

**GREATER CENTRAL TEXAS COUNCIL  
NAVY LEAGUE OF THE UNITED STATES**  
**Board of Directors Meeting**  
**20 February 2008**  
**Minutes**



**Directors attending (alphabetical by last name):**

James Brotherton	Glenn Looney	Randy Patterson	Stephen Smith
Jeanie Coffey	Jack Mayo	Kathy Pillmore	
Peggy Jones	Max Miller	Jack Ritter	

**Additional Council Officers & Members attending (alphabetical by last name):**

Bruce Byron	Lee Hagan	CDR Karl Hilberg	CAPT Gabe Salazar
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**Call to order:**

Chairman Max Miller called the 20 February 2008 board meeting of the Greater Central Texas Council (hereafter GCTC) of the Navy League of the United States (hereafter NLUS) to order at 12:08. It was noted that a quorum was present.

**Minutes of previous board meeting**

October 10 minutes were approved on a motion by Randy Patterson seconded by Glenn Looney.

**Election of board chairman and board secretary**

The nominating committee recommends Max Miller for a second year as chairman of the board, and recommends Jack Mayo for a second year as secretary. A motion by Jack Ritter seconded by Kathy Pillmore elected them.

**Budget for 2008**

The 2008 GCTC Budget developed by Treasurer George Haley was distributed to board members for review and discussion.

Items discussed included:

**A. Audiovisual**

Tom Lasseter has turned the council projector over to Treasurer George Haley. This is not part of the job description for Council Treasurer. Discussion by Glenn Looney, Max Miller, Randy Patterson and others reached the conclusion that we would add an Audiovisual Committee under the VP/Education. This committee ought to consist of at least two persons so if one is out of town the other is available to handle a Distinguished Speaker's audiovisual needs. **\$800 was added to the budget** by unanimous agreement for the acquisition of a laptop computer and audio speakers

**B. Annual reception honoring local recipients of Naval Academy appointments.**

This past year several Navy League officers and directors donated money to cover these costs. Donations were made to GCTC in order for GCTC to be listed as the Host/Sponsor of the reception; it was a wash so it does not need to be a budget item.

**C. Memorial transfers from the general account to the George T. Jones Scholarship Fund**

Seven rather than five council members died during 2007. The budget shows that \$500 was transferred from the general account into the George T. Jones Scholarship Fund. Another \$200 was transferred in early 2008 to complete memorial transfers for members who died during 2007.

A motion by Jack Ritter seconded by Peggy Jones adopted the 2008 budget as amended for audiovisual equipment.

**IRS Return for 2007**

Max Miller can handle our annual IRS Return again this year, however he and George Haley are looking for an accounting firm to handle it in the future so GCTC is not dependent upon a single individual for preparation of IRS forms and for the corporate memory on this important procedure.

## Minutes 20 February 2008 Continued

### Status of NLUS Reports for 2007

#### Annual Report – due 29 February

Jim Brotherton compiled the 2007 report and its attachments; he has the Council's master file copy.

#### Mackie Newsletter – due 31 March

Kathy Pillmore and Glenn Looney discussed the cost and effort involved in compiling, printing, and distributing GCTC's newsletter. It is an exceptionally attractive and effective communication vehicle. For the record: Kathy used a firm called *Printing Solutions* (5214 Burlinson Road); she was pleased with their handling of her first issue. Kathy will send NLUS a set of 2007 issues before the 31 March deadline for *Mackie Newsletter Award* consideration.

#### Mackie Website – due 31 March

Glenn Looney will handle our submission for the *Mackie Web Site Award*.

#### Public Affairs – due 31 March

Max Miller and Kathy Pillmore will jointly handle our submission for the *Public Affairs Award*.

### UT NROTC Unit

University of Texas Professor of Naval Science and NROTC Unit Commanding officer Captain Gabe Salazar reported:

- The unit expects a visit by RADM Jon W. Bayless (Commander Navy Region Midwest, Great Lakes). Tentatively the visit is set for Thursday March 20 with Thursday April 3 as an alternate date.
- May 16 is the next commissioning day for UT graduates. UT Head Football Coach Mack Brown has been invited to address graduating midshipmen and guests at 9 am that morning; commissioning is set for 3 pm.

### Council Officers – announcements by Max Miller

- We need to add an office for Assistant Treasurer. This gets someone ready to be the next Treasurer.
- We need a President Elect to follow Bruce Byron. As our current president-elect, Bruce is prepared to serve as the 2009 Council President but he will not be available for the traditional re-election to a second year. By the end of 2008 we must identify a prospective 2010 Council President to serve as 2009's President-Elect.

### Complete Organization Chart

GCTC Bylaws and our organization chart indicate various committees reporting to each Vice President, but most VPs function as a committee of one. Completing the organization chart would give more members a feeling of ownership. This would help retain members. Members involved in the council leadership team would also be more inclined to bring in new members.

These topics are related:

- Council membership is declining rather than growing
- Financial donations are needed so we can continue to avoid adding local dues on top of national dues
- Most members have little knowledge of anything besides our *Distinguished Speaker* dinner programs.
- **Jeanie Coffey** suggests we ask members whether they know a congressman or senator
- Key people are over-burdened.

**Glenn Looney** wants volunteers to relieve him of tasks such as:

Maintaining the Council Database of members, former members, prospective members, etc.

Maintaining mailing lists/labels for newsletter distribution

Mailing postcards announcing meal reservation deadlines

Taking meal reservations

Setting up an information table at dinner meetings.

Lee Hagan needs liaisons to the various sea services represented in our area.

**Lee Hagan** is looking for someone to handle the raffle

**Peggy Jones** volunteered to set up the NLUS information table at dinner meetings.

**Kathy Pillmore** volunteered to take over maintenance of the GCTC database, an Excel file of about 600 contacts including members, former members, prospective members, active and reserve military personnel, and members of several military and civic organizations. Kathy plans to investigate database software to make the maintenance less labor intensive. The database is used through sorting and tailoring to create mailing lists for post cards, newsletters and fund raising mailings.

## Minutes 20 February 2008 Continued

### **New revenue sources – discussion by Jack Ritter & Steve Smith**

**Jack Ritter** volunteered to chair an ad hoc committee to look into *new revenue sources*. **Steve Smith** offered to help Jack because he has ideas for a *recruiting plan* that would be part and parcel of Jack's *plan for revenue growth*. Steve reminded everyone that membership must be our Number One Priority. From his perspective of more than 20 years as a Navy League member, Steve said GCTC has never before been as good a council as we are today. We do everything RIGHT except recruit members. Instead of the same people doing the work of the council year after year, we need to put fresh blood on committees. We need to set an impossible-sounding membership growth goal – then push to reach that impossible dream. Steve said he felt that plans for new revenue sources and an aggressive recruiting & retention plan are self-supporting. GCTC's recruiting and retention plan might include a review of dinner reservation lists to recommend regular attendees join the council's leadership team – perhaps as a committee chair with support and supervision from a VP. GCTC's *Recruiting & Retention Plan* might include INCENTIVES to recognize those who bring in the most new members.

### **Legislative Affairs – discussion by Jack Ritter**

As Lone Star Region VP/Legislative Affairs, Jack Ritter briefs the nine Texas councils on topics of legislative interest. May 17 is the date for a new briefing featuring the Coast Guard and its deep-water responsibilities. The Navy League intends to bring out a new legislative briefing every two years. Jack has briefed 22 national legislators in Texas (one senator, 21 congressmen). Max observed that Jack's legislative affairs program in Texas is the model for NLUS nationally.

### **Navy League Calendar –national and regional events**

March 18 – 20 = NLUS "Global Maritime Security" at Marriott Wardman Park, Washington, DC

May 16 & 17 = Lone Star Region annual councils meeting in Dallas

Undated = Max, Jim and Glenn might organize a training session for new officers and directors.

Adjournment: The meeting adjourned at 1:18 pm

Respectfully Submitted:

Jack Mayo, 2007-08 Secretary

Approved:

Max K. Miller, 2007-08 Chairman