



**December 21, 2019**

## **Minutes of CALMOAA Annual Meeting October 18-20 2019 at Double Tree Hotel The Pruneyard in Campbell, California**

### **General Discussion:**

CALMOAA President BG Dean Mallires ARNG (Ret) convened the CALMOAA 2019 Annual Meeting with Area VPs and/or designated representatives and the CALMOAA Staff from Friday afternoon October 18th, 2019, beginning at 1530 Hours through Sunday, October 20th. The Agenda provided as Attachment A, was followed.

Day 1 Friday afternoon, October 18th

COL Patty Wernet (USAR Ret) called the Meeting to order at 1540 Hours. Members in attendance stood and recited the Pledge of Allegiance. LTC Mike O'Hara (USA Ret) gave the Invocation followed by Roll Call of CALMOAA Staff plus Area VPs.

### **Status of Roll Call**

#### **CALMOAA Staff**

The Following Officers were recorded as Present:

President Dean Mallires  
Vice President Fred Green  
2<sup>nd</sup> VP Chap Rel Patty Wernet  
3<sup>rd</sup> VP Leg Affairs Jeff Breiten  
VP ESGR Joe Bascacci  
IPP/4<sup>th</sup> VP for Membership David Yorck  
Sr Leg Advisor Lorna Greiss  
Secretary Mike O'Hara  
Treasurer Jennie Werner

#### **Area VPs**

The Following Area VP's were recorded as Present

Area 1 VP Covered by Mike Schiffner  
Area 2 VP Gil Borgardt  
Area 3 VP Michael Kwan  
Area 4 VP None  
Area 5 VP Covered by BG Dan Pemberton (USMC, Ret)  
Area 6 VP Covered by Tom Bell  
Area 7 VP Thomas Brown  
Area 8 VP Covered by Ernesto Liwag

Special Guests – COL Terri Coles (Ret) and COL Dan Merry (Ret), both from MOAA National.

The Following 14 Members representing their Chapters also attended:

Area 1

Alta Chapter: Sonya Woods, Dawn Wyllie

Area 2

Alameda: Gary Blank

Santa Cruz: Aharon Bystran

Monterey: Tom Carrato, Louise Goetzelt

Alameda: Fred Jaffin

Solano: Bill Taylor

Silicon Valley: John Hassenplug

Contra Costa: Phil Stage

Area 3

Ventura: Steve Huber

Area 7

Orange: Bill Mullooly

Riverside: Larry Stumph

Area 8

San Diego: Pete Conaty

The Minutes from last year's CALMOAA Meeting held on Friday, November 2, 2018 in Phoenix Arizona were approved.

Patty Wernet highlighted a few items on the agenda and changes. We will meet on Day 2, Saturday on the Second Floor. The Budget will be discussed on Sunday, per the Agenda. Short discussion among the members regarding the need for a travel budget as travel is expensive.

CW5 Jennie Werner (USA, Ret) presented the updated annual Treasurer's Report which was accepted and approved.

1602 Hours: President Dean Mallires declared a Quorum was present, welcomed participants, and began the President's report (including Goals and Objectives provided as Attachment B.)

Main points were: Importance of Communication both written and oral, and looking forward to hosting quarterly Telecons: addressed complaints about location of annual Meeting and finances, cash flow and invoices. As a Leader he hopes to ease up the Administrative burden at Chapter level, but all Chapters are expected to pay dues.

He then reviewed the Goals and Objectives: #1 Objective for MOAA and CALMOAA is "Growth". His main theme is that what we do in MOAA is important. MOAA National does a great job in WDC. We in California and CALMOAA need to focus on Sacramento and the legislation that impacts the Military Community in California. At the State level, we collectively have failed to contact our local and state Legislators. Each Chapter should know their local and state legislators and schedule meetings with them. Invite them to MOAA and other Military, Active duty Reserve/NG and Retiree events. Huge example is to discuss relief of the CA State Tax on Military Retirement Income.

As action Items, Dean requested each Chapter to 1) establish a position of Legislative Contact (or chairs), and 2) develop a "succession plan" for leadership of the Chapter.

The session concluded with a special recognition for Lorna Greis in her past role as VP for Legislative Affairs.

1700 Hours. A Summary of the Current State of Legislative Bills was presented by Seth Reeb of Reeb Government Relations. The MOAA California Chapter 2019 End of Year Legislative Report was reviewed and discussed. 16 Bills were sent to the Governor of which he signed 15. Most discussion involved BILL AB 427 Personal income taxes, exclusion: uniformed services: retirement pay, which died. Currently sponsored by Assemblyman Brough, CAPT Thomas Bell (USN, Ret) offered that we needed a stronger sponsor like State Senator Archuleta. Fred Green asked Seth Reeb what other veteran organizations they represent. Seth named a few of their clients. Fred also asked if CALMOAA was made aware of the bills ahead of time to get our inputs. Seth said they would work closer with CALMOAA Legislative representative. Fred's last question was, "Are we working with industry". Seth asked why. Fred explained that industry (especially defense contracting companies) have lobbyists at the state level. Defense industry is interested in veterans because they bring skill sets that they need. Defense industry is also interested in veterans for contractual reasons, tax reasons, etc., and they are as active as the veterans' organizations.

1835 Hours. Day 1 Adjourned.

Day 2 Saturday, October 19th

0905 Hours. Meeting called to order and reconvened.

California State Senator Tom Beall (pronounced "Bell") representing the San Jose area was introduced. His specialty areas, committees and propositions/bills put forward involve Mental Health and Housing. He focused on Veteran Mental Health, Homeless, Housing and the Mentally ill. State Senator Beall explained how he supports an "Integrated" Health Care plan to save money. This would include Veterans' Mental Health. Like many homeless in California, mental health and drug abuse drive the problem. He supports the \$2B Prop 2 effort for housing for the mentally ill which would include Veterans. Sen Beall is also involved in the CA Infrastructure efforts. He discussed SB 1 dealing with gas tax increase for road repairs at state and local level. Prop 6 deals with Climate Change which also plays a role. As examples, Sen Beall mentioned several bridges as part of the overall infrastructure are "falling apart".

During Q & A discussions, Sen Beall mentioned one problem: that by Law, the State cannot use "medical" funding to "institutionalize" (mental health patients). State is still suffering from the Reagan Era when the State closed Institutional Facilities. As a result, 33% of those in prison are mentally ill. Lastly, he supports a State Medi-Cal "Drop Box: for those Vets "who fall through the crack".

1030 Hours. Patty Wernet introduced COL Terri Coles (Ret), special guest representing MOAA National. Terri updated the membership on the "Challenges at National and Chapter Levels". She is the Senior Director for Councils and Chapters. She focused on Recruiting and Retention. The Mission: Recruit and retain the next generation of Chapter Leaders and members. She went on to answer: "How do we recruit?" and "How do we retain?". Chapters need a "Purpose and Vision"; i.e.; a Mission Statement.

She also led a discussion on what is working: localized meetings, notifications, "personal touch", as well as social media. Shortfalls begin at the "sales story" as we must be able to

answer “what will you (MOAA/Chapter) do for me?”. She acknowledged that complacency, fatigue and burnout add to the problem. Resources available include leveraging electronic messages (available twice a year), a common joint MOAA form for National/Chapter membership, RAD/Recruiting kits, the monthly MOAA magazine, and upcoming Marketing Training. For retention, remember awards and recognition, MOAA certificates available.

For struggling Chapters, there is a formal Chapter “rescue” program and process. Consider a “satellite” arrangement with a nearby Chapter. There is a Chapter Closing Checklist which must be followed to formally close a Chapter.

1115 Hours. The Group broke to view the exhibits and for Lunch.

The remainder of the Minutes of the CALMOAA Annual Meeting for Day 2 Afternoon and Day 3 AM were compiled by Jennie Werner and submitted by Patty Wernet. I have copied those notes into the Minutes below.

*In a later update/correction: Adm Dawn Wyllie pointed out that her name was misspelled in the agenda on page 2. This will be corrected.*

*19 October – 1530 – Discussion*

Coles – Chapter Supports –  
Additional Discussion

1. How to approach getting active duty members – use video “Why Join MOAA”, transition centers, active duty installations, RAD events, and invite base leadership to off-base event and offer meal.
2. Facts – 350,000 National members; 45,000 Chapter members.
3. Recruiting Veteran Members - work with other veteran organizations, grants available to work with specific programs in the community; communicate award in newsletters and website. Add newsletter to MOAA website and copy to 2<sup>nd</sup> VP Chapter Affairs.
4. Wernet discussed getting more people involved in Storming Sacramento. Many members did not know about the fact that CALMOAA had been doing that in past years. Suggestion for each chapter to send in information about appointing a chapter legislative liaison.
5. Mallires noted that many chapters do not have a legislative liaison.
6. There are monetary chapter incentives to sign up new members. California recruited over 250 members since January 2019

Discussion for Tomorrow –

1. Email Chains and who should get what and how to get the information out.
2. Who post items on the website
3. How do we best structure ourselves in regards to communication

Suggestions in regards to calling and working with California politicians

1. Call and talk to them
2. Get an actual person’s email – staffer, scheduler
3. Follow up with individual email
4. Mention that you are calling in behalf of MOAA
5. Keep it non-partisan
6. Yorck is composing a list of state representatives in each chapter district.

7. Griess will get contact information to re-engage with California Veterans Council

20 October 1300 –

#### *Discussion*

1. Award given to Sonya Woods as Surviving Spouse
2. Goetzelt (Monterey) discussed their membership successes – as attending graduate faire at NPGS, etc.
3. Yorck (Hidden Valley) discussed his Chapter's recruiting handouts; interfacing with MOWW. He will send out a list of military organizations in California and send out to Area VPs.
4. Jaffin (Alameda) added that his chapter is doing some of the same things.
5. Wernet (Contra Costa) has MOWW members in the chapter. They have a large scholarship fund for ROTC and JROTC.
6. Mallires requests every chapter appoint a legislative chairperson/liaison and report to him by Thanksgiving.
7. Attendees discussed the issue that people and veterans are leaving California because of taxes on Veterans retirement. What are the statistics on this statement?

#### *Storming the Hill – DC*

1. California needs to have a strategy to see all 53 representatives – and 2 senators and Speaker of the House.
2. Inform Merry about we need more California MOAA representatives than just 4 members. We need an elevator speech and talking points to justify this. Breiten will head this up as CALMOAA VP Legislative with Chapter Legislative Liaison.
3. Mallires request each chapter to inform him by December who would attend Storming DC on March 23 – 26.

#### *Budget*

1. Werner will find out cost of dues to be a member of the California Veterans Council. Attending Members passed paying the dues for the coming year.
2. Attending members passed paying REEB Consultants for the next year. Breiten and Seth Reeb will be working together this year to improve legislative communications.
3. Discussion on supporting transportation costs. Werner will propose budget for additional support.
4. A draft budget for the next year will be drafted by Werner and presented by January 2020.

#### *Website*

1. Cost for website was discussed.
2. Green proposed setting up a website link for CALMOAA chapters modeled on the Miramar chapter.
3. A web host is needed as well as a webmaster.
4. Wernet suggested Green work with current Web Host – Leonard – as we have paid for services until January 2020. Also if website could not be established by then – the council could propose paying another 6 months.
5. Fred Green announced that he would send an email to all with a link to Miramar MOAA's website (which would be the template). He verbally asked for comments and inputs by 31 October 2019. Area VPs would give feedback to Mallires by December 24<sup>th</sup>.

### *Communication*

1. Borgardt Area 2 VP asks for cutting down on duplicate emails and requests a strategy for that. For example – do not reply to all but to the individual who sent the email.
2. CALMOAA council will send information to Area VPs and the VPs to chapter president – i.e. President to Board, Chief of Staff to VPs, Wernet Chapter Affairs to Area VPs, Breiten Legislative to Area VPs, O’Hara Secretary to Area VPs, etc.
3. Twenty- one out of 31s chapter were represented at the meeting. COL Wernet will send out meeting handouts to Area VPs/ Chapter Presidents who did not attend. The Following Chapters did not attend, and were not represented (Chapter Presidents named):

#### Area 1 VP Tom Waither

Redwood Empire: William P Martz

Valley Ridge/Shasta merged: David Bruhn, Sr

#### Area 2 VP Gil Borgardt

San Francisco: Edward Meshinsky

#### Area 3 VP Michael Kwan

Central Coast: David Brandmeyer

Santa Maria/Lompoc: Roger Flocken

#### Area 4 VP (Vacant)

Kings/Tulare: Manual Garcia

Bakersfield: Rodney Moore

Indian Wells Valley: Steven Goad

#### Area 6 VP John Ryan

San Pedro/South Bay: Robert Ettinger

South Coast: Bill Reals

Rio Hondo: George Shy

#### Area 7 VP Thomas Brown

Palm Springs: Robert Ramirez

### *Fund Raising*

1. Wylie asked discussed other fundraising and other sources of funds – i.e. USAA, Mercer, other cooperate sponsors. She suggested working with Native American tribes veteran groups for matters of potential location for annual meeting. She is willing to check this out.

### *By Laws (attendees were given a copy of the revised bylaws to read and discuss)*

Page Six – Meetings – add “or by other electronic means”.

Page Six – Create Section 4

- a. The Treasurer shall propose an annual budget to be voted on at the next annual meeting.
- b. For the current year, an exception was made. The annual budget will be proposed by December 1, 2019 and disseminated to the council and chapter members.

Add that an annual audit will be completed by a person not authorized to make budget decisions. Add all council members are voting members; a quorum requires 50 % of council to vote on issues, either in person or electronically.

The above changes to the bylaws were passed by a majority of the attendees.

Marilyn Boyle, Fred Jaffin, Dawn Wylie and Louise Goetzelt had recommendations and made several suggestions on items that should be added/corrected to the By-Laws. By-Laws have

since been sent out with opportunities for members to send comments. Report out at next CALMOAA Telecon

*Trifold Discussion*

1. Under National MOAA page change “Armed Forces” to Uniformed Services
2. On “Make a Difference” page – condense lines into a smaller space to allow chapter to add information about their chapter.
3. The trifold was approved as amended.

*Final Announcements*

1. Mallires thanked Wernet for planning the annual meeting and he gave her an award.
2. Mallires suggested a committee be formed to start on planning next annual meeting. Wernet and Wyllie volunteered.
3. Chapter should send in their input in regards to next meeting.
4. Mallires thanked all attendees for coming to the meeting.

Meeting adjourned at Noon. Written notes by Werner, typed notes by Wernet.  
Submitted, Patricia Wernet, 2VP, CALMOAA

Respectfully Submitted by:

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