



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

ROLL CALL:

<input checked="" type="checkbox"/> Jon Reynolds, Commander	<input checked="" type="checkbox"/> Burt McChesney, Judge Advocate	<input checked="" type="checkbox"/> Rich Whitlinger, M.a.L.
<input checked="" type="checkbox"/> Bob Brennen, 1 st Vice	<input checked="" type="checkbox"/> Bob Wine, Finance Officer	<input type="checkbox"/> Robert Wright, M.a.L. – exc.
<input checked="" type="checkbox"/> Anthony Morales, 2 nd Vice	<input checked="" type="checkbox"/> Bob Grundmeyer, Sgt-at-Arms – exc.	<input checked="" type="checkbox"/> Kevin Van Otterloo, M.a.L.
<input checked="" type="checkbox"/> Jim Updike, 3 rd Vice	<input checked="" type="checkbox"/> Cory Vigil, Service Officer	<input checked="" type="checkbox"/> Wayne Zippi, M.a.L.
<input checked="" type="checkbox"/> Doug Nye, Jr. Past Comm	<input checked="" type="checkbox"/> Ken Wilson, Chaplain	<input type="checkbox"/> Eric Schroeder, M.a.L.
<input checked="" type="checkbox"/> Mike Berdine, Adjutant	<input type="checkbox"/> Rich Frauenzimmer, Historian – exc.	<input type="checkbox"/> Nick Giordano, 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



House Committee

Issues/Improvements

- Cold Weather Plan**
 - Heaters refurbished
 - Pop Ups on Order
 - Three Additional Large Umbrellas
- Bar Security**
 - Added POS Cameras
- Marina**
 - General Equipment Evaluation
- Main Hall**
 - Projector
 - Room Divider

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

Committee Reports - continued

□ 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.
5. 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.
8. Become a corporate partner (as a Champion of Veterans, American Legion Sponsor or Friend of the Post)

Committee Reports - continued

- 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

Committee Reports - continued

□ 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:

1. Ogata, **ARMY veteran**, requested 4 gas cards (\$100.00), referral from VOA, homeless in transition to housing and employment.
2. Doherty, **ARMY veteran**, requested a 30-day bus pass (\$22.25), disabled veteran, referral from Illumination Foundation. Utilizing public transportation for employment and appointments.
3. ~~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.
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.
5. 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.
6. 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.
7. 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.
8. 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.
9. Merle, **AIR FORCE veteran**, **POST 291 member**, requested assistance for auto repair (\$863.24), **Tierney Center and 291 split bill**.
10. Lenhart, **MARINE veteran**, referred by the VA Anaheim, requested rental assistance for (\$629.89). Had a delay with pension payment.
11. ~~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.
12. Rodriguez, **NAVY veteran**, referred by **LB V4**, 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).
13. 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.
14. ~~Brenn~~, **ARMY veteran**, homeless veteran needed underwear, socks and a backpack (\$52.76).

Committee Reports - continued

☐ 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:

1. 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

- 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
 - Gangway — 80 feet long ☐ Piles ☐ Floats on Guest Dock
 - Public Works Department wants Post to pay for collateral costs
 - ≈ \$ 260,000
 - Legal advice and guidance from Sheppard Mullin
 - 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
 - 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 VEAFF Campaign concludes on Veterans Day, Wed 11 November

• Upcoming Events / Meetings

- 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 Cross] 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 Wednesday 16 December
- Christmas Friday 25 December

OFFICERS' REPORTS

ADJUTANT – Mike Berdine

Post 291 Revenue Security

November 2020

Facts and Analysis Assumptions

Post 291 Membership

- Legionnaires $\approx 3,900$
- Sons of the American Legion $\approx 1,500$
- Auxiliary $\approx 1,500$

Renewal Rate $\approx 90\%$

Vietnam Veterans = Most Post 291 Legionnaire Membership

- Will Shrink by 18.7% in Next 10 Years*

* US Veterans Administration - https://www.va.gov/vetdata/veterans_population.asp

US VA Veteran Count
by Year and Age Group

	Year	60+ Total	% Lower than 2020
total			
,961	2020	*10,881,049	
,515	2021	*10,717,342	2%
,191	2022	*10,553,139	3%
,480	2023	*10,387,785	5%
,076	2024	*10,221,591	6%
,571	2025	*10,043,960	8%
,760	2026	*9,863,558	10%
,073	2027	*9,681,877	12%
,653	2028	*9,505,476	14%
,420	2029	*9,333,946	17%
,967	2030	*9,169,371	19%
,868		*8,979,602	

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.

OFFICERS' REPORTS - continued
ADJUTANT – Mike Berdine - continued

2019 Revenue Sources



Membership Fees	= \$ 430,000
Slip and Dry Storage	= \$ 275,000
Restaurant and Bar Sales	= \$1,515,000
Banquet and Hall Rent	= \$ 490,000

2020 Revenue Flow



2020 Revenue Flow



**Members directly generate
\$2,220,000 in Post revenue per year**

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

OFFICERS' REPORTS - continued

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
4. Pull "bounced" email list from Constant Contact
5. Match above list with USPS mailing addresses from Post 291 membership database to make mail list
6. Write cover letter
7. Write postcard verbiage
8. 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

OFFICERS' REPORTS - continued

FINANCE OFFICER – Bob Wine

□ Condensed P and L statement

AL 291 BUSINESS P&L BY CLASS												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	7,104	16,789	-10,273	-77,821	-88,094	34,255		288,739	258,793	599,815	-341,022		
GP %		8%	-1%	-105%	-10%								
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 INC	325,060		3,140		3,140				328,200	333,816	-5,616		
OTHER EX										0			
NET INCOME	201,026	-59,744	-120,104	-89,268	-209,372	-31,004	-117,330	134,742	-81,682	279,743	-361,425		
PYC													
BANK BALANCE													
WELLS FARGO	203,997		306,612										
UNION	191,548		197,703										
COMERICA	246,595		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										

OFFICERS' REPORTS - continued

- FINANCE OFFICER – Bob Wine
- Cashflow

Newport Harbor Post 291			
Cash Flow projection for the Period 11/02/2020 - 01/31/2021			
	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	-
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
 - 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

OFFICERS' REPORTS - continued

HISTORIAN – Rich Frauenzimmer

- ☐ Excused - No report

SERGEANT 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 VEAFF and \$5,000 to Post general fund
- ☐ Read thank you letter from family of veteran helped by VEAFF 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

UNFINISHED BUSINESS

- ☐ 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.