

Board Meeting Minutes (MOAA)

February 10, 2020

Note: The purpose of initiating a summary of items/actions discussed is to keep everyone informed, whether present or not. If I have misstated anything, please let me know.

Board Members Present: Al Glover, Bill Craig, Bill Goodwin, Bob Perry, Les Arent, Mike Qualls, Rich McKee and Silvio Silenzi. Absent: Drew Johnson, Eric Nelson and Jo Drinkhahn

Chapter Meeting Agenda: Reviewed and discussed.

Social Media/Marketing Strategy: We emphasized that personal contact or personal notes (handwritten) are the best strategy in reaching out to potential Chapter members.

Membership: Recruiting is an on-going process. The website, brochure and business card are all designed to support our efforts in reaching out to potential members. Jo continues to follow up with those few members who have not yet paid their 2020 membership dues as well as sending notes to non-Chapter members inviting them to join us at an upcoming meeting.

Creating Greater Visibility Within the Local Community: We'd like to achieve greater visibility for our initiatives within the local community. We are seeking a contact at the *Houston Home Journal* to whom we can send pertinent Chapter articles for publication. Silvio mentioned that the Statham's community has recently begun publishing a monthly newsletter where we may be able to highlight our Chapter. There are many retired officers living in this community who may not realize our Chapter meets right in their "back yard". He will explore appropriate contact information.

2020 Programs to Be Submitted:

Feb	Chapter Awards Program (CAP)	(sent to GA MOAA – due 6 Mar)
Mar	Level of Excellence Award	(sent to national MOAA – due 1 May)
Apr	JROTC/ROTC Awards programs	(local initiative)
Aug	Chapter data collection	(sent to GA MOAA)

Byron Elementary School ROTC Program

It was mentioned that the Marine Corps League has a program called "Junior Marines" and that there might be commonality between them and the Byron Elementary School ROTC program. Will make appropriate contacts to see if these two programs would at least want to talk.

New Meeting Location: We met at the Gunn Road Public Library for this meeting and enjoyed a quiet and professional venue. The meeting time has been moved up to 11:00 am. Will continue meeting at this location. Many thanks to Bill Craig for suggesting this venue and making the necessary reservations.

It was a good meeting and enjoyed everyone's participation!