapter "Speakers Bureau" approach to "military/veteran connected" organizations who have regular meetings with guest speakers, i.e., commanders calls, Rotary, Kiwanis, etc.	Cunningham & Staff	April 2015: Work in progress.
1.5 Take advantage of "recruiting blasts" that MOAA will send out (2/year) for Chapters.	Randy Hoff	April 2015: Work in progress.
1.6 Investigate the opportunity to partner with JBSA Transition Offices to conduct "career transition" brown bag lunches to target transitioning officers Contact MOAA Director, Transition Center to secure support and funding	Bill Goforth & David Patrick	April 2015: Work in progress.
1.7 Recruit volunteers for key staff positions Concentrate efforts to recruit spouses of members for these positions, i.e., advertised in the <i>Lariat</i> , special email blast, make pitch at luncheons, etc.	Jim Cunningham & Staff	April 2015: Work in progress – although two key positions (public relations/marketing and advertising) recently filled.
Setup welcome process so new residents of Blue Skies and the Army Residence Community automatically become members of the Alamo Chapter and receive a welcome letter, etc.	Blue Skies: Bill Knehans ARC: ???	April 2015: Partially completed. Being accomplished at Blue Skies thanks to Bill Knehans. Work in progress at ARC.

Priority 2: Develop Leadership Team Succession

The long term continued existence of MOAA-AC as a successful entity and a "5-Star" Chapter depends on the presence of future leaders to operate the organization. To do this requires a "plan of succession" for at least the two top leadership positions in the Chapter – the President and the Executive Vice President, Operations – and, where possible, the entire senior leadership team.

Goal: Have a seamless and effective leadership transition every election year.

Action Items/Steps	Point Person(s)	Status
2.1 By January 31, 2015 appoint a Task Force to	Jim Cunningham & Bill	April 2015: Work in progress.
develop a succession plan.	Goforth	
 Task Force will include the incumbent 		
President and Executive Vice		
President, Operations and members		
of the Board.		
2.2 By July 1, 2015 have a leadership	Succession Task Force	April 2015: Work in progress.
Succession Plan in place.		
·		

Priority 3: Build & Sustain Community Partnerships

There are ample opportunities for outreach, partnerships, networking and collaboration in this community. MOAA-AC must aggressively pursue, cultivate and nurture specific value-added relationships in the community -- to advance its vision -- to include sponsorships, branding opportunities and endorsement of a worthwhile cause or charity.

Goal: Take the lead to expand relationships with other similar organizations in the Greater San Antonio Area.

		Point	
	Action Items/Steps	Person(s)	Status
3.1	Be the catalyst in the community to arrange regular meetings with the leaders in counterpart organizations, i.e., AUSA, AFA, etc. to discuss mutual opportunities and issues.	Jim Cunningham, Bill Goforth and Executive team.	April 2015: Continue to be successful in this area as evidenced by recent joint luncheon with the SA mayoral panel.
3.2	Continue to actively support and be involved with active military and veteran related organizations, i.e., the Military and Veterans Community Collaborative (MVCC); the Employer Support for the Guard & Reserve (ESGR) and the Employment Initiative Program (EIP); Chamber of Commerce Military Affairs Committee, etc.	Jim Cunningham, David Patrick & Executive Team	April 2015: Completed/ongoing. Cunningham, Patrick and Meyers actively involved in military & veteran related organizations in several leadership roles.
3.3	Expand our "email blast list" to include other veteran related organizations, C of C, potential corporate partners, etc.	Trish Meserve and David Patrick	April 2015: Work in progress.

Priority 4: Increase Revenue

It is imperative that MOAA-AC generate and sustain diverse revenue sources to fund budgeted programs and activities. Long term growth and expansion as well as the success of all other priority issues are dependent on this one priority.

Goal: Sustain a budget and monitor the financials so expenses never exceed income at the end of the year.

	Action Items/Steps	Point Person(s)	Status
4.1	Secure \$19,000 in Lariat advertising. Focus on small to medium businesses. Look at the "church bulletin model" with a page of business card size advertising. Ask PenFed to advertise with us since they are a MOAA partner.	Trish Meserve & Leadership Team	April 2015: On track to reaching \$19,000 goal. New advertising coordinator securing new advertisers.
4.2	Get "MOAA-Alamo Chapter" on approved Combined Federal Campaign agency list for donations.	Trish Meserve & David Patrick	April 2015: Patrick inquiry with United Way indicated organization must be a 501(c)(3) in order to participate in CFC. Cunningham to set up 501(c)(3) for "Scholarships" so we can participate.
4.3	Look at "MOAA Best Practices" for ideas to increase non-dues revenue.	David Patrick	April 2015: Work in progress.
4.4	Solicit more corporate partners • Use C of C mail lists.	Jim Cunningham, Trish Meserve & David Patrick	April 2015: Work in progress.
4.5	Pursue joint marketing campaign mail outs, i.e. follow the Air Force Village (Blue Skies) model previously used.	Jim Cunningham, Trish Meserve & David Patrick	April 2015: Work in progress.

Priority 5: Sustain Strong & Influential Legislative Efforts/Program

In order to be a powerful voice supporting MOAA national initiatives at the local and state levels, MOAA-AC's legislative outreach must be organized at the grassroots level to achieve and sustain maximum influence in shaping relevant government policy.

Goal: Visit with every constituent legislator at least annually.

Action Items/Steps	Point Person(s)	Status
5.1 Build the "legislative outreach team" by identifying and training key constituent chapter representatives for each of the five districts to make visits.	Robert Blake & Ed Marvin	April 2015: Work in progress.
5.2 Take the lead to hold a joint session with, perhaps, AUSA, etc. to have a panel to hear from the San Antonio Mayoral candidates.	Robert Blake	April 2015: Completed with Mar 26 th luncheon.