

MILITARY OFFICERS ASSOCIATION OF AMERICA

ALAMO CHAPTER

P.O. Box 340497, Ft Sam Houston, TX 78234
MINUTES OF BOARD MEETING – Thursday 11 June 2019

The Meeting was called to order by Board Chair Barbara Ramsey at 11:45am. A quorum was present (min 50%) and acting throughout the meeting.

Attendees:

Board: Col Mac McDonald, Col Barbara Ramsey, Col Frank Rohrbough, LTC Jim Finch.

Staff: Col Vaughn Caudill, Col David Patrick, Maj Jim Cunningham, Trish Meserve.

Invocation and Pledge of Allegiance by Jim Cunningham.

Old Business

Minutes: David Patrick

The minutes from 7 March 2019 were reviewed and will be filed as a matter of chapter record.

New Business

- a) Stakeholder's Summary Report. Written report was presented in Kitty Meyers' absence by David Patrick. (See Appendix A). David Patrick advised Kitty was involved in every important local event and issue representing the chapter. The recent volunteer event at the KLRN Blazing Gavels also provided good exposure for the chapter. 9 members in MOAA-AC polo shirts participated.
The chapter was recently informed that Private Organizations on Post can only sell memorabilia to raise funds if it has first been approved by legal and only purchased through an approved AAFES vendor. Monthly reports are required to be filed and paperwork has been submitted to start the authorization process.
- b) **Budget & Cost Containment Measures:** Vaughn Caudill
Financials were reviewed. See Appendix B
 - There is concern the overall budget deficit will be greater than anticipated.
 - The Alamo Chapter Educational Foundation will only give out as much as was brought in the year prior, but minimum balance may allow an addition of \$3-4K next year. It is thought giving scholarships to ROTC cadets versus JROTC cadets will give the future of the organization a bigger payoff as they are already in line to become potential member officers.
 - Discussion ensued regarding the production and mailing of the paper copy of The Lariat (approx 335 copies). A motion was made by Frank Rohrbough to end the production of a printed copy effective January 1, 2020. Seconded by Mac McDonald. The vote was unanimous. An advisory will be contained in the next 3 Lariats (July-Sept) informing the membership. Trish will provide a draft for approval. If a member insists on a printed copy the price will be higher than \$30 (TBD) and it will be printed in the office and mailed. The membership dues form will also need to be changed to eliminate the printed version.

- Bob Certain, MOAA National Cmte Chair for Chapter Affairs, has given verbal approval that the chapter can use the funds provided by the Austin chapter which was on hold awaiting TCC approval.

c) Scorecard Review: David Patrick

See Appendix C

- Membership: The formation of a satellite chapter at The Army Residence Community looks promising. We now have a member of the ARC executive staff attending our staff meetings (Grace Newton) and she will assist in its set up.
- Recruitment is a constant challenge – job fairs are few and far between.

d) By Laws Revision: David Patrick

The changes made to the organizational chart earlier in the year will require a change in by-laws that will be presented to the membership for their approval during the Annual Business Meeting in November.

e) Golf Tournament: Frank Rohrbough

There may be a vote to change the 50/50 split next year – although the Warrior & Family Support Center is a draw for funding from sponsors and participants, they don't necessarily "need" our monies due to their own very successful solicitations. This year's participation is on track and aiming for 112 players/28 teams.

Alamo Chapter Educational Foundation (ACEF)

Bob Certain (absent) has accepted the position of Board chair and is working on filling the required positions. The ACEF Board will report to the Alamo Chapter Board.

Meeting adjourned at 1:08pm.

NEXT BOARD MEETING – TBD due to Trish's absence on Sept 5



Col David Patrick USAF (Ret) Secretary

APPENDIX A

Stakeholder's Summary Report

The Chapter continues to have a strong presence in the MOAA core mission of advocacy, be in local community or in Austin. Jim Cunningham's commitment to representing the Chapter as Texas Council State Legislative representative and as president of the Texas Coalition of Veteran Organizations ensured our voice as the 2019 Legislative session closed. Both he and I participate in Texas Veteran Commission advisory committees.

Locally, we participate in City of San Antonio, Bexar County, Joint Base San Antonio and various veteran service organizations, supporting Chapter initiatives. We are also active in various transition events, including providing leadership in the Texas Workforce Commission/Worksource Solutions Alamo planning for the annual Red, White and You Hiring Fair. We ensure that these outreach activities support current members and are catalysts for recruitment opportunities.

The Chapter's financial situation continues to be a major concern. The financials were reviewed with critical introspection on the following issues.

- Recruitment: Inflows from renewals, especially from retirees, is significantly down and at current rates will not meet budget projections. We are in the second year of the three-year dues package that was introduced in 2017. This package was eliminated earlier this year. However, we continue to see the effects of reduced renewals and on member donations.
- Expenses: These are closely monitored to ensure maximization of resources with limited financial impact. Two areas are under scrutiny.
 - Shirts and medals: JBSA have notified us along with all base organizations to include those private, that items cannot be sold that duplicate or compete with activities of AAFES or Forces Support Squadron Nonappropriated Fund Instrumentalities. They currently provide a source for shirts and medals. Trish Meserve and I are currently working with JBSA and AAFES to determine (a) if this applies to the Chapter or (b) if deemed necessary, what will the financial impact if we need to purchase our items from AAFES sources. We have enough supplies for current needs. The items for the golf tournament will not be impacted by this query.
 - Lariat expenses: Printing and mailing costs continue to be a line-item concern.
 - The initial survey of printing costs was insufficient to accurately evaluate the current printer/ mailing costs. A new survey will be initiated.
 - Last year's budget eliminated the July mailing of the Chapter directory, cutting a significant cost. It is now available upon request. Average monthly mailing costs are \$600 per month to 375 members. This calculates to \$1.60 per member per month. Each member currently has the option of opting in for the mailed paper version versus the email version at a dues rate of an additional \$10 per year for the service. The cost is \$17.60 for the 11 editions published annually. As we review the budget this year, we will discuss options including either eliminating the paper version

totally or requesting Board approval of a dues increase from \$30 to \$40 for the service. The basic dues of \$20 is for the emailed version of the Lariat.

- Scholarship finances are closely monitored. The monies received from the Austin chapter dissolution is in the process of being applied to the account to balance the 2019 expenses. This will offset the scholarships offered the ROTC programs at UT Austin and Texas State University. The Scholarship Committee is committed to maintaining a balance of \$15,000 in the Outreach account. The Golf committee is creating another fantastic event for the August 30 tournament. Come join us!
- Social events continue to be a success. David Patrick has done an outstanding job recruiting the right speaker for each event. The location and time of the events have been varied to provide calendar options to the members. The numbers speak for themselves as participation is up and survey results reflect very high satisfaction. Each event has finished in the black financially. Thank you, David!
- Scorecard:
 - Priority #1: Membership continues to be a driver. We are participating in various activities throughout the community, both on and off JBSA, to recruit. We are continuously seeking and implementing new opportunities for member involvement to activate and retain members. The initiatives to create satellites to the chapter to better serve selected member communities is proceeding.
 - The Blue Skies Satellite has had three successful events. The next event will be the general membership monthly lunch in October. This is scheduled for the Blue Skies East Sky Lounge.
 - Army Residence Community members are in the process of working with ARC staff and Chapter staff to create a satellite. Janet and Joe Morgan, ARC residents, are taking the lead to organize the initial membership drive event. Grace Newton, ARC staff, has joined the Chapter MOAA staff to enhance communication, etc. for all.
 - Austin satellite potentials, along with past Austin Chapter members, were contacted via email and snail-mail. The return response has provided us with those interested in either connecting with our current Chapter and/or working with us in establishing a satellite. Next steps include renewing contact and organizing an initial membership event. Note that this Austin satellite is a stop-gap springboard for an eventual stand-alone chapter.
 - Priority #2: The financial issues are addressed above. Note that “The Big Give” was a success with income of approximately \$975. Discussion of participation in the December “Giving Tuesday” determined that this would conflict with a direct appeal to membership. A September project will be to design a donation campaign for a mid-November mailing.
- Additional Action Item: Chapter staff reviewed and streamlined staff positions to better provide service to membership. This will require a revision of Chapter by-laws. The revised by-laws will be provided to the Board for review and then subsequent approval by the membership at the November 21 annual meeting.

APPENDIX B

ACEF:

| | January | February | March | April | May | June | July | August | September | Oct | Nov | Dec | YTD | 2019 Budget | Variance |
|--|------------|----------|----------|-----------|----------|------|------|--------|-----------|------|------|------|-----------|--------------|------------|
| INFLOWS | | | | | | | | | | | | | | | |
| Donations | 2,035.00 | 527.00 | 1,140.00 | 350.00 | 60.00 | | | | | | | | 4,112.00 | \$ 4,000.00 | 112.00 |
| The Big Give | | | | 625.00 | 698.15 | | | | | | | | 1,323.15 | \$ - | 1,323.15 |
| Other | | | | | | | | | | | | | - | | - |
| Golf Tournament | | | | | | | | | | | | | - | | - |
| In | | | | 10,960.00 | 2,465.00 | | | | | | | | 14,425.00 | | 14,425.00 |
| Out | 1,000.00 | 1,000.00 | | | | | | | | | | | 1,000.00 | | 1,000.00 |
| Sub Total Golf | (1,000.00) | 1,000.00 | - | 10,960.00 | 2,465.00 | - | - | - | - | - | - | - | 13,425.00 | \$ 15,000.00 | (1,575.00) |
| TOTAL INFLOW | 2,035.00 | 1,527.00 | 1,140.00 | 11,935.00 | 3,223.15 | - | - | - | - | - | - | - | 18,860.15 | \$ 19,000.00 | (139.85) |
| Austin Scholarship | 1,575.11 | | | | | | | | | | | | | | |
| OUTFLOWS | | | | | | | | | | | | | | | |
| Other | | | | | | | | | | | | | | | |
| Big Give Admin Fee | 200.00 | | | | | | | | | | | | 200.00 | \$ - | 200.00 |
| Charity | | | | | | | | | | | | | | | |
| Warrior & Family Support Ctr | | | | | | | | | | | | | - | \$ 7,500.00 | (7,500.00) |
| MOAA Heritage | | | | | 125.00 | | | | | | | | 125.00 | \$ 125.00 | - |
| Undesignated Charities | | | | | | | | | | | | | - | \$ 100.00 | (100.00) |
| Total | 200.00 | - | - | - | 125.00 | - | - | - | - | - | - | - | 325.00 | \$ 7,725.00 | (7,400.00) |
| Scholarships | | | | | | | | | | | | | | | |
| Col Torrey | | | | 500.00 | | | | | | | | | 500.00 | \$ 500.00 | - |
| Gen Herring (JROTC) | | | | | | | | | | | | | - | \$ 500.00 | (500.00) |
| Col McCarthy (JROTC) | | | | | 500.00 | | | | | | | | 500.00 | \$ 500.00 | - |
| Chapter (Jim & Cheryl Cunningham) | | | | 500.00 | | | | | | | | | 500.00 | \$ 500.00 | - |
| ROTC Navy UT Austin | | | | | 500.00 | | | | | | | | 500.00 | \$ 500.00 | - |
| ROTC Army UT Austin | | | | | 500.00 | | | | | | | | 500.00 | \$ 500.00 | - |
| ROTC Army Texas State | | | | 500.00 | | | | | | | | | 500.00 | \$ 500.00 | - |
| ROTC Army UT RGV | | | | | 1,000.00 | | | | | | | | 1,000.00 | \$ 1,000.00 | - |
| ROTC Army Texas A&M Corpus Christi | | | | 1,000.00 | | | | | | | | | 1,000.00 | \$ 1,000.00 | - |
| ROTC Army Texas A&M Kingsville | | | | 1,000.00 | | | | | | | | | 1,000.00 | \$ 1,000.00 | - |
| ROTC Army St Mary's | | | | 1,000.00 | | | | | | | | | 1,000.00 | \$ 1,000.00 | - |
| ROTC Army UTSA | | | 1,000.00 | | | | | | | | | | 1,000.00 | \$ 1,000.00 | - |
| ROTC Air Force UT Austin | | | | | 500.00 | | | | | | | | 500.00 | \$ 500.00 | - |
| ROTC Air Force Texas State | | | | 500.00 | | | | | | | | | 500.00 | \$ 500.00 | - |
| ROTC Air Force UTSA | | | | 1,000.00 | | | | | | | | | 1,000.00 | \$ 1,000.00 | - |
| ROTC Air Force UTSA (Ed & Ruby Marvin) | | | | 1,000.00 | | | | | | | | | 1,000.00 | \$ 1,000.00 | - |
| Total | - | - | 1,000.00 | 7,000.00 | 3,000.00 | - | - | - | - | - | - | - | 11,000.00 | \$ 11,500.00 | (500.00) |
| TOTAL OUTFLOW | 200.00 | 0.00 | 1,000.00 | 7,000.00 | 3,125.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 11,325.00 | \$ 19,225.00 | (7,900.00) |
| Decrease/Increase | 1,835.00 | 1,527.00 | 140.00 | 4,935.00 | 98.15 | - | - | - | - | - | - | - | 7,535.15 | \$ (225.00) | 7,760.15 |

Inflows:

| | January | February | March | April | May | June | July | August | September | Oct | Nov | Dec | YTD | 2019 Budget | Variance |
|----------------------------|-------------|-------------|-------------|-------------|-------------|--------|--------|--------|-----------|--------|--------|--------|-------------|-------------|--------------|
| Membership Dues | | | | | | | | | | | | | | | |
| MOAA National | | 2,040.00 | | | | | | | | | | | \$2,040.00 | \$ 2,000 | \$40.00 |
| Austin Chapter | | | | | | | | | | | | | \$0.00 | \$ - | \$0.00 |
| New Surv Sp | | | | | | | | | | | | | \$0.00 | \$ - | \$0.00 |
| New Retired | | | | 30.00 | 70.00 | | | | | | | | \$100.00 | \$ - | \$100.00 |
| New Active Duty | | | | | | | | | | | | | \$0.00 | \$ - | \$0.00 |
| New Former | | 60.00 | | | 30.00 | | | | | | | | \$90.00 | \$ - | \$90.00 |
| Renewal Surv Sp | 270.00 | 140.00 | 60.00 | 40.00 | 20.00 | | | | | | | | \$530.00 | \$ 1,000 | -\$470.00 |
| Renewal Retired | 1,060.00 | 420.00 | 150.00 | 240.00 | 170.00 | | | | | | | | \$2,040.00 | \$ 11,000 | -\$8,960.00 |
| Renewal Active Duty | | 20.00 | 40.00 | 20.00 | 20.00 | | | | | | | | \$100.00 | \$ 250 | -\$150.00 |
| Renewal Former | | | | | | | | | | | | | \$0.00 | \$ 250 | -\$250.00 |
| Total | \$ 1,330.00 | \$ 2,680.00 | \$250.00 | \$330.00 | \$310.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$4,900.00 | \$ 14,500 | -\$9,600.00 |
| Non-Dues Revenue | | | | | | | | | | | | | | | |
| Golf Tournament | | | | | | | | | | | | | \$0.00 | \$ 4,000 | -\$4,000.00 |
| Merchandise (Coins/Shirts) | 60.00 | | 55.00 | 80.00 | 195.00 | | | | | | | | \$390.00 | \$ 3,000 | -\$2,610.00 |
| Advertising Lariat | 1,620.00 | | 4,050.00 | 2,970.00 | 1,770.00 | | | | | | | | \$10,410.00 | \$ 10,000 | \$410.00 |
| ROTC Medals | | | 475.00 | | | | | | | | | | \$475.00 | \$ 1,000 | -\$525.00 |
| Corporate Partnership | | 100.00 | 300.00 | | | | | | | | | | \$400.00 | \$ 1,500 | -\$1,100.00 |
| Donations to Chapter | 550.00 | 670.00 | 65.00 | | 286.00 | | | | | | | | \$1,571.00 | \$ 2,500 | -\$929.00 |
| Donations to Outreach | 527.00 | 1,140.00 | 975.00 | 758.15 | 526.00 | | | | | | | | \$3,926.15 | \$ 4,000 | -\$73.85 |
| Social Events | 1,960.00 | 662.00 | 1,450.00 | 1,700.96 | 2,216.00 | | | | | | | | \$7,988.96 | \$ 14,000 | -\$6,011.04 |
| Total | \$ 4,717.00 | \$ 2,572.00 | \$ 7,370.00 | \$ 5,509.11 | \$ 4,993.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$25,161.11 | \$ 40,000 | -\$14,838.89 |
| TOTAL INCOME | \$6,047.00 | \$5,252.00 | \$7,620.00 | \$5,839.11 | \$5,303.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$30,061.11 | \$ 54,500 | -\$24,438.89 |

Outflows:

| Category | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | YTD | 2019 Budget | Variance |
|----------------------------|------------|----------|----------|----------|----------|-----|-----|-----|-----|-----|-----|-----|-----------|-------------|------------|
| Copier Mntn Agreement | | | | 571.00 | | | | | | | | | 571.00 | \$ 525 | (46.00) |
| Square Service Fee | 26.62 | 24.82 | 15.49 | 12.10 | 54.00 | | | | | | | | 133.03 | \$ 500 | 366.97 |
| PayPal Service Fee | 36.10 | 7.29 | 149.68 | 69.60 | 100.05 | | | | | | | | 362.72 | \$ 450 | 87.28 |
| D&O Insurance | | | | | | | | | | | | | - | \$ 750 | 750.00 |
| Dues & Subscription | 827.00 | 451.20 | 338.72 | | 75.00 | | | | | | | | 1,691.92 | \$ 1,400 | (291.92) |
| GT Contractor Incentive | | | | | | | | | | | | | - | \$ 1,000 | 1,000.00 |
| Independent Contr | 1,580.00 | 1,580.00 | 1,580.00 | 1,580.00 | 1,580.00 | | | | | | | | 7,900.00 | \$ 19,460 | 11,560.00 |
| Lariat Postage | 1,000.00 | | | | | | | | | | | | 1,000.00 | \$ 2,000 | 1,000.00 |
| Lariat Printing | 454.02 | 456.68 | 650.23 | 453.18 | 453.18 | | | | | | | | 2,467.29 | \$ 5,000 | 2,532.71 |
| Liability Insurance | | 425.00 | | | | | | | | | | | 425.00 | \$ 500 | 75.00 |
| Marketing | - | 200.00 | | | | | | | | | | | 200.00 | \$ 150 | (50.00) |
| Merchandise (Coins/Shirts) | 2,227.34 | | | | | | | | | | | | 2,227.34 | \$ 2,500 | 272.66 |
| Office | 622.78 | 19.79 | 94.15 | 167.57 | 610.63 | | | | | | | | 1,514.92 | \$ 2,500 | 985.08 |
| Postage & Delivery | 251.75 | | | | | | | | | | | | 251.75 | \$ 2,000 | 1,748.25 |
| ROTC | | | | | | | | | | | | | - | \$ 1,000 | 1,000.00 |
| ROTC Medals | | | 475.00 | | | | | | | | | | 475.00 | \$ 1,000 | 525.00 |
| Social Events | 1,918.70 | | 2,237.86 | 1,419.48 | | | | | | | | | 5,576.04 | \$ 14,000 | 8,423.96 |
| Solitaires | | | | | | | | | | | | | - | \$ 75 | 75.00 |
| Special Activities | | | | | | | | | | | | | - | \$ 600 | 600.00 |
| Telephone | 157.15 | 144.76 | 146.33 | 145.30 | 144.44 | | | | | | | | 737.98 | \$ 1,800 | 1,062.02 |
| Trans To Outreach | 2,035.00 | 527.00 | 1,140.00 | 975.00 | 758.15 | | | | | | | | 5,435.15 | \$ 4,000 | (1,435.15) |
| Volunteer Recogn | | | | | | | | | | | | | - | \$ 100 | 100.00 |
| TOTAL OUTFLOWS | 11,136.46 | 3,836.54 | 6,827.46 | 5,393.23 | 3,775.45 | - | - | - | - | - | - | - | 30,969.14 | \$ 61,310 | 30,340.86 |
| Surplus/(Deficit) | (5,089.46) | 1,415.46 | 792.54 | 445.88 | 1,527.55 | - | - | - | - | - | - | - | (908.03) | (6,810.00) | 5,901.97 |

Cash Balances:

[illegible]

APPENDIX C
Scorecard

PRIORITY 1: Increase and Retain Membership

Goal: By Dec 31, 2019 grow Chapter membership to 1500.

| Action Items/Steps | Lead Person(s) | Status |
|--|--------------------|---|
| 1.1 Formalize all recruitment opportunities, i.e., newcomers' orientations, transition assistant programs (TAP), executive transition assistant programs (ETAP), retiree days, etc. into a quarterly calendar so staff/chapter members can sign up to help staff the display table. | Cunningham & Staff | March 2019: Continues as a work in progress. Linking up with the new Bexar County Military and Veteran Service Center all-inclusive calendar of events. April 2019: On-going. May 2019: Jim C. will develop a calendar. June 2019: No change. Work in progress. |
| 1.2 "Find a cause" that we can support on base, i.e., army emergency relief, etc. so we can use as opportunities to help raise funds for the cause while giving exposure to MOAA-AC and signing up new members. | Cunningham | March 2019: Working with the JBSA Volunteer Advisory Council (VAC) to find a cause. April 2019: On-going May 2019: Jim C to research if any JBSA Ft. Sam organizations who attend the Friday Newcomers orientations would be appropriate partners. June 2019: No change. Work in progress. |
| 1.3 Review and improve the "new member on-boarding process" and associated emails, mail correspondence, etc., to insure it is efficient, user friendly and compels new members to join and renew. | Estrada & Meserve | March 2019: Continues as a work in progress. April 2019: Meeting to be set. May 2019: Kathy to energize her efforts on this. |

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| | | b. Awaiting TCC decision. May 2019: a. Jim C. to develop an introductory letter. b. Kitty and Jim to press the issue with TCC on a decision. June 2019: a. Completed. b. Still not resolved. |
|--|--|--|

PRIORITY 2: Sustain a Positive Long-term Financial Position

Goal: Sustain the budget and financials so expenses do not exceed income at the end of any year.

| Action Items/Steps | Lead Person(s) | Status |
|--|-----------------------|---|
| 2.1 Increase donations for Chapter scholarships and operations <ul style="list-style-type: none"> a. Participate in the “Big Give” scheduled March 28, 2019 and the “Giving Tuesday” scheduled Dec 3, 2019 for donations to the 501(c)3 MOAA-AC Educational Foundation b. Develop more compelling touchpoint solicitations throughout the year for donations from members to Chapter 501(c)4 operations | Skopal & Estrada | March 2019: a. Participating in and a part of the Big Give on March 28. b. Work in progress. April 2019: a. Completed the Big Give. Next up is “Giving Tuesday”, Dec 3, 2019. b. Work in progress. May 2019: a. & b. Still working. June 2019: a. Decision pending whether to do/not do “Giving Tuesday”. b. Still working. |
| 2.2 Meet or exceed the Non- Dues Revenue budget for <i>Lariat</i> advertising and Corporate Sponsors. <ul style="list-style-type: none"> a. <i>Lariat</i> > \$10,000 b. Corporate Sponsors > \$1,500 | Skopal & Staff | March 2019: a. & b. Prospective advertising clients and corporate sponsors are being worked |

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| | | <p>aggressively by Skopal.</p> <p>April 2019: On-going and making progress.</p> <p>May 2019: Making progress. Still \$1,360 short on <i>Lariat</i> advertising; and \$1,100 on Corporate Partnerships.</p> <p>June 2019:</p> <p>a. Advertising growing – exceed budget by \$410.</p> <p>b. Still lagging on corporate sponsors -- \$1100 short of budget.</p> |
|--|--|--|