

MILITARY OFFICERS ASSOCIATION OF AMERICA

ALAMO CHAPTER

P.O. Box 340497, Ft Sam Houston, TX 78234
MINUTES OF BOARD MEETING – Wednesday 25 May, 2016

The Meeting was called to order by President Jim Cunningham at 13:10 hrs. A quorum was present (min 50%) and acting throughout the meeting.

Attendees: Col Mac McDonald, Col David Patrick, Col Frank Rohrbough, LTC Jim Finch, LTC Randy Hoff, LtCol Ed Marvin, LTC Jim Webb, MAJ Jim Cunningham, Susie Tolman and Trish Meserve.

Unable to attend: MG Charles Honore, BG Jim Doty, COL Vaughn Caudill, COL Barbara Ramsey, Col Bruce Willett, LTC John Gibbs, LTC Bill Goforth, LTC (Chap) James Taylor.

Invocation and Pledge of Allegiance by Jim Cunningham.

Additions to the Agenda: Golf Tournament Frank Rohrbough

Secretary: Col David Patrick

The Minutes from 13 January 2016 were reviewed and will be filed as a matter of chapter record.

VP Administration: LTC Jim Webb

Awards season is almost over. Received great support from MOAA national but were light on presenters this year. Will work on increasing that for next year. Disappointed Gold Bar program has been eliminated. J/ROTC award program continues, but chapters will have to bear all or part of the cost of the awards.

VP Programs: Col Bruce Willett

Absent. Due to personal issues Col Willett may not be able to continue as Program Chair. Army Residence Community would prefer a luncheon to be scheduled earlier in the year to better accommodate their schedule. Will include this preference in December's Planning meeting. Suggested speakers included Dave Peterson from the Chamber.

VP Membership: LTC Randy Hoff

Reviewed Membership chart (186 Active Duty, 182 Auxiliary, 32 Former, 900 Retired totaling 1300). Membership numbers going down due to lack of recruiting venues. Will be adding MOAA national members with email addresses from the 11,000 member prospect list recently received. Jim Cunningham investigating possibility of satellite chapters in the Rio Grand Valley and Corpus Christi areas. Randy Hoff will take advantage of the twice yearly MOAA national emailing to encourage membership in the local chapter.

Treasurer: Col Vaughn Caudill

Absent. Financials from Q1 2016 and the 3 Year April YTD Comparison were reviewed. Income from Advertising and MOAA Natl will be lower than expected, thus need to solicit advertising from every opportunity. Encouraged all to carry advertising pricing and approach the service providers used. May need to look at reducing the number of pages for The Lariat to cut costs. Trish to resend Media Guide to Board & Staff.

<u>INCOME</u>	January	February	March	April	May	June	July	August	September	Oct	Nov	Dec
Donations	2,025.00	1,515.00	1,155.00	1,001.00								
Other												
Golf Tournament												
In												
Out				1,000.00								
Sub Total Golf	-	-	-	(1,000.00)	-	-	-	-	-	-	-	-
TOTAL INCOME	2,025.00	1,515.00	1,155.00	1.00	-	-	-	-	-	-	-	-
<u>OUTFLOWS</u>												
Charity												
Warrior & Family Support Ctr												
MOAA Heritage												
Undesignated Charities												
Total	-	-	-	-	-	-	-	-	-	-	-	-
Scholarships												
Col Torrey												
Gen Herring (JROTC)												
Col McCarthy (JROTC)												
Chapter												
ROTC Army				5,000.00								
ROTC AF (LtCol Ed & Ruby Marvin)												
Total	-	-	-	5,000.00	-	-	-	-	-	-	-	-
TOTAL OUTFLOW	0.00	0.00	0.00	5,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Decrease/Increase	2,025.00	1,515.00	1,155.00	(4,999.00)	-	-	-	-	-	-	-	-

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Reserves:

	Jan	Feb	March	April	May	June	July	Aug	Sep	Oct	Nov	Dec
Outreach												
RBFCU												
Savings	\$ 7.90	\$ 7.90	\$ 7.90	\$ 7.90								
Money Market	\$19,994.40	\$ 21,516.07	\$ 22,678.76	\$ 12,685.30								
Checking	\$ 108.48	\$ 108.48	\$ 108.48	\$ 6,108.72								
Certificates	\$ 9,512.15	\$ 9,520.75	\$ 9,530.10	\$ 9,539.15								
Total	\$29,622.93	\$ 31,153.20	\$ 32,325.24	\$ 28,341.07	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Chapter Operations												
Broadway	\$34,677.88	\$ 39,689.95	\$ 43,972.16	\$ 35,713.30								
USAA	\$16,047.93	\$ 16,057.58	\$ 16,066.62	\$ 16,066.62								
Total	\$50,725.81	\$ 55,747.53	\$ 60,038.78	\$ 51,779.92	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

Golf:

5/26/16	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	2016 YTD
Income:													
Sponsorship													-
Donation													-
Entry Fee Player													-
Super Tickets													-
Silent Auction													-
Total	\$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
Expenses:													
Ron Inselmann				1000									1,000.00
Green Fees													-
Awards Dinner													-
Gift Certificates													-
Catering Staff Tip													-
Plaques/Signage													-
Golf Balls													-
Total	\$0.00	\$0.00	\$0.00	\$1,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,000.00
Net Profit:													\$ (1,000.00)
													\$ (1,000.00)
													\$ (100.00)
													\$ (900.00)
													\$ (270.00)
													\$ (630.00)

3 Year Comparison – April YTD

Outreach Account (Scholarship):

INCOME	2016 YTD	2015 YTD	2014 YTD
Donations	\$ 5,696.00	\$ 285.00	\$ 5,656.00
Other			\$ 5,000.00
Golf Tournament			
In			
Out	\$ 1,000.00		\$ 1,000.00
Sub Total Golf	\$ (1,000.00)		\$ (1,000.00)
TOTAL INCOME	\$ 4,696.00		\$ 9,656.00
OUTFLOWS			
Charity			
Wounded Warrior			
Red Cross			
Undesignated Charities			
Total	\$ -	\$ -	\$ -
Scholarships			
Torrey			
Torrey			
Gen Herring (JROTC #1)			
McCarthy (JROTC #2)			
JROTC #3			
Marvin (Chapter)			
ROTC Army	\$ 5,000.00		
Other			
Marvin (Chapter)			
Total	\$ 5,000.00	\$ -	\$ -
TOTAL OUTFLOW	\$ 5,000.00	\$ -	\$ -
Decrease/Increase	\$ (304.00)	\$ -	\$ 9,656.00

Operations Account (Inflow):

<u>Category</u>	<u>2016 YTD</u>	<u>2015 YTD</u>	<u>2014 YTD</u>
Bank Charge/Int	\$ 56.80	\$ 0.26	
Board & Staff Mtg			
Copier Mntn Agreement	\$ 429.00		\$ 390.00
Credit Card Fee Square	\$ 49.70	\$ 47.87	\$ 60.11
Credit Card Fee PayPal	\$ 85.04	\$ 73.54	\$ 79.68
D&O Insurance			
Dues & Subscription	\$ 611.00	\$ 776.00	\$ 552.00
Focus/Advisory Groups			
Independent Contr	\$ 4,890.62	\$ 4,170.88	\$ 4,054.12
Lariat Postage	\$ 225.00	\$ 1,000.00	\$ 1,200.00
Lariat Printing	\$ 1,257.19	\$ 1,945.44	\$ 2,270.11
Liability Insurance	\$ 425.00	\$ 425.00	\$ 425.00
Marketing			\$ 521.14
Membership Recruiting		\$ 37.00	\$ 25.00
Miscellaneous			
Office	\$ 712.48	\$ 429.36	\$ 361.50
Personal Affairs			
Postage & Delivery	\$ 458.05	\$ 346.70	\$ 673.43
ROTC			
Satellite Chapters			\$ 216.10
Social Events	\$ 4,620.40	\$ 3,443.52	\$ 3,837.74
Solitaires	\$ 52.35		
Special Activities			
Telephone	\$ 632.18	\$ 615.74	\$ 578.25
Trans To Outreach	\$ 5,696.00	\$ 6,200.00	\$ 5,656.00
Volunteer Recogn			
TOTAL OUTFLOWS	\$ 20,200.81	\$ 19,511.31	\$ 20,900.18

Operations Account (Outflow):

	<u>2016 YTD</u>	<u>2015 YTD</u>	<u>2014 YTD</u>
Membership Dues			
MOAA National	\$ 530.00	\$ 5,065.00	\$ 4,120.00
New Aux			
New Retired	\$ 30.00	\$ 15.00	\$ 65.00
New Active Duty	\$ 15.00		\$ 25.00
New Former	\$ 25.00		
Renewal Aux	\$ 675.00	\$ 725.00	\$ 975.00
Renewal Retired	\$ 4,330.00	\$ 4,315.00	\$ 5,515.00
Renewal Active Duty	\$ 205.00	\$ 150.00	\$ 150.00
Renewal Former	\$ 25.00	\$ 25.00	
Total	\$ 5,835.00	\$ 10,295.00	\$ 10,850.00
Non-Dues Revenue			
Interest			
Trip Rewards	\$ 373.80		\$ 1,457.80
Shirt Sales			
Merchandise	\$ 115.00	\$ 65.00	\$ 190.00
Advertising Lariat	\$ 7,500.00	\$ 12,000.00	\$ 10,200.00
Corporate Partnership	\$ 300.00	\$ 600.00	\$ 200.00
Donations to Chapter	\$ 2,670.00	\$ 2,553.00	\$ 3,525.00
Donations to Outreach	\$ 3,881.00	\$ 6,035.00	\$ 4,972.00
Golf Tournament	\$ -	\$ -	\$ -
Social Events	\$ 4,987.00	\$ 4,590.00	\$ 4,720.00
Total	\$ 19,826.80	\$ 25,843.00	\$ 25,264.80
TOTAL INCOME	\$ 25,661.80	\$ 36,138.00	\$ 36,114.80

Exec VP Operations: Bill Goforth

Absent. No report

President: Jim Cunningham

Hosting the team leadership luncheon earlier in May for the new MOAA CEO Dana Atkins was very informative.

Currently working with the state legislature in reviewing possible Hazlewood Act revisions and looking at regulating for profit universities offering program for veterans. Hazlewood revisions are on hold until the decision from the 5th Court of Appeals has been heard.

Working with MVCC and the distribution of the monies intended for mentally ill veterans.

MOAA National Updates:

Ed Marvin: Reorganization instituted by Dana Atkins is going forward. May bring MOAA website administration in house as they are searching for the right IT person. Board has approved recommendations from Bottom Up Review and July Board meeting may include suggestions on going forward with the implementation additional programs. Relationships with other VSO's are being fostered, including the American Legion, VFW, and Order of the Purple Heart. Council & Chapter Affairs are definitely a priority with the new CEO.

Storming the Hill was very successful, and the 2 topics presented to each of the senators and congressmen were TriCare and SBP-DIC.

The nominations are in for the next 12 Board members and will be published in the next issue of the Military Officer magazine.

Discussions & Review:

a) Strategic Plan Update:

David Patrick reviewed the latest updates to the 2016 Scorecard. (See Appendix A).

b) Legislative Update:

The House has submitted a 2.1% military pay raise and a DIC program and the Senate has a 1.6% pay raise and did not re-authorize the SBP offset.

c) Golf Tournament:

2016 Tournament set for Friday Sept ember 9th. Contract on Golf Fees being handled by Ron Inselmann, and it may well increase to \$40 per player. Already have pledged sponsorships from Blue Skies, Randolph Brooks FCU and American Legion. Trish to send invoice to Blue Skies, and send out updated Golf Flyer.

Meeting adjourned at 2:35pm. NEXT BOARD MEETING – Weds 10 August 1pm



Col David Patrick USAF (Ret) Secretary

Appendix A Action Plan Score Card

5/7/2016

MOAA ALAMO CHAPTER 2016 ACTION PLAN SCORECARD

Priority 1: Retain/Increase Membership & Volunteers

MOAA-AC must retain, recruit and serve a broad based and diversified membership. To do so effectively, more volunteers -- with added focus on spouses of members -- are needed to be involved in key chapter staff leadership roles and other volunteer needs.

Goals: *By Dec 31, 2016: grow Chapter membership to 1700; have all key volunteer staff leadership positions filled; and have an actionable plan to get more members actively involved as volunteers in Chapter activities.*

Action Items/Steps	Point Person(s)	Status
1.1 Continue to focus on membership recruiting at all available hiring & career fairs and other venues/activities, i.e., BAMC/SAAMC, BX/PX, Installation Management Command pre-command course, etc.	Randy Hoff & Staff	May 2016: Continue to aggressively take advantage of all recruiting opportunities and events, i.e., hiring fairs, transition programs, 1-on-1 meetings, military newcomer welcoming, etc.
1.2 Focus on "catchment area" targeted recruiting: <ul style="list-style-type: none"> 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	May 2016: Still working.
1.3 Take advantage of "recruiting blasts" that MOAA will send out (2/year) for Chapters.	Randy Hoff & Chuck Poole	May 2016: Doing.

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1.4 Recruit volunteers for key staff positions <ul style="list-style-type: none"> 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	May 2016: Aggressively working.
1.5 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: ARC:	May 2016: Process in place at Blue Skies. Meeting with ARC personnel in June to setup.
1.6 Form a Task Force to study and recommend action steps on "how to get more chapter members involved" as volunteers and in attending/participating in chapter events and activities.	Jim Cunningham & staff	May 2016: Work in progress.

Priority 2: Execute the Leadership Succession Plan

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. Now that a "plan of succession" for the top leadership position in the Chapter – the President – has been developed and approved it is now time to successfully execute this plan.

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

Action Items/Steps	Point Person(s)	Status
2.1 By December 31, 2016 have a President-Elect in place.	Jim Cunningham & Staff	May 2016: Work in progress.

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Priority 3: Build & Sustain Community Partnerships

There are ample opportunities for outreach, partnerships, networking and collaboration in this community. MOAA-AC must continue to take a leadership role and aggressively pursue, cultivate and nurture specific value-added relationships in the community to advance its vision.

Goal: *Take the lead in the Greater San Antonio Area to expand relationships with other similar organizations and those with like interests.*

Action Items/Steps	Point Person(s)	Status
3.1 Continue to be a catalyst in the community to arrange regular meetings with the leaders in counterpart organizations, i.e., AUSA, AFA, veteran chapters, etc. to discuss mutual opportunities and issues.	Jim Cunningham, Bill Goforth and Executive team.	May 2016: Continue to be a leader in the community for military & veteran collaboration.
3.2. Establish a chapter "Speakers' Bureau" approach to outreach to address "military/veteran connected" and civic organizations, ROTC units, etc.	Chuck Poole & Staff	May 2016: Although not formally a "speakers' bureau" format, our staff members are active in speaking in the community.
3.3 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); Chamber of	Jim Cunningham, David Patrick, Kitty Meyers & Executive Team	May 2016: Completed and ongoing. MOAA-AC is actively involved in the Military and Veterans Community Collaborative, Employer Support for Guard and Reserve, JBSA units/staff, etc.

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Commerce Military Affairs Committee, etc.		
3.4 Take the lead in organizing a "spouse" symposium/event focused on career issues specific to the military spouse	Jim Cunningham, Kitty Meyers, David Patrick & Staff	May 2016: Kitty Meyers actively pursuing with MOAA national staff.
3.5 Expand our "email blast list" to include other veteran related organizations, C of C, potential corporate partners, etc.	Trish Meserve and David Patrick	May 2016: 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 at least \$19,000 in <i>Lariat</i> advertising. <ul style="list-style-type: none"> Focus on small to medium businesses. 	Fernando Carreon, Trish Meserve & Leadership Team	May 2016: Work in progress.

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4.2 Establish Chapter Scholarships Outreach Account as a 501(c)(3); get "MOAA-Alamo Chapter" on approved Combined Federal Campaign agency list for donations.	Jim Cunningham & David Patrick	May 2016: Work in progress.
4.3 Solicit more corporate partners <ul style="list-style-type: none"> Use C of C mail lists. 	Jim Cunningham, Trish Meserve & David Patrick	May 2016: Work in progress.
4.4 Pursue joint marketing campaign mail outs, i.e. follow the Air Force Village (Blue Skies) model previously used.	Jim Cunningham, Fernando Carreon, Trish Meserve & David Patrick	May 2016: Met with Blue Skies Marketing and PR staff in Feb. Will be doing a joint promotional mailing and, potentially, a joint event at Blue Skies.

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 Continue to build "legislative outreach teams" by identifying and training key constituent chapter representatives for each of the five districts to make visits.	Robert Blake & Ed Marvin	May 2016: Actively working this.