

**Washington State Federation Virtual
Executive Board Special Meeting Minutes
January 12, 2021**

Executive Board members present were: President/National Legislative Chair Steven Roy; Vice-President/Federation Reporter Editor Mary Binder; Treasurer/Finance Chair/District I Vice-President Arlene Patton; Secretary/Webmaster/Region IX CAB representative Linda Wallers; State Legislative Chair John Thurber; District III VP Bea Bull; Membership Co-Chair Rich Wilson; Public Relations Chair Sam Cagle. The NARFE PAC chair remains vacant.

Call to Order: The meeting was called to order by President Steve Roy at 10:06 AM (PST). All attendees were welcomed and asked to join in the Pledge of Allegiance. Steve thanked Blue Cross/Blue Shield for sponsoring the GoToMeeting subscription and NARFE support, transporting and distributing NARFE recruiting information to their live health fair venues in Bremerton.

Announcements:

- Steve thanked Kathy Brooks and Christine Price for volunteering to serve on the Audit Committee. They will meet with Arlene to conduct the annual federation audit.
- Steve also said that he had emailed out to the board and chapters the new versions of several NARFE documents including the new membership application and other membership materials.
- John Thurber emailed out his notes from the most recent Senior Lobby meeting. If you did not receive the email, let Steve know. John will send the next notes out to the entire board.

Minutes of the last meeting: Steve asked for any corrections or additions to the minutes of the December 9, 2020 meeting that were emailed to the Board members.

The approved minutes can be included in the package to iNFirst Bank to consolidate accounts.

- **Table runners:** Steve asked about orders for the NARFE table runners. Sam was asked to order three more for chapters 32 (Arlene), 1404 (Rich), and 1192 (Mary). A member had asked him if they could be on a blue background with a white logo. Mary said she was asked the same question, but the problem is the blue. There is a shade of blue in the logo, which we can't alter, so you must be careful about the shade of blue chosen. The cost for the runner, including shipping to chapters, is about \$45 and shipping. The costs will be paid by the federation if a chapter wants one. Contact Sam Cagle. The table runner is not in the NARFE store – Sam purchases them from a third-party vendor. Mary suggested that perhaps Steve can run this by Linda Silverio since other chapters might prefer a runner to the tablecloth because it is cheaper and easier to handle. Sam will investigate using the blue color options for a runner background. The runners are treated for stain-resistance.

Steve asked if there were other corrections or changes. Hearing none, Steve called for a motion. Arlene made a motion to approve the minutes which was seconded by Bea. The motion carried. **Membership Co-chairs:** Steve said that the board needs to vote and confirm Nancy Crosby and Rich Wilson as Membership co-chairs, per the federation Bylaws. Sam made a motion to confirm Nancy and Rich as Membership Co-chairs which was seconded by Linda. The motion carried.

- Steve went on to say that, with the membership losses over the last decade, the Membership chair is a much more important position and having two experienced members puts us in good stead to work the recruitment and retention issues. The federation has lost about 355 members between March and September 2020; however, there is a question about those numbers. Linda Silverio has been doing some research and there may be a problem with AMS that accounts for some of those “lost” members. NARFE has been contacted about the problem.
- Nancy has talked to Steve about surveying the chapters to find out what they want or need from their federation. Steve said he would like a membership plan to have templates that chapters could use for outreach plans and sending letters to prospective and lapsed members.
- Rich told the board that a committee put together in 2008-9 a program called Retention Attention; the Membership reminder postcards were part of this. This plan could be used as a baseline. Linda W pulled it up from archived narfewa.net files and will send it to the board members to review and comment on. Rich will update it for future use. Also, Sam sent Nancy and Rich a package of PR Membership items that he developed a few years ago.

Region 9 VP Mtg: The new Region IX Vice-President Linda Silverio held a Federation Presidents meeting last week. This is something that she will be doing monthly.

NARFE National Centennial: NARFE will hold a Centennial Gala Event in June, coinciding with LEGcon21. NARFE has yet to decide whether it will be live or virtual. The decision will be made in February. Steve also mentioned the combined January-February NARFE magazine that should be coming out soon.

NARFE Goodie Bags: Steve asked the Membership/PR committee to review using the kind of goodie bags that Idaho purchased (one sent to Steve) for their recruitment efforts. The bags included a cover letter, some of NARFE’s literature (for example, the two “Biggest Mistakes” tri-fold brochures) and a NARFE magazine. Sam said he had an issue with the cost of the bags because they were \$1/bag. Rich indicated that he would check with his local promotional shop. Steve said that Arlene knows a printer – the committee can put it out for bids and see what comes up. Mary wondered if it was wise since Washington has a single-use plastic bag/box ban coming soon. Perhaps it would be cheaper to purchase boxes of white envelopes (for example, 9 x 12 or 10 x 13) to create recruitment packages. Bea brought up that the big envelopes come from NARFE, with the logo already on it, at no charge. Bea will check and notify Nancy, Rich, and Sam.

Tri-Cities Outreach Action Plan: Steve raised a question about Chapter 1192’s membership dues to the Chamber of Commerce and the Visitors Bureau and their request for 50-percent matching funds reimbursement in the Outreach plan. He said that he researched guidance and policy documents and noted that NARFE’s focus is on the federal community, not the public. He

stated that targeting federal employees at the post offices and local federal agency offices should be the goal.

- Recruiting rewards: Arlene created a spreadsheet for new members, by chapter. She paid \$880 to chapters for 44 new members. Bremerton is the winning chapter with 12 new members; Vancouver and Spokane each had six; Sno-king and Seattle had four; Tri-Cities and Olympia had three each; East Lake and NW Cascades had two, and Colville and Yakima each had one.
- Steve's goal is to do an outreach plan for each chapter. Steve asked the Membership/PR committee for a template – keep it simple, checkboxes, fill in the blanks. Chapter 1192 prepared comprehensive outreach plans which have been provided to other chapters. But the plans may have looked like more work than most chapters would want to take on. So, a simple template would be beneficial to get more chapters to make the effort. The Membership/PR committee should review the plans and make recommendations as to the funding.
- Steve asked Mary if she had gone back to her executive board about the direction they wanted to go. Mary said that the chapter's Executive Board has not met since the conversation she had with Steve, earlier, but she did consult with chapter 1192 President Pat Turner and Vice President Nancy Crosby, summarizing their position that Chapter 1192 has benefited from the relationships with the Chamber and Visitors Bureau. Have the relationships resulted in new memberships? Probably not. But they have received value from access to speakers' opportunities, business discounts, connections to Chamber or Visitor Bureau events for recruiting; publicity, and advocacy (NARFE recruiting materials and meeting notices are available in the Chamber and Visitor Bureau); preparations and assistance for conventions and district training; and as a member of the community. The Chapter doesn't see NARFE as only a recruiting organization but a presence, representing federal employees and the federal government, in the community.
- Idaho took their recruitment kits and created relationships with local agencies, dropping off several for lunchrooms and in HR spaces. They called the federal agency offices and made appointments to drop off the materials. They had relationships with the agencies going back years. Oregon Federation's President Ruthann Couch contacted all the local post offices to pass out materials, like what Idaho did. It isn't like doing the health fairs, but at least the information would get out there for employees. But this is for the post-pandemic future.
- Arlene referred to the NARFE Bylaws, specifically "The Section three G, all funds derived from membership, fees, and dues shall be used only to support association objectives." She said that National had done a review of some federations and found that they were spending for things that were out of line with the Bylaws. She struggled with how the federation could stay in compliance with what NARFE considers membership dues should be used for unless NARFE had lessened that requirement? That section was not in the most recent update of NARFE's Bylaws. Rich said that Chapter 1192's activities in both organizations is exposure for NARFE and complies with the NARFE Bylaws. It is outreach.
- Rich, Nancy, and Sam will review the Tri-Cities Outreach Plan with a view to simplifying it for other chapters use and make recommendations to the Executive Board

for later presentation to the chapters. The federation can provide some support to the chapters if we make it simple enough and available to them to receive the cost-share funds.

Health Fair successes: Sam asked whether chapters found the few in-person and other remote/video versions of the health fairs successful. Rich said that their health fairs were canceled. Sam was doing the military fairs (Fort Lewis and the National Guard). Bea said they recruited one member and a few prospective members, but she didn't know if they came from the shipyard health fair. Arlene said her Chapter had decided to forgo the health fairs, with too many vulnerable members. Sam asked if there were any thoughts on getting people to join the virtual meetings and reach out to other organizations. It seems to be the same few members at every meeting. From working at Fort Lewis, there were organizations composed of retired professional members (Retired Air Traffic controllers). Mary suggested going onto the NARFE website to find the list of the affiliated organizations to see if NARFE already has a relationship with the organization and can reach out to a contact.

Recruiting kit envelopes: Arlene said the Office Depot has a discount for NARFE, you can find the participation number on the NARFE website. Bea sent a query, during the meeting, to NARFE HQ about the envelopes and received the response. NARFE does have boxes of 500 envelopes; some with the old logo and some with the new. When ordering, you need to specify which one you prefer. Bea ordered two boxes, but was told that only one would be sent for now. Linda suggested that each district vice-president order boxes for the chapters in their areas of responsibility. These are recruiting package envelopes, not mailers.

NARFE Centennial State and chapter celebration: Sam asked if the federation was going to do anything for the 100th anniversary of NARFE. Mary said that, from a public relation standpoint, this would be a great recruiting opportunity - celebrating NARFE's 100 years of advocating for federal employees. For example, the Tri-Cities Chapter 1192 is 50 years old. The chapter plans to tie the two celebrations together for a celebration in September. Not all organizations survive for this long. Sam asked Linda to put something up on the website, including anything that HQ might have posted. Chapters could send letters to the editors of local print media; or provide NARFE's Anniversary news release, possibly next month, to the media. The news release could be a starting point to remind the public that federal employees are all over America, not just in Washington DC.

- For anyone who might be considering a trip to Washington DC for the NARFE Centennial Gala Celebration in June, if it is not canceled due to the pandemic, the federation has budgeted a \$500 scholarship for attending federation officers and \$250 for attending members. At this time, we are waiting to find out if the event will take place, a decision NARFE will make in February.

With no other discussion, Steve again thanked Blue Cross/Blue Shield for their sponsorship and adjourned the meeting at 11:35 PM.

Next Board Meeting: April 14, 2020, at 9:00 AM

Submitted by WSF Secretary Linda Wallers

Edited by Mary Binder, Bea Bull, and Arlene Patton



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