

AIR FORCE RECRUITING ALUMNI ASSOCIATION
Board Meeting Minutes
Thursday, November 16, 2017

OLD BUSINESS:

1. **Approval of Board Meeting Minutes from 10-12-17:** Bob made a motion, seconded by Billy to approve minutes as written. Passed.
2. **Financial report:** Treasurer Stan gave a financial report for each account. A copy of this report is on file with the AFRAA Treasurer and available upon request.
3. **Membership Report:** Currently at: 96 members for 2017. Already at 40 renewals for 2018. Stan is sending out 2018 Dues Notice starting this month.
4. **Golf Tournament:** FINAL REPORT from October 6, 2017 event. We had 90 golfers. We netted just over \$2300.00+ each (AFRAA and RS Booster Club)
 - a. **ACTION ITEM:** *SSgt Rivera* will send a list of prize donors to Pres. Coppi so he can send out "Thank You" cards. We will do the same for all "Hole Sign" donors.
5. **Membership Recruiting Campaign:** Develop membership card to be e-mailed to each member.
 - a. *Billy and Andy* developed a prototype to share with other board members. Members reviewed the prototype and all approved. After some discussion, about how to deliver the card to members, Andy made a motion, seconded by Billy to send out card-stock membership card with renewal/new member letters signed by AFRAA President. Passed.
 - i. **ACTION ITEM:** *Billy* will coordinate his actions with Stan to get renewal or new sign-up information and he will produce and mail out laminated cards with letter signed by the AFRAA President.
 - ii. Motion made by Greg, seconded by Ron, to allow Billy to procure sufficient card stock, a laminating machine plus other supplies he will need to start sending out cards to all 2018 members. Passed.
6. **Recruiting School Graduations: ON-GOING:** Billy will publish 4th Quarter Class dates and AFRAA Rep. While on this subject, Pres. Andy asked if we felt there might be some other way to recognize either graduating recruiters or school staff. TSgt Guerin, Recruiting School Instructor attended our meeting and was asked by Dale what we could do as an organization to support them.
 - a. TSgt Guerin stated that they are planning a Golf Tournament either on 156 or 23 Mar at the JB SA-Lackland Golf Course and were looking to us to donate the sign-up fee of \$150.00 with all proceeds from the tournament being donated to the AFRAA Recruiting Monument Fund. Pres. Coppi made a motion to donate \$150 to Recruiting School. Seconded by Billy and passed.
7. **Monument Status:**
 - a. **Fundraising ACTION ITEMS:**
 - i. Fundraising Events: **ACTION ITEM:** Dale got some new information on hiring a contractor to do our fundraising. He met with Col (Ret.) Jack Downey who has a lot of experience in this area and he informed Dale that the last time he used one, he had to fire them for inefficiency and non-responsiveness and had several others he had to do the same with for the same reasons. Col Downey stated that they generally want their fee up-front and that our amount of \$600+ was not attractive to them.
 1. Dale also met with John Baines who has fundraising experience with the Vietnam Memorial and he agreed with Col. Downey. He also stated that

fundraising is very hard work and that you need a solid action plan up-front before you go forward.

- ii. Go-Fund-Me Status: **ACTION ITEM: *Stan and Tom*** still working out kinks.
 - iii. Setting Donation Levels: This ties into fundraising and such. We need to wrap our arms around that whole “elephant” to get moving in the right direction. How to recognize donors is also an issue we need to wrap out arms around?
 - iv. Advertising: **ACTION ITEM: *We*** need to draft a letter for Gen. Iosue to sign to kick-off this campaign. **ACTION ITEM: *Billy*** got “take-one” boxes for the Monument Sign and Recruiting School to start with.
 - v. Pres. Andy expressed his frustration, which is shared by all Board members, that we don’t seem to be getting much traction on monument fundraising and that we have been in the planning the plan stages for quite a few years. He feels we should get things going regardless of a committee and that there are several actions we could take to get things moving.
 - vi. After much discussion, we all agreed that without a committee with the right leadership and a solid Game Plan, we will continue to lose traction. We need to find someone with experience in fundraising and the drive to get behind this project to get things going.
 1. Need to focus on pledges.
 2. We need to have at least 20% of money needed before we start the project.
 3. We need to fundraise from any source we can think of.
 4. We need to set high limits-create a Donation Pyramid with set limits for each level, i.e. Platinum, Gold, Silver, Bronze, etc.
 5. Generate a list of potential donors for each level of our Pyramid
 6. Determine recognition format for each Pyramid level
 7. We need to have a professional presentation addressing project scope, action plan, construction timelines, etc. AND be ready to address any concerns.
8. **Blue Suit Status:** Update on current status from SMSgt Cone, AFRS Blue Suit POC.
- a. **ACTION ITEMS: ALL ON-GOING:** Tentative dates: Jan 31, 2018 to Feb 3, 2018. The following ACTION ITEMS need to be worked out.
 - i. **Spouse Travel:** Status
 - ii. **Hotel:** Status *Dale* will continue to work with the SA Chamber.
 - iii. **Cars: Bob** secured cars from North Park Lincoln.
 1. North Park is committed to dinner at La Margarita and would like to be included in the BMT Graduation Parade.
 - iv. **Transportation of Blue Suiters** to the many events: Status
 - v. **Blue Suit Luncheon:** Status
 - vi. **Riverwalk/Chamber Reception/Boat Ride:** Status
 - vii. **BMT Graduation:** Status
 - viii. **Blue Suit Sponsor Letter: Bob** has circulated the letter to all board members and MSgt Cone. Some feedback received and Bob has adjusted the letter. We need to get AFRS focused on getting this out NOW!
 - ix. **NEW ACTION ITEM: Blue Suit POC Checklist: Bob** is developing a checklist for the Blue Suit POC. He will share it with former Blue Suit POCs on our board. ON-GOING

- x. **ACTION ITEM:** Bob and other board members plan to meet with AFRS leadership and Chamber on Blue Suit next week Nov 22??. **Bob** will report their findings to other Board members to discuss at our next meeting.

9. **Bag Dragger Newsletter:** Status.

- a. **ACTION ITEM: NEED** to get it on “Recruiter Facebook” also. **ACTION ITEM: Tom** will visit “Recruiter Facebook” to see what it’s all about and report back to Board at next meeting. He still needs input for the next edition.

10. **AFRS Recruiting Heritage Hall at HQ:** No action and no changes at this time. Remove from agendas until some action takes place.

11. **Website Management: ACTION ITEM:** Andy asked that **ALL** board members visit the Website and bring ideas for improvement at next meeting. Tabled until later.

12. **AFRAA FACEBOOK ACCOUNT: MSgt Gress** has this page up and running. He states that we are averaging 317 looks with 127 coming two days ago. He was not able to attend this meeting but will keep us up to date of any happenings. NOTE: Our Facebook page name is “AIR FORCE RECRUITING ALUMNI ASSOCIATION”.

13. **Fundraising: Retama Races:** Worked on Friday, October 27, 2017 from 5:30 PM to 11:00 PM. Our share of the profits to include tips: \$128.50. Not bad at all. We had fun!!! NOTE: Boy was it cold!!!!

14. **Air Force Recruiting Reunion:** Mike Rowland shared posts from Recruiter Chat Facebook about having an Air Force Recruiting Reunion in San Antonio in the future. After some discussion we agreed to let them take the lead and offer our help if it develops into a solid event.

15. **Annual AFRAA Christmas Dinner:** Motion made by Dale, seconded by Ron to work on having this dinner on Saturday, December 9 at the River City Seafood and Grill. Dale will call to confirm we can get date.

- a. As I was not paying attention, I called and that day was booked but the following Saturday, December 16 was not so I reserved it for 7 PM.
- b. **ACTION ITEM: Ron and Stan** sent invite and Stan will continue to send it out until deadline of Dec 11, 2017. **Ron** will track RSVP’s VIA e-mail. 24 sign-ups as of December 1, 2017.

NEW BUSINESS:

16. As there was no further business, the meeting was adjourned at 11:15 AM. Due to the Christmas holiday our next meeting is RE-scheduled for Thursday, December 14, 2017 at 9 A.M. at Denny’s at IH35N and Toepperwein Rd.