

AMERICAN LEGION NEWPORT HARBOR POST 291 EXECUTIVE BOARD MINUTES VIA GOTOWEBINAR THURSDAY, NOVEMBER 5, 2020

GoToWebinar Overview – Mike Berdine

CALL TO ORDER: Appx. 1835 HRS

INVOCATION: Ken Wilson

PLEDGE OF ALLEGIANCE: Commander Jon Reynolds

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🔀 Jon Reynolds, Commander 💢 Burt McChesney, Judge Advocate 🔀 Rich Whitlinge	r, M.a.L.
⊠ Bob Brennen, 1st Vice	M.a.L. – exc.
🖂 Anthony Morales, 2 nd Vice 💢 Bob Grundmeyer, Sgt-at-Arms – exc. 🖂 Kevin Van Otte	erloo, M.a.L.
	И.a.L.
∑ Doug Nye, Jr. Past Comm	r, M.a.L
Mike Berdine, Adjutant	, M.a.L. – exc

Excused: Robert Wright, Kevin Van Otterloo, Nick Giordano

INTRODUCTION OF GUESTS & GUEST COMMENTS: Frank Reinhart, Chase Wickersham, Cindy Edes, Dana Johnston, Tim Sullivan, Bruce Batcheller, Sverre Thomasson

Affiliates and Programs Reports:

- Auxiliary Unit 291 Adjutant Berdine read President Cindy Edes's report. Blood Drive was held October 12. Troop Shipping will be packed this Saturday. Raffle envelope stuffing will be done November 9. 7 Auxiliary E-Board members to attend Nov. 11 Veterans Day Ceremony.
- □ SAL Squadron 291 Commander Tim Sullivan Meeting last night. Reported donations continue to be made by the SALs. Boat Parade sales doing well. \$180,000 in the bank.
- □ ALYC Rear Commodore Tommy Wheeler Increased membership to 874. Bank balance is \$110,000. Renewal activities starting. Cruise to Dana Point was lightly attended. Youth Sailing for fall delayed. Fishing tournament will be held this Saturday. Elections to be done on line. Planning for Newport Harbor Christmas Boat Parade. Commodore's Ball to be rescheduled. January GMM to be online. SCYA Club of the Year prep going well.
- ☐ Honor Guard Commander Brian Fleming Jr. Several events on the schedule for next few days. Increasing the member recruiting efforts. Outlined the Veterans Day plans.

Minutes Approval

- □ All Board members received copies of the October 1, 2020 Executive Board Minutes
 - ☐ The Commander asked for a motion to approve the October 1, 2020 Executive Board Minutes
 - □ M/S/C: The motion to approve the October 1 Executive Board Minutes was carried.

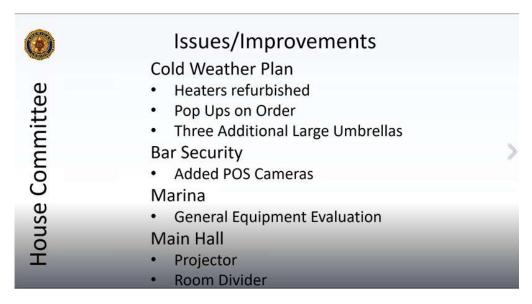
Correspondence

□ Adjutant Mike Berdine – No correspondence.

Committee Reports

- □ House Committee Mike Berdine
 - Drive Thru and Patio Sales





- Reopening Planning Committee Jim Updike
 - Infections resurging
 - □ Thanks to Brian Fleming Jr. for helping with events

Marketing and Communications Committee – Ken Wilson

Report to the E-Board Minutes

Meeting held on Monday, October 19, 2020 5:00 p.m. - 5:45 p.m. ZOOM meeting hosted by Chase

- A. In attendance were Ken Wilson, Bob Brennan, Cory Vigil, John Wakeham, Harold Smith and Chase Wickersham.
- B. Report by Ken Wilson on the "welcome to the Post" calls with 32 new members to be called this month. Seven members have been given names to call and once again the response from last month's calls has been positive. In fact, when messages are left, the new members are calling back. A follow-up email is suggested with the recent SeaBreeze PDF attached.
- C. Report by Cory Vigil on the VEAF Veterans Day campaign where we have received \$60,000 so far. Cory will request Constant Contact performance metrics for the email blasts so far. A direct mail piece was discussed that would drop before 11/11 Veterans Day in order to reach AL291 members who are not receiving the weekly emails. It is estimated that there are 1200 members who not on the current email list.
- D. Bob Brennan reported on the membership effort.
- E. Chase reviewed the opportunity for "unrestricted" donations as a revenue source for the Post in the future. There is a need for new "Donation" page on the website which describes the donation options including "planned giving" and "asset" donations. It was suggested to add "real estate" to the asset list. A handout was shared.
- F. Next meeting will be 11/16/2020 at 5PM as a ZOOM meeting. Meeting was adjourned about 5:45PM

Chase Wickersham presented the following Planned Giving overview

Donations to American Legion Newport Harbor Post 291

Here is how you can help...

- 1. Donate now (by writing a check or donating on-line)
- 2. Become a monthly giver
- 3. Donate through Planned Giving
- 4. Ask your employer if they will match your donation.
- Make a "Tribute" donation in the name of a veteran whom you wish to honor.
- 6. Donate any asset such as stocks, a car or a boat.
- 7. Volunteer your time.
- Become a corporate partner (as a Champion of Veterans, American Legion Sponsor or Friend of the Post)

- Marketing and Communications Committee continued
 - Chase Wickersham Planned Giving

What is Planned Giving?

Planned giving is an approach to philanthropic donations that will support American Legion Post 291 and will benefit you in the future.

Simply put, planned giving is the transfer of assets to a designated nonprofit organization during a lifetime or as part of an estate plan. This forward-thinking approach to giving is planned because often assets are not liquid, have tax consequences and are generally transferred via a will or other written means.

Under certain conditions, your gift of real estate, stocks or other assets can generate to you a future income stream.

Planned giving is easy to do and you do not have to be wealthy to make it happen. Whether you name AL291 in your will or trust or make a gift of a house or property, there is an easy option that is right for you.

Your gift may include assets that you might never think of like an insurance policy, a vacation property, a car or RV, a boat, stocks, business holdings or checking and savings accounts.

It can provide generous tax benefits but be sure to consult with your financial or estate planner for more specifics.

It can work in tandem with other family priorities and a donation can exist along side with other beneficiaries and family objectives.

Your donation will be long remembered and offers a meaningful gift to the veteran community.

- Donations Cory Vigil
 - See next page

□ Donations – Cory Vigil



AL291 Donation Committee Report To the E-Board November 5, 2020

Donation Committee Meeting held on 10/28 via zoom

Current Financial Results: 6521 Unrestricted Service Officer balance is \$10,864.88 and 6517 VEAF Restricted expenses is \$52,950.04 for the year 2020.

Current balance in the VEAF restricted account is \$98,629.89

Veterans Served in October:

A. Items approved:

- Ogata, ARMY veteran, requested 4 gas cards (\$100.00), referral from VOA, homeless in transition to housing and employment.
- Doherty, ARMY veteran, requested a 30-day bus pass (\$22.25), disabled veteran, referral from Illumination Foundation. Utilizing public transportation for employment and appointments.
- Brambila, NAVY veteran, requested rental assistance (\$2000.00), self-referral, transmission went out on vehicle and commutes from OC to San Diego for work. Assisted rental assistance as he bought a vehicle for work. Family of 4.
- Reed, COAST GUARD veteran, requested assistance with electric bill (\$439.18), water (\$98.49), Target card (\$300.00). Member of the POST 291. Employment decreased hours and single mother has two children. One child be special needs.
- Negrete, AIR FORCE veteran, requested assistance with past due car payment (930.00). Was able to pay rent and bills, but vehicle has been past due to COVID-19. Hours were cut from full-time to part-time.
- Lawlor, NAVY veteran, requested rental assistance (\$1960.00), laid off from employer and filed unemployment. Was able to get a job recently but needed support for 1 month.
- Hinton, AIR FORCE veteran, referred by AL HB 133, requested motel voucher because of homelessness (\$400.00). Linked to the HUD-VASH program and currently housed in shelter.
- Dixon, ARMY veteran, self-referral, requested assistance for registration DMV (\$416.00), family has been impacted by medical bills from daughter having a rare disease.
- Merle, AIR FORCE veteran, POST 291 member, requested assistance for auto repair (\$863.24), Tierney Center and 291 split bill.
- Lenhart, MARINE veteran, referred by the VA Anaheim, requested rental assistance for (\$629.89). Had a delay with pension payment.
- Dasilva, ARMY veteran, referred by AL HB 133, requested assistance for a motel voucher for homeless veteran (\$400.00). In shelter and awaiting Hud-Vash voucher.
- Rodriguez, NAVY veteran, referred by LB VA, employee tested positive for COVID and used up sick time. Continued to test positive and missed a month of income. Mortgage assistance for (\$2,181.08).
- Nieves, ARMY veteran, referred by VOA, requested assistance for smog and registration fee (\$45) and (\$639). Lost employment due to COVID-19 and eventually lost apartment. Linked with EHA Program.
- Brenin, ARMY veteran, homeless veteran needed underwear, socks and a backpack (\$52.76).

- Donations Cory Vigil continued
 - 11 veterans have been helped by other agencies originally referred to AL POST 291
 - 11 were assisted with disability compensation filing
 - 11 applications declined

Total is \$11,476.89

Donation applications or Important Information:

- Riverside American Legion. Commander is requesting \$5000.00 and the money will come from the 6510 account. \$2500.00 from the 6510 and \$2500.00 from SAL.
- B. Good of the Order
- C. Adjourn
- Approved assistance requests

Commander Comments/Announcements

Commander's Comments / Report

- Recent Activities
 - o Videoconference on Seawall Replacement Monday 2 November
 - · City Public Works Department planning to replace seawall cap: + 18 in
 - · ADA requirements result in collateral construction costs
 - o Gangway 80 feet long ☐ Piles ☐ Floats on Guest Dock
 - o Public Works Department wants Post to pay for collateral costs
 - o ≈ \$ 260,000
 - · Legal advice and guidance from Sheppard Mullin
 - o Seawall cap not "normal wear and tear" by lessee
 - Seawall cap is upgrade of leasehold initiated by lessor (City), which should therefore be paid for by the lessor
 - o The Post will be glad to maintain upgrades after installation
 - Community Development Department will further study language in Lease and get back to Post with clarification of City's position

Commander's Comments / Report

- Other Notes and Announcements
 - Current VEAF Campaigne concludes on Veterans Day, Wed 11 November
- Upcoming Events / Meetings

0	VA Flu Shots — Drive-thru	8:00 am	Saturday	7 November
(Auxiliary Troop Shipping	9:00 am	Saturday	7 November
(ALYC Fishing Tournament	12:00 noon	Saturday	7 November
(Auxiliary Raffle Envelope Stuffing	9:00 am	Monday	9 November
	Veterans Day	11:00 am	Wednesday	11 November
(Next GMM	7:00 pm	Wednesday	11 November
(CPR Training [American Red Cros	s]	Saturday	21 November
(Thanksgiving		Thursday	26 November
(Next E-Board Meeting	6:30 pm	Thursday	3 December
(GMM	7:00 pm	Wednesday	9 December
(Christmas Boat Parade	Carper A. B. State	Wednesday	16 December
	Christmas		Friday	25 December

OFFICERS' REPORTS

ADJUTANT - Mike Berdine



Facts and Analysis Assumptions

Post 291 Membership

• Legionnaires ≈ 3,900

Sons of the American Legion ≈ 1,500

• Auxiliary = 1,500

Renewal Rate ≈ 90%

US VA Veteran Count by Year and Age Group | Vear | 60+Total | % Lower to the 2020 | 961 | 2020 | 710,873,083 | 3% | 40202 | 22% | 191 | 2022 | 710,573,139 | 3% | 40202 | 710,387,785 | 5% | 976 | 2024 | 710,243,596 | 8% | 760 | 2026 | 79,681,877 | 12% | 553 | 2028 | 79,681,877 | 12% | 553 | 2028 | 79,595,476 | 14% | 4420 | 2023 | 79,333,946 | 17% | 967 | 2030 | 79,189,371 | 19% | 888 | 889,979,602

Vietnam Veterans = Most Post 291 Legionnaire Membership

Will Shrink by 18.7% in Next 10 Years*

IIS Veterans Administration

Facts and Analysis Assumptions

Post 291 Drive Thru and Patio Business - June 1 through August 16

• Total 6/1 to 8/16 Patio Sales \$ 206,000

• Total 6/1 to 8/16 Drive Thru Sales \$ 90,000

Patio Customer Count
 6,272

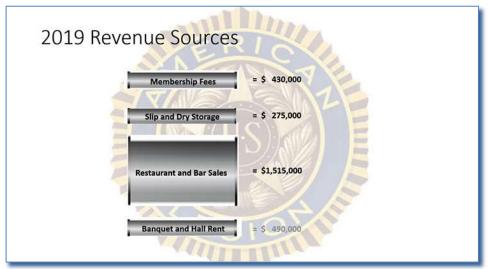
Drive Thru Customer Count 4,202

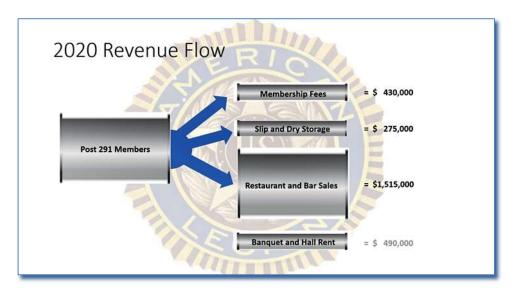
• Dollar Sales per Patio Customer \$ 32.90

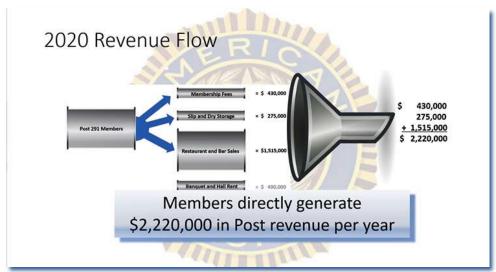
• Dollar Sales per Drive Thru Cust. \$ 21.42

At current 40% direct food cost, patio customers contribute about \$20 per ticket while drive through customers contribute about \$13.

ADJUTANT – Mike Berdine - continued







ADJUTANT - Mike Berdine - continued

Conclusion

A concentrated effort to maintain and grow Post membership needs to be initiated to ensure the long term financial security of the Post.

Post 291 Contact Information/Database Update Project

November 2020

Facts and Analysis Assumptions

Post 291 Membership Email

- Legionnaires (total)
- ≈ 3,900
- Un-deliverables
- ≈ 1,000
- Mix of reasons
 - Old address Not updated
 - Opted out
 - On purpose
 - Accidentally
 - Entry errors

ADJUTANT - Mike Berdine - continued

Proposal

Mail Response Card to Members with Un-deliverable Email Addresses

- Include cover letter with purpose
 - Need for email communication
- Also self addressed postcard
 - Space for confirming/updating
 - Additional USPS postal address
 - Primary telephone number
 - Email address

Update membership database on receipt of returned cards

Plan

- 1. Write proposal
- 2. Notify staff
- 3. Estimate costs
 - a. Letter printing
 - b. Postcard printing
 - c. Outbound and inbound postage
 - d. Envelopes
 - e. Stuffing and stamping labor
 - f. Return card data input
- Pull "bounced" email list from Constant Contact
- Match above list with USPS mailing addresses from Post 291 membership database to make mail list

- 6. Write cover letter
- 7. Write postcard verbiage
- Approve cover letter and post card verbiage and format
- 9. Print cover letters with three fold
- 10. Print postcards
- 11. Apply stamps to postcards
- 12. Print address labels
- 13. Stuff, stamp and label envelopes
- 14. Mailing
- 15. Return receipt data input

1ST VICE COMMANDER - Bob Brennen- Membership

No report

2ND VICE COMMANDER – Anthony Morales - Speaking about upcoming events and bands.

□ No report

3RD VICE COMMANDER – Jim Updike - Speaking on Americanism, youth and children, Boys State, and the Oratorical Contest.

- Boys State scheduled for 6/18/21 to 6/26/21
 - Timing outlined

JR. PAST COMMANDER - Doug Nye

□ No report

FINANCE OFFICER - Bob Wine

□ Condensed P and L statement

				AL 291 BUS	SINESS P&	L BY CLAS	SS		11/4/2020			
YTD 2020		ADMIN	BAR	RESTAUR	BANQUET	TOT REST BANQ	HALL	CUSTODIAL	MARINA	TOTAL	PYC	DIFF
TOT INC		7,104	214,990	820,722	74,409	895,132	34,255		288,739	1,440,220	1,932,971	-492,751
cogs			198,201	830,995	152,230	983,226				1,181,427	1,333,156	-151,729
GP	GP %	7,104	16,789 8%	-10,273 -1%	-77,821 -105%	-88,094 -10%	34,255		288,739	258,793	599,815	-341,022
EXPENSES		131,138	76,533	112,971	11,447	124,418	65,259	117,330	153,997	668,675	653,888	14,787
NET ORD	INCOME	-124,034	-59,744	-123,244	-89,268	-212,512	-31,004	-117,330	134,742	-409,882	-54,073	-355,809
OTHER IN	c	325,060		3,140		3,140				328,200	333,816	-5,616
OTHER EX											0	
NET INCO	ME	201,026	-59,744	-120,104	-89,268	-209,372	-31,004	-117,330	134,742	-81,682	279,743	-361,425
BANK BAL	ANCE			PYC								
WELLS FA	RGO	203,997		306,612								
UNION COMERICA	A	191,548 246,595		197,703 246,299								
CHASE		241,979		200,001								
CD'S		104,299		355,130								
B OF A		250,002										
FARMERS		250,000										
		1,488,421		1,305,745								

□ FINANCE OFFICER – Bob Wine

□ Cashflow

Newport Harb	or Post 201		
Cash Flow projection for the Peri		1/2021	
cost from projection for the Ferr	04 11/02/2020 - 01/5	., 2021	
	11/2-11/30	12/1-12/31	1/1-1/31
Cash: Beginning *	\$ 1,411,712.31	\$1,371,216.46	\$ 1,398,726.46
Add: Cash Inflows-			
Membership fees	34,000.00	55,000.00	22,000.00
Marina rents	24,767.15	26,000.00	26,000.00
Curbside/Rest sales @ \$3,250/day**	94,250.00	100,750.00	93,000.00
Facility fees	•	45,000.00	57,750.00
Total Cash Inflows	153,017.15	226,750.00	198,750.00
Deduct: Cash Outflows-			
Food & bev. Cost @ 50%	47,125.00	50,375.00	46,500.00
Payroll***	85,000.00	86,000.00	115,000.00
Health insurance	5,425.00	5,425.00	5,425.00
Liability insurance	8,762.00		
Marina Ins	1,719.00	1,719.00	1,719.00
Officers Ins		2,100.00	3.
Covid-19 Cleaning	4,400.00	5,500.00	5,500.00
Repairs and maintenance	10,000.00	1,000.00	1,000.00
Telephone	400.00	400.00	400.00
Utilities	4,050.00	2,600.00	2,600.00
Rent		11,500.00	11,500.00
Credit Card	2,500.00	2,500.00	2,500.00
Credit Card Fees	2,639.00	2,821.00	2,821.00
Misc	1,400.00	1,400.00	1,400.00
Capital Expenditures	9,700.00	24,500.00	
Property Tax	10,393.00		
Mileage		1,400.00	1,400.00
Total Cash Outflows	193,513.00	199,240.00	197,765.00
Cash: Ending	\$ 1,371,216.46	\$1,398,726.46	\$ 1,399,711.46
Monthly Increase (decrease)	\$ (40,495.85)	\$ 27,510.00	\$ 985.00
Cumulative Increase from 3/24	\$ 130,811.46	\$ 158,321.46	\$ 159,306.46
*Doesn't include VEAF fund			
**January is \$3000/day			
*** Includes P/R taxes & WC			

□ PPP Loan

- $\ \square$ Deadline 2 years from date of loan
- ☐ If not apply 10 months after issuance, payments start
 - □ September 2021
- □ Planned giving
 - □ Republic Bank
 - □ Bob recommends supporting planned giving

HISTORIAN – Rich Frauenzimmer

☐ Excused - No report

SARGEANT AT ARMS – Bob Grundmeyer

- OD participation
 - □ Need more help
 - ☐ Hours reduced Just Saturday and Sunday
 - □ Use judgement if very slow

CHAPLAIN - Ken Wilson

- Condolence cards sent
 - Reports are delayed
- New member contacts continuing

SERVICE OFFICER – Cory Vigil

- □ Visited Bahia Corinthian Yacht Club today
 - □ Will contribute \$10,000 to VEAF and \$5,000 to Post general fund
- Read thank you letter from family of veteran helped by VEAF and referral to VA

JUDGE ADVOCATE – Burt McChesney

- Petition from Hector Storman action review
 - ☐ Process May be read at upcoming General Membership Meeting
 - Depends on ruling from Department about need to advance the petition if it violates California Corporation code

MEMBERS AT LARGE

□ No report

<u>UNFINISHED BUSINESS</u>

□ None

NEW BUSINESS

- □ Riverside American Legion
 - Damaged and vandalized
 - ☐ Insurance may not cover all costs
 - □ A motion was made to authorize a contribution to the Riverside American Legion Post in the amount of \$2,500
 - □ M/S/C: The motion to authorize a contribution to the Riverside American Legion Post in the amount of \$2,500 was carried.
- □ Membership database update
 - ☐ A motion was made to authorize the funding of the database update project at a cost not to exceed \$1.500.
 - ☐ M/S/C: The motion to authorize the funding of the database update project at a cost not to exceed \$1.500 was carried.

GOOD OF THE LEGION Reminders

- - □ COVID restrictions likely will stay in place for foreseeable future □ Stay home if you can

ADJOURNED: Approximately 2030 hours.