

Navy League of the United States, Sarasota - Manatee Council
Board of Directors Meeting Minutes March 11, 4 PM (75 minutes)
Selby Library Conference Room
(zoom optional, link attached in the invitation)

Call the Meeting to Order

Gene

Called to order at 04:00pm.

Approval of Minutes, February 12, 2024 Meeting

Don—via email

Motion to accept by Joe Hayden with second by Doug Crowder. Motion passed.

Approved – Official Copies Filed.

Financial Report

Jerry—via email

Update provided by Jerry and his submitted report is attached to the official minutes.

Coast Guard

Jerry/Marsha—via email

Update provided by Jerry Germain and his submitted report is attached to the official minutes.

Update provided by Marsha and her submitted report is attached to the official minutes.

Membership and Retention

Joe – via email

Update provided by Joe Hayden and his submitted report is attached to the official minutes.

Government Affairs

National/Regional/Area

Gene—via email

No report this month. Gene Moran did note the Continuing Resolution deadline was now 03/22/2024.

Youth Programs

Steve Bartek/Al—via email

Update provided by Steve and his submitted report is attached to the official minutes.

Old Business

Website Revision Update

Bob

- *New NLUS Sarasota Manatee Council website is up and running.*
- *The website supports Dynamic Screen Sizing for access by various devices.*
 - *Great enhancement for user accessibility.*
- *Please report any issues to Bob McChesney.*

Sarasota County Fair Fundraiser Update

Steve Bartek

Steve reported that everything is a go for this project.

- *A final volunteer push has reduced our open slots to four across the entire event.*

New Business

Heroes Dinner

Marsha

Marsha reported that everything is on track for this event, and she is prepping the final list.

The headcount deadline for the event is 03/20/2024.

Subcommittee Updates:

Money

Bo

Update provided by Bo Hamrick and the submitted report is attached to the official minutes.

Engagement

Don

Update provided by Don Roser and the submitted report is attached to the official minutes.

Participation

Joe

Update provided by Joe Hayden and the submitted report is attached to the official minutes.

Next Meeting: Monday 04/09/2024, 4 PM (90 minutes)

Fruitville Library Sarasota. Zoom Video Conference option available.

ADJORN

Motion to Adjourn – made by Joe Hayden and seconded by Jay Plager.

- Motion passed.

- *Meeting Adjourned at 05:10pm.*

Financial Report February 2024

3 March 2024

Income:


February 50/50	\$210.00
January Dinner Donations	\$578.00
Total Income	\$788.00

Expenses:

January Dinner	\$415.21
Resolute SOQ	\$100.00
Frames for Heroes	\$69.98
New Website	\$324.00
Total Expenses:	\$909.19

Check Book Balance February 29, 2024	\$28,841.76
Endowment Balance January 31, 2024	\$178,564.59

Respectfully Submitted,



Jerry St. Germain
Treasurer

Included in this report is the endowment status at the end of January 2024.



Navy League of the United States-Sarasota Manatee Council

Mr. Gene Moran
Navy League of the United States Sarasota-Manatee Council
P.O. Box 5531
Sarasota, FL 34277-5531

Fund Statement January 1, 2024 to January 31, 2024

Fund Balance as of January 1, 2024	\$179,025.19
Contributions	0.00
Investment Activity:	
Interest and Dividends	150.53
Realized Gains/(Losses)	68.36
Unrealized Gains/(Losses)	(668.57)
Investment Fees	(10.92)
Disbursements:	
Grants and Scholarships	(0.00)
Administrative Fees	(0.00)
Fund Balance as of January 31, 2024	\$178,564.59

Please help keep our records current by sending us a list of your Officers when there is a change.

For questions concerning your Fund Statement, please contact the Philanthropy Team at 941-955-3000.

There were no grants during this statement period.

From: tobeachtoo@aol.com
Sent: Sunday, March 10, 2024 11:56 AM
Subject: Report BOD 3/11/24 GROGAN

CCA (Coastal Conservation Association)
Dinner 2/29. Steve, Don, Bob, Marsha and 4 Senior Coasties (2 from Sector, 2 from Cortez) attended event of about 1200 participants at Bradenton Convention Center. Event was very noisy not conducive to meaningful interaction. However, we did have an excellent relationship building opportunity to introduce ourselves to the CEO of Patrick Industries, a corporation with many marine industry related companies. We gave him our NLSM challenge coin which he was impressed with, first one he ever received, and he enthusiastically indicated he would follow up with us.

Station Cortez Visit Wednesday 3/20
Chief Waters is welcoming NLSM President visit. BOD invited. Need count.
8:15 am Arrive
8:30 QTRS & SOQ
9:00 Tour on 45' Medium Response Boat
11:30 Lunch at Station
12:30 Conclude

USCGC RESOLUTE BBQ & SoQ 3/21/24

Attendance due 3/14

May have approx 10 USCG Auxiliaries that provide direct support at the Station and perhaps a few Coasties if there is enough coverage at Cortez. They are welcomed by RESOLUTE.

As of a few days ago, Jerry reported no response from membership. At this time RESOLUTE is reporting they don't have a SOQ, however they are encouraged to do one as it will be a while before we see them again. CDR Gill will be heading to Bahrain on 4/10

Sea Services Heroes Dinner 3/27

Participation is 11 of 14 units/commands invited: 7 youth groups 4 USCG.

Sector, Air Station Clearwater, Station Cortez, RESOLUTE, participating. SHRIKE wants to honor one of theirs but doesn't have volunteers. Active duty criteria this year too restrictive. MJROTC Venice HS and NJROTC Charlotte HS declined participation.

9 submissions received. Waiting on Sea Cadets and NJROTC North Port. Will provide further discussion at BOD Meeting as needed and as time permits regarding the event plans. Next Zoom Update is Wednesday 3/20 6:30pm

V/r,
Marsha Grogan

**Navy League of the United States
Sarasota-Manatee Council
March 10, 2024**

Dear Fellow Board Members:

As of (approximately) February, 2024 the Sarasota-Manatee Council of the Navy League of the United States (NLUS) has 115 active members per the official roster posted on the NLUS national website which Gene was able to download. I have not, yet, been able to get access to this database although I continue to work with National to resolve the issue. This is an addition of 2 members from the December report. The National Website no longer provides a list of "New Members", "Dropped", "Lapsed" or those with impending membership expirations. I have been able to review the spreadsheet and data in it and can provide an estimate which is below.

New Members

3 Robert McChesney and Chris Kovack, plus Andre Morabe has transferring in to our Council

Renewed/Lapsed/Expiring/Dropped

The following is the estimated status of our Lapsed/Expiring chapter members per the national roster spreadsheet:

Dropped:	No new names
Renewed:	Undetermined
Lapsed:	Dennis Turner, S. Plager, Dean Krom, Lawrence Chambers, Don and Erin Saba, James Campion, Gary Brister, Roger Betts, Nellie Rocklein
30 day expiring	6 (Carol Pearson, Giles Pearson, John Keyser, Jr., George Palmer, Dioinal Aviles, Jags Kandasamy)
60 day expiring	3 (Richard Petrucci, Gayle Thompson, Katherine Ashton)
90 day expiring	3 (Larry Balock, William Fry, Ted Smith)

It should be noted that historically National would send out 30, 60 and 90 day expiration notices to members. However, I do not know if this is still occurring with their new data management system. I will call them and see if we need to be more proactive in contacting lapsed members and those with impending membership expirations.

Best regards,
Joe Hayden

Youth Groups Activities

Mar 2024

1 MCJROTC

1 CGJROTC

4 NJROTC (NPHS, LBHS, PCHS, CHS)

2 YOUNG MARINES (VMS, ISNP)

1 SEA CADET

9 TOTAL

REPORTER'S COMMENTS:

At this time of the year, the Units are finishing competition in Drill, Orienteering, Academic and Rifle. The Navy Units will be completing Annual Inspections and have a significant report due to CNET. It includes a Cadet count based on age, grade, gender and ethnic background and it must include the make up of the host school as well. It also reflects inventory of uniforms and teaching material. Future funding depends on this.

It is also the time of year for preparing for awards ceremonies (Unit/School), graduation and budget accounting.

Sarasota County schools will be on Spring Break 11 – 17 March and Charlotte County the week after.

Venice High School MCJROTC Update:

Nothing reported

PPHS CGJROTC

Nothing reported

NPHS:

Nothing reported

VMS Young Marines

March

End of Quarter trip to Sky Zone

Spring PFTs

Spring Break

Encampment (end of March)

Lightning Color Guard

PPHS – CGJROTC

Nothing reported

Sea Cadets:

LT Tina Brown was selected to lead a group of Sea Cadets to Australia this summer. The Sea Cadets are to be selected from Units throughout the US.

" ...the Maritime Eagles to continue beyond the next few years. Tina Brown will fleet up to CO and I will continue in a supportive role whatever shape that becomes. Tina's selection as a USNSCC ambassador to Australia is awesome and I'm sure she will return with a story to share with us.

Best regards,
Dennis Turner"

CHS NJROTC:

The cadets have had another great year. We are heading out tomorrow afternoon for the Navy JROTC State Championship Field Meet at Lake Mary High School to compete in 5 different drill events, an academic test, a personnel inspection, and 3 athletic contests. Our Air Rifle Team is ranked 2nd in the State of Florida. The cadets have marched in 3 local parades this year and continue to earn thousands of hours of community and school service. We are taking a busload of cadets to MCRD Parris Island in May for a taste of Marine Corps Boot Camp. So far, we have four seniors already in the Delayed Entry Program (2 Navy, 1 Marine Corps, 1 Army) and six seniors accepted into college.

LBHS: Nothing to report

PCHS: Nothing to report

ISNP:

9 March Mil Ball

22 flashlight Egg Hunt

23 Eggnormass Egg Hunt – City Hall

27 Mar Hero's dinner CG

Color Guards for our events:

Jan -ISNP // Feb – LBHS //

Mar – ISNP

Apr – VMS

May – May be added

Jun – Likely will not have one. Schools are out.

Funding note: No changes. Included in the budget are funds for:

Unit Direct Support - \$7,500

NFA scholarships (2) for \$3,500

Academic Scholarships (2) for \$10,000

VMS request to support trip to Costa Rica summer of '24 - \$1,200 - complete

Medals and awards meals - \$1,000

USNA/ROTC/USCG awards recognition expenses - \$300

Total Youth Support Budget: \$23,500

Money Subcommittee Recommendations List

For Adoption by the Sarasota-Manatee Navy League Council Board.

March 9, 2024

1. We will continue with planning for this year's golf tournament. Our goal will be to net at least \$25K. We will need collective effort to seek out sponsorships. Sponsorships from aviation, boating, and defense related businesses should be a priority. As identified by the other subcommittees.
2. We recommend that the Money Subcommittee be formally tasked by the Board, along with our endowment trustees, to evaluate the option of moving our endowment from the Community Fund. In order to have more direct input on how our endowment is invested. We support and recommend a goal of endowment growth to a minimum \$500K level over the next three years.
3. We recommend the Board, collectively, set an annual goal of donating (raising) \$10K for deposit in our endowment account. Individual Board members may donate personally or by raising specific donations from others.
4. The Board will evaluate the financial & visibility gain vs. manpower expended with regard to continuing our participation with manning the gate at the Sarasota fair.
5. We will assess a 5% endowment tax on all donations and profits from fundraising events (such as the golf tournament.) This 5% endowment tax will serve as an automatic input toward the growth of our endowment.
6. We recommend significantly increasing attendance at our monthly events for maximum and last impact. In support of the Navy League's primary advocacy mission.
7. For example, if VADM Brad Cooper, current Deputy CENTCOM Commander and/or ADM Jamie Foggo, Center for Maritime Strategy or others of that caliber come to speak:

We need to heavily advertise in area print media, by e-mail, and with highly targeted personal invitations to increase outside attendance (that is, of non-current members). Arrange TV and print media attendance and coverage where appropriate.

Increasing attendance also includes identifying larger venues. Note: we cannot ask senior Flag Officers, including active duty officers, to come down to a sparse audience.

https://en.wikipedia.org/wiki/Charles_Cooper_II

https://en.wikipedia.org/wiki/James_G._Foggo_III

8. Identify regional speaker venues – clubs, organizations whose mission is to find high caliber speakers for high caliber audiences.

Sponsor high profile national speakers on Sea Services issues through the Center for Maritime Strategy and National Security Topics at appropriate venues. To sharply raise Council visibility and perception of value in the communities served.

Example I: Sarasota Institute of Lifetime Learning: <https://sillsarasota.org/>

Note: ADM James Stavridis was an S.I.L.L. speaker last year:

https://en.wikipedia.org/wiki/James_G._Stavridis

Example II: Ringling College Library Association lecture series:

<https://www.rclassociation.org/ticket-information/>

Note presenting sponsors recognized on that site:



Example III: Boca Grande Men's Club Winter Season 2024-2025. Note Winter Season 2023-2024 Speaker Schedule – VADM Crowder was the lead presenter this season to an enthusiastic audience of 300:

<https://www.bocagrandemc.com/schedule.html>

9. Planned Giving:

a. We recommend adding standard planned giving tools and methodology to our website – example from the thorough national website, these are typical non-profit methods:

<https://navyleague.giftplans.org/>

b. We recommend development of systematic outreach strategies to reach large individual and business donors; the latter as identified by the other subcommittees.

c. We recommend incorporating standard development tactics into e-mail and hard copy letter appeals.

10. We recommend that the cost of a virtual secretarial assistant be evaluated. To reduce the administrative burden on Directors. Also to help with event coordination, mailings, record keeping, etc.

Summary of Engagement Sub-Committee Activities

In considering our strategic lines of effort, we have our bigger mission of Educate-Advocate-Support.

- **When looking at our mission and strategic lines of effort:**
 - Engagement: Covers Educate and Advocate
 - Participation: Covers Advocate and Support
 - Money: Undergirds all three

We recommend a Four-Tier approach to Engagement:

- **Enterprise group (some general examples provided)**
 - US and Florida Congress and house delegations
 - Corporate groups: Saunders Real Estate, International Tape Group; other large businesses
 - Market Segments: Marine Insurance groups (Coast Guard tie in)
 - These groups would be addressed by set meetings and direct contact and direct follow-up.
- **Business group (some general examples provided)**
 - Boating and aviation companies
 - Elementary/High School education-oriented organizations
 - Science and technology-oriented organizations
 - Veterans and First responder groups
 - These groups could have initial contact by formal letter, with contact request, follow-up in person.
- **Individual group**
 - Various Facebook groups
 - Facebook targeted contacts based on zip-code
 - LinkedIn - leverage associated groups
 - Zip-Code targeted Flyers
- **Connection Group**
 - Industry Association Organizations
 - Industry Trade Shows
 - Industry Conferences
 - These groups would be used for initial contact and to generate engagement possibilities.

We are recommending the following:

- Utilize the Sponsor List, from the Golf Tournament, provided by Carl Cramb.
 - Identify a group of 10 – 15 Companies for initial action.
 - Address these companies as being in the Business Group tier.
 - Identify items that NLUS brings to the table for our engagement relationship.
- Decide on consistent terminology for the groups we target for Engagement.
 - Members
 - Volunteers
 - Donors
- Develop consistent Key Message.
 - Key messages contain the information we want our audience to hear, remember, and share about the NLUS
 - Keep us all aligned. Say and promote the same thing.
 - Let us all know what to say when we are engaging people. We can provide greater and lesser detail as needed per each engagement encounter.
 - Help organize information for our different audiences.
 - Keeps the leadership team in sync across varied efforts (Engagement/Participation/Money)

Next Steps moving forward:

- Confirm acceptance of the Four Tier approach to engagement.
 - Select 10 – 15 Companies from the list provided by Carl Cramb (referenced above).
 - Format an MS Excel/MS Access file for tracking engagements and notes.
- Develop consistent key messages.
 - Leverage existing documents.
 - Leverage efforts by Bob McChesney (Et Al.) in video scripts.
 - Identify items that NLUS brings to the table for our engagement relationship.
- Analyze and define a contact process for the set initial engagement prospects.
 - Implement the process of engagement.
 - Engage – Review – Update/Modify – Repeat
 - Pro-Actively decide when it is time to end an engagement.

Test Outreach Report

- Members of the engagement subcommittee attended the Coastal Conservation Association of Manatee County annual dinner event with coordination with Patrick Industries and Marine Concepts, two local companies in Sarasota. Four USCG members attended as well. The goal of gaining some visibility leveraging connections of USCG and industry did not yield significant return.
- This method of connection, attending trade events to reach industry, will prove too costly in the long term.

Respectfully,
NLUS Engagement Sub-Committee

**Navy League of the United States
Sarasota-Manatee Council
March 10, 2024**

Participation Data

Dear Fellow Board Members:

The Participation Committee has been discussing ways to improve the participation of our active members. I volunteered to review attendance at our events (dinners and lunches) to see who has been attending. The attached spreadsheet is the result of that review. Nominally, it appears that we have a reasonably active Council membership with over 50% attending at least one event during the year. It should be noted that this does not include the Golf Tournament, ship visits or other activities where I do not track RSVP's and attendance.

A few things to note:

- Evening events appear better attended than luncheons
- While I have totaled up the attendance at each event it should be noted that the "outliers" for large attendance included instances where Council members brought a significant number of guests, about 3-7.
- Those who show up with "2" attendees usually brought their spouse or a friend, but my 50% + number is based upon members names.
- Some members' spouses are also Navy League members, so I tried to show those separately.

It also became apparent to me in reviewing the attendance records that there were several people who paid to attend but who are not members of our Council per the National database. So, they somehow received a notice of the event and paid for it, but I have no way of tracking them down. Here is the list:

Steve Black (BOD member), Michael Seifert, Douglas Bucciarelli, John Snedeker, Michael Faherty, Michael Wooster, Edward Webster, Marco Benitez, Timothy Stuart, John Freese, John Kolstad, and Jared Sweester

Since they are not on our roster I do not have any contact information for these folks (except Steve Black), so if you know them please pass on an email or phone number and I will contact them or please contact them personally. This could be a problem with the new National website as they are experiencing "growing pains" as they implement their new system.

This is far from a perfect science based on the data we have to work with, but it does provide some interesting numbers for us to consider as we plan our path forward.

Best regards,
Joe Hayden