

SAME – Charleston Post
Board Meeting Minutes, September 16, 2010

The board meeting started at 10:30 am and was held at the North Towne Grill.

Attendees:

Col Jason Kirk, President
Matt Laws, Readiness and Homeland Security
Anna Lucas, Membership
Russell Patterson, Readiness Director
Blair Goodman, Young Member Chair
Brian Davis, NCO Liaison
Jennifer Hayes, Fundraising Co-Chair
Paul Mills, Secretary

Col Kirk started the meeting by handing out a mission statement and key task list for the Post and generally discussing the goals for the next year.

Membership

1. Anna Lucas stated that the Individual Point of Contact Workshop she attended was very informative.
2. The post currently has 247 individual members and corporate representatives. When we reach 250, we will be a large post. She learned that the membership number may change so it is not a concern at this time.
3. Service groups were reviewed. It is desired to increase the number of uniformed and civil service members especially.
4. Students do not count towards our post size. Blair Goodman agreed to review the student members to determine where they are and if they are interested in becoming active in the Post.
5. Col Kirk asked if we want to push membership size not knowing how the streamers and other responsibilities may change. It is felt that it is worth it to continue growing the Post.
6. Matt Laws suggested we have a target growth number or percentage. After discussion, it was determined that we try to grow by 50% in the government service which would only be ten new members.
7. Davis stated that he is having a hard time finding leaders to be active in the Post. The young officers transfer in and out too often.
8. Anna Lucas stated that the membership fee changed from \$60 to \$45 for enlisted. Uniformed pay \$60 for a career membership. This could assist in getting more to join.
9. Outreach is needed to get more to join and be active. A member can go for an initial outreach session to explain SAME. Possibly do it in a lunch setting with the Post providing the meal.
10. Members need to realize they can be a member of a separate post when they are deployed.
11. Anna Lucas said that SAME national is changing the requirements for a number of items. They are going to tailor them for the type of post rather than general requirements all posts have to meet.
12. Blair Goodman suggested sending a new member email to explain what SAME is and the benefits. Also the possibility of creating mentors or sponsors for new members.
13. Anna Lucas stated that SAME national gave the post \$2000 for outreach purposes.

14. Matt Laws asked how much SPAWARS activity, and post participation has been experienced in the recent past. He said the Corps Charleston District has typically not been very active either. For increasing Government Sector membership we should target getting additional members from the Corps and SPAWARS . A key to getting more SPAWAR participation would be to make an extra effort to involve their new Technical Director.
15. Anna Lucas stated that there was a 19% increase in membership from January to June.
16. Blair Goodman asked if Bill Easley had the most current template that SAME national created for the website.
17. Col Kirk discussed working our efforts into CJEC's awards.
18. Anna Lucas said that SAME national has membership milestone pins and they are free to the Post. Pins can be awarded for 5, 10, and 15 years of service.

Professional Development:

1. The site visit went well and was popular. We need to check with Barry Lewis to see how far ahead he has scheduled speakers so we can potentially add more site visits.
2. Russell Patterson stated that we need to change the way the PDH's are awarded. They can only be given for the presentation time, not the entire meeting time.
3. It was suggested that we try to get more of the sustaining members as speakers. It will offer a way for them to share what they do with the Post and more networking.
4. The small business spotlight and the raffle were discussed.
5. Matt Laws recommended that we need a handbook of what the Charleston Post has to offer, and also make it available on the Post web-site. Anna Lucas had a brochure from SAME national that we can get for free. We can put a one page information sheet inside it and give it to new and prospective members. It was suggested to give out two so the new member can keep one and give the second to a coworker.
6. Blair Goodman said that Barry Lewis may be willing to do an entire presentation on what the streamers are and why we try to achieve them.
7. Matt Laws suggested that the website have all Post data on it and the opportunity to join. He believes we can get more people to attend meetings if they can find all they need on the post web-site and it offers them good links to helpful member organizations web-sites..
8. Jennifer Hayes stated that we should take 5-10 minutes before each presentation to explain one streamer per month. The composition of the membership, contact information of key personnel and sustaining companies could also be discussed.
9. Col Kirk set the streamer schedule.

Oct	Outreach & Communication Streamer
Nov	Education & Training Streamer
Jan	Membership Streamer
Feb	Relationships Recognition Streamer
Mar	Readiness & Homeland Security Streamer
10. Russell Patterson stated that we should discuss the Post's goals and what is needed from the Post so members will know how to get involved.
11. Anna Lucas will request the membership pins for the January meeting.
12. Anna Lucas will request 200 of the SAME national brochures. The insert will mimic the website information.
13. Jennifer Hayes stated she would start the insert and forward it for review.
 - a. Information that may be included:
 - i. Photos from conferences
 - ii. Sustaining members list
 - iii. The council and committee members

- iv. Types of memberships
- v. PDH's are available

Build Sustainable Installations

1. Col Kirk discussed the Build Sustainable Installations aspect of the Key Tasks.
 - a. Why is it valuable to build sustainable and how can we tie it in to what the Post does?
 - b. The joint base is a big customer
 - c. The Naval complex is behind the times in building
 - d. The Air Force is the leading with the standards
 - e. SAME does not build installations so how do we influence sustainability?
 - f. Promote sustainable building through presentations and discussions
2. Matt Laws stated that the first two key tasks (membership and professional development) are internal to the Post. The third task (build sustainable facilities) is something SAME should encourage, but we don't build things and this goal is therefore external to the Post ,so it would be difficult for us to implement.
3. Russell Patterson suggested we communicate what the military is doing now for sustainable installations.
4. Russell Patterson suggested PSA's to spread the word. One minute recordings for communicating sustainable projects.
5. Russell Patterson suggested we start in February and continue monthly discussing a particular project or other item.
6. Matt Laws stated that SPAWAR & COE have corporate communications officers to work on PSA's. The Post may want to consider a specific position for PR that could function to tie together these member resources and leverage out outreach efforts thru these external experts knowledge and resources.

The Board Meeting adjourned around 11:30 am in time for the Post luncheon.