

Coronado Chapter
Military Officer Association of America (MOAA)
BOARD OF DIRECTORS MEETING
Minutes of 14 October 2020



CALL TO ORDER: Pres Tom Day called the meeting to order at 1202 hours at the Landmark Café and via teleconference. 2VP Tom H. led the Pledge of Allegiance. Pres Tom D gave the invocation.

Members Present (T = present via Telephone)

Members Absent

President: Tom Day
Past President: Bob Covalucci (T)
First Vice-President: Jim Clenney
Second Vice-President: Tom Hessler
Treasurer: Bob Kellock (T)
Secretary: Joe Puett
Director: Jennifer Venola – Surviving Spouses
Director: Lori Wysong - JROTC
Director: Tamara Oster – Personal Affairs
Director: Susan Atchison-Day – Scholarships
Dep Dir: Susan Atchison-Day – Historian
Accountant – Samantha Carlson (T)

Director: Vacant – Membership
Director: Norm Patten – Public Relations
Director: Merle Kilpatrick - Legislation
Director: Harry Bowen – Transition/ESGR
Dep Dir: Kathryn Covalucci- Webmaster
Dep Dir: Earl Devine - Cmty Liaison
Dep Dir: Harry Mallory – Publications
Chaplain: George Kirmse

Others attending: None

AGENDA APPROVAL: Jim C./Tammy O. made the motion (and seconded the motion) to approve the agenda with an additional agenda item of discussing whether our Chapter should become a 501c(3) organization. The motion passed.

MINUTES APPROVAL: Jennifer V./Lori W. moved that the minutes of September 2020 be approved via email, the motion passed.

PRESIDENT’S REPORT: Pres Tom D. covered these items

- Thanks to 1st VP Jim C. for running the meetings in the President’s absence.
- On 6 Nov the AZ COC meeting will be virtual; Pres Tom will send his slides around to the BOD for review prior to the meeting. The virtual meeting will take place from about 8am to 2pm others may attend if they so desire.
- 23 Oct is the annual National MOAA Business, but Pres Tom has not yet seen/received any info regarding the National Mtg.
- MOAA Regional Workshop (see the President’s Notes appended at end of Minutes). Also discussed at the workshop were Chapter Management items (also see the President’s notes at end of minutes).

TREASURERS REPORT: Treasurer B. Kellock reported:

- Treasurer Bob K. provided a copy of the month’s financial report; he reported that the Total Unencumbered Net Worth of the Chapter was \$61,422.72. There was only a \$100 change from last month.
- Treasurer’s report is attached to the minutes.
- Tammy O./Jim C. moved that the Treasurer’s report be accepted, subject to audit; the motion passed.

SECRETARY’S REPORT: Secretary J. Puett reported:

- No Report.

OLD BUSINESS: Pres Tom D led this discussion

- Pres Tom discussed whether to hold a November Dinner meeting. Since PDS still cannot host our meetings, Susan A-D./Jennifer V. made the motion to cancel our November Dinner meeting, the motion passed.

- Pres Tom and 1st VP Jim C. reported on their efforts to locate a new, more suitable financial institution to host our finances. Jim C. is awaiting some info from Wells Fargo before approaching a new banking institution.
- Pres Tom continued the previous month's discussion on New Board officer nominations (Public Relations & Membership) and elections. As previously discussed, the JROTC & Transition/ESGR incumbents have agreed to an additional term (until Jan '23) and the new Treasurer (Bob K.) has agreed to a full term as well (until Jan '23). Bob C. says he has not received any new nominations for the vacant positions. At the next month the BOD we will decide if the vote for these positions will have to be conducted virtually via email.

NEW BUSINESS: Pres Tom D. led the discussion on these items:

- Pres Tom swore in the new Treasurer, Bob Kellock.
- Pres Tom discussed his outreach to Elgin Elementary School regarding their annual Veteran's Day program (last year the Board approved that the Chapter will provide a \$100 annual contribution to their Veteran's Day program). Tom D. has placed calls but has not yet received any information from Elgin Elementary; it doesn't look like there will be a program, but if there is, Tom D will get with Bob K. to get the \$100 check if needed.
- Pres Tom led a discussion as to whether our Chapter should become a 501c(3) organization (in addition to being a 501c(19) org). There are two advantages to obtaining c(3) status: a) our members can then legally claim tax deductions for their donations to the scholarship fund, and b) community grants appear to be being awarded only to 501c(3) chapters. 1st VP Jim C. will get a formal definition of "War Veterans" for 501c(19). Our donations are currently not tax deductible because 90% of our members are not war veterans (given the number of SS we have in our Chapter), also our Community Grant applications was not approved this year. Tamara O./Jennifer V. motioned for us to become a 501c(3), after discussion; we agreed to table the vote on this motion until next month so that more research can be done. Pres Tom D. will talk with other Chapters that are both c(3)'s and c(19)'s to find out how they are doing this and what the admin burden is of being both types of organizations.

BOARD/COMMITTEE REPORTS: Pres Tom D. led discussions:

PAST PRES: B. Covalucci reported:

- Bob C. continues to do Honor Grad programs; he has 2 ceremonies upcoming in short order.

1ST VP: J. Clenney reported:

- See 1st VP report at the end of the minutes.

2ND VP: T. Hessler reported:

- Programs
 - All programs are in limbo due to corona virus. The following future programs are very tentative:
 - 19 Nov: canceled due to COVID.
 - 17 Dec: S.V. Community Chorus [tentative].

SURVIVING SPOUSE LIAISON: Dir J. Venola reported:

- No Report.

JROTC Affairs: Dir L. Wysong reported:

- Buena HS had scheduled an award ceremony but has subsequently cancelled it; so no awards at this time.

LEGISLATIVE AFFAIRS: Dir M. Kilpatrick reported:

- No Report.

MEMBERSHIP: Vacant, but Jim C. reported:

- National Committee Module Membership Status is **193** Members as of October 2020:
 - **95** Regular Life Members;
 - **53** Regular Annual Members;

- 16 Regular Basic Members;
- 29 Surviving Spouses (including SS Annual; SS Basic; SS Deceased Life; SS Deceased; and SS Life)

PERSONAL AFFAIRS: Dir T. Oster reported:

- No Report.

PUBLIC RELATIONS: Dir N. Patten reported:

- No Report.

SCHOLARSHIP: Dir S. Atchison-Day reported:

- The 2020-2021 Scholarship Program is underway. The SV Herald will be publishing an article – perhaps today. Announcements and Applications were sent to thirteen high schools, with additional letters being sent to the JROTC contact persons at Buena HS and Tombstone HS.
- Susan A-D wants to thank Ron Pflipsen for his past help with the Scholarship Committee. Because of health reasons, he has declined participating this year. Pres Tom D. will send Ron P. a letter of thanks and a MOAA Coin. To replace Ron, Susan is happy to report that Lori Wysong has agreed to join the Scholarship Committee. With her background with the JROTC, she will be an asset.
- All scholarship applications should be postmarked no later than March 1, 2021 and received by Susan A-D no later than noon on March 6, 2021. A room has been reserved at the American Southwest Credit Union again for interviews on March 12 and 19. The Scholarship Awards dinner will be at the April Meeting. Because of the COVID situation, there will be no scholarship nights. All are urged to get application for the qualifying graduating seniors in their lives, neighborhoods and community organizations.
- A question has been raised about who is and is not eligible to apply for a scholarship. Do we want to increase potential applications to children of “all” Veterans instead of just Retired and Currently Serving Veterans? After discussion, we agreed to leave this “as is” (i.e. Retired & Currently Serving).

AZ TRANSITION LIAISON/ESGR: Dir H. Bowen reported:

- **Transition Liaison:** New jobs from Texas were noted this report period.
- **Employer Support to the Guard and Reserves (ESGR):** No Report.
- **Cochise Serving Veterans (CSV):**
 - **CSV:** The Elks donated \$2,000 towards the cost of the Resource Fair. Next meeting will be held at the Warrior Healing Center on 13th. Everyone is invited. SSVEC donated \$1,000 to support veterans having financial difficulties.
 - **Veterans Resource Fair (VRF):** The Veterans Resource Fair will be held at the Mall of Sierras Vista on 23 October 2020. Planning efforts continue on a weekly schedule. Volunteers are needed.
 - **Social Services Support (S3):** The S3 Committee assisted one Veteran in need with gas and utilities.

CMTY LIAISON: Dep Dir E. Devine reported the following:

- No Report.

HELIOGRAM: Dep Dir H. Mallory reported:

- Input for the Heliogram is due 24 Oct ‘20 sent to editor19MOAA@gmail.com.

HISTORIAN: Dep Dir Susan Atchison-Day:

- Susan A-D needs more BOD member bios (see previous minutes for details).
- Last year, after 20 years on the FBI’s most wanted list, Jamel Ahmed Mohammad Ali Al-Badawi, planner of the USS Cole Attack, was killed by an air strike in Yemen. Monday of this week, October 12, marked the 20th Anniversary of the USS Cole Terrorist Attack, in which 17 sailors were killed and another 39 injured. We all remember hearing about and seeing the Navy’s Guided Missile Destroyer. It had pulled into the port of Aden in Yemen for fuel and to have waste carried away. After two small boats carried away the waste, a third boat, that

looked pretty much like the first, approached the USS Cole, and we know the rest of the story. This was the first time that Susan A-D remembers Al-Qaeda being mentioned, and we know that just a year later, on September 11, 2001, the twin towers we brought down. It took a few years, but al-Badawi, planner of the USS Cole Attack was tracked down and killed.

WEBMASTER: Dep Dir K. Covalucci reported:

- No report.

CHAPLAIN: Chap G. Kirmse reported:

- Pray for swift recoveries of Harry B. and Earl D.

ANNOUNCEMENTS:

- None.

NEXT MEETING: 18 Nov 2020

DEPARTING PRAYER: Pres Tom D. provided the closing prayer.

ADJOURNMENT: Pres Tom D. adjourned the meeting at 1305 hours.

Respectfully Submitted:

Joe Puett, COL (R)
Secretary

President Tom Day's Notes: MOAA Regional Virtual Workshop # 1 Sept. 25-26, 2020

Membership: 2019 up by 3.8%. Increased Basic and Premium upgrades. 47% Life; 19% Premium; 34% Basic

Six Strategic Focus Areas: Advocacy, Membership, Chapters, Engagement, Resources and Organizational Capacity and Innovation

Community Outreach Grants: 48 applications, 23 grants awarded for \$84,832

COVID 19 Relief Fund: 18 Chapters, 112 applications and 62 Chapter affiliated applications

Maj Gen Joe Lynch, MOAA General Counsel

Maintaining Your IRC 501(c)(19) Status. 75% members current or former military
97.5% current or former military, cadets, spouses, widows, widowers, or lineal descendants
90% War Veterans for Tax deduction but MOAA Chapters have not been targets of IRS enforcement actions.

Membership and Marketing update: Life Membership Campaign, added 2,900 Life members/Black Friday Campaign/Army-Navy game campaign.

Member Research on Brand Awareness:

- Perceptions of MOAA are generally positive, but little is known about purpose and mission.
- Known for advocacy, but that's not yet a driver for membership.
- Officers and spouses want to hear about MOAA's role as a trusted guide, working side by side.

Surviving Spouse: Promote Key values of MOAA. Advocacy, Membership, Council and Chapter Support and Engagement/Resources. They do this through Education, Encouragement and Engagement.

Tips for Engaging Surviving Spouses: Appoint to Board, Special program, elect to leadership, get their input, and include in chapter management. There is a Surviving Spouse Virtual Chapter 02 for connecting SS nationwide.

Chapter Management:

Community Involvement

- Guard/Reserve
- Active duty installations
- Base Transition Centers
- Retirement Service Office
- Retiree Appreciation Days (RADs)
- JROTC/ROTC
- Judge drill competitions
- Awards
- Connect with cadre
- Campus Veteran Service Offices
- Base/VA medical facilities
- Community events (Veterans Day and Memorial Day)
- Partner with civic/service organizations
- Chamber of Commerce
- State Military Coalition
- Veterans Treatment Courts
- American Flag Protocol Initiative
- Scholarship programs
- Restore/create veterans monuments

Recruiting Best Practices.

Strive for and earn recruiting and retention incentives and awards

- Establish recruiting budget line
- Every member is a recruiter
- Create internal recruiting competition
- Build a recruiting package (invitation letter, current newsletter, membership application)
- Always carry recruiting packages
- Place chapter membership applications on website
- Local media, earned media
- Use social media to expand your reach (i.e., chapter Facebook page)
- Conduct meetings at different venues and times to meet member needs and encourage active participation
- Connect with base retirement services office (RSO) or transition center

**Coronado Chapter MOAA
Accounts Status
As of October 14, 2020**

Assets		
	Wells Fargo Savings Account (Scholarships)	\$ 22,332.66
	Wells Fargo Checking Account	\$ 5,542.85
	Wells Fargo Investment Trust	\$ 33,547.21
Total Assets		<u>\$61,422.72</u>
Liabilities		
	Ten Scholarships (\$1,000.00 each) - Ten Paid to Date	<u>\$0.00</u>
Total Liabilities		<u>\$0.00</u>
Total Unencumbered Net Worth		<u>\$61,422.72</u>
	Net Worth September, 2020	\$61,322.26
	Net Worth October, 2020	<u>\$61,422.72</u>
Annual Increase / Decrease in Net Worth -- 2019 to 2020		\$100.46

**Coronado Chapter MOAA
INCOME AND EXPENSES
September 14, 2020 through October 14, 2020**

Income		
	Meal Receipts	\$0.00
	Scholarship Donations	\$100.00
	Operations Donations	\$0.00
	Dues Collections	\$0.00
	Raffle	\$0.00
	Badge Purchases	\$0.00
	Advertising	\$0.00
Total Income		<u>\$100.00</u>
Expenses		
	PDS Country Club - Dinner	\$0.00
Total Expenses		<u>\$0.00</u>
Net Gain / Loss For the Period		\$100.00

Note:

First Vice President Comments:

Communication with Active Members, Inactive Members, and Future members is key to THIS Chapter's continued success.

- Perceptions of MOAA are generally positive, but little is known about purpose and mission.
- Known for advocacy, but that is not yet a driver for membership.
- Officers and spouses want to hear about MOAA's role as a trusted guide, working side by side.

Advocacy Achievement

<u>Persona</u>	<u>Value Added</u>
• 44 year-old O-5 retiree	• \$165K in retirement earnings over 20yrs
• 65 year-old Medicare beneficiary	• Saving at least \$5K annually in Medicare supplement premiums
• 70 year-old SBP/DIC recipient	• Repeal provides \$12K/year (by Jan '23)
• 50 year-old military spouse working on a degree	• Full tuition at public university and \$2,000/month avg allowance
• Retires age <65	• Fought DOD's proposed Tricare Select fee of \$900/year (family) ... Congress backed down to \$300/year

Why Advocacy & Engagment Are Team Sports

- Each of us must be engaged - active duty, retired, veterans & military spouses - to encourage future generations to serve!
- Continue to educate & inform elected officials:
 - 96 veterans serving today in Congress - 18%
 - 129 in 2007 - 24%
 - 389 in 1969 - 73%
- Speak out & champion the needs of our military community!
- Defend military, veteran & survivor benefits in this environment of divisive politics & tight budgets

Considerations:

- Possible Zoom use for Dinner Meeting presentations and/or archive link on Heliogram for those who cannot make the dinners.
- MOAA HQ will (upon request) send a Coronado Chapter developed email of information to all members in catchment area. Available 2 times per year.
- Our biggest recruiting success is in the MI Graduations. How are we recruiting other than through our presentation of the membership to the Honor Grad? Perhaps we should develop a recruiting package for giving out/having available at Graduations.
- I am not a Facebook devotee. Find Intel FaceBook Group to tap into to advertise and generate interest. United States Army-Military Intelligence Facebook Page is a closed group that numbers 2.8 thousand members.
- Encourage Surviving spouses to join MOAA's Surviving Spouse Virtual Chapter and Surviving Spouses Facebook Group.
- Communicate with each other! Successful examples of "Buddy Call" system. Rather than find out about issues that our members have via social media, why don't we ask them directly-and respond directly? I ask Directors Venola and Oster to consider such a program for us.

MEMBERSHIP Report:

Regular Annual Members	52
Regular Basic Members	16
Regular Life Members	95
SS Annual Members	2
SS Basic Members	4
SS (Deceased) Life Members	7
SS (Deceased) Member	16
Actual Member Count:	193
+New (pending CM enroll)	1