



## Retiree Solutions & Advocacy

GE Retiree Benefit Solutions—Let us Help You!

### Agenda Items: Leadership Team Meeting—2/11/2021

- I. **Call to Order**— \_\_\_\_\_ (Time) **(RECORD)**
- II. **Motion to dispense with Minutes**—Minutes has been emailed to all Board Members; Motion to Accept? Second?
- III. **Minutes & Review of Old Business—1/21/2020**—the Minutes, the Agenda, the November Financial Report and the Video Recording— are ALL posted on the Officer page of our new Formal Website —**Please Read/View—sent by email also.**
- IV. **Financial Report**—Connie Vick-Treasurer—**January-2021 Summary**—(Spreadsheet included)—Motion to accept? Second?

### Financial Summary—Connie’s Spreadsheet—January 2021

**December 31, 2020**— at the end of December-2020: the RCB Bank— \$9385.03 & Treasurer’s Spreadsheet— \$9385.03— **Match**

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**Total Donations/Contributors so far for 2021—as of 2/4/2021** (Fundraising Drive started on **Oct 20, 2020**)— **98 Total Contributors/Donations to date; Total Amount = \$4129.34.** Breakdown: **Stripe Donations— 74 Contributors, 7 PayPal Contributors – Total Both-- \$2819.59; 23 Checks/Contributors** (since Oct. 19, 2020)— **Totaling \$1253.00.** With our \$7500.00 Carryover + \$4129.34 Donations = we have raised \$11,629.34 – toward our **Fundraising Goal of \$15,000 for 2021.**

We are fortunate, and grateful...that many members give **repeated donations**—the same person giving multiple times (at much higher dollar amounts)! There are 11 “**Gold**” Level (\$120.00) Supporters. We have 20 “**Silver**” Level (\$60.00) Supporters. and 67 **Bronze** Level (\$24.00) Supporters

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## V. Old Business:

- GERBS Inc (Solutions) By-Laws Revised (8<sup>th</sup> Revision-1/14/2021) to allow for the expansion as our Board of Directors as needed. **(Board Approved, Signed, Done)**
- Brian Demo to be nominated to be our fourth Trustee **(Nominated; Board Approved)**
- Closing out 2020 financially—2020 Financial Audit Report; to be completed on tab on December 2020 Financial Report. **(Signed; Done)**
- Putting PayPal back in service; because of many difficulties with Stripe reporting/analysis—**Done.**
- Benistar—Plans/Rates; Agreement between Benistar-Solutions; , Marketing Plan?? **Update Below.**
- Pension Plan Concerns—Freezes, Buyouts, De-Risking, Etc. (Latest Article on our sister News FB Page UK Pension Plan Freeze)—Ed Stone—Retirees for Justice (New Organization)— **talk to us—on Feb. 11th; possibly become our Corporation Attorney (when needed)? I have been invited to join the New Board of “Retirees for Justice.”**
- Name Change Progress—Kansas SOS—**Done**; IRS—**waiting on approval letter**; RCB (Our Bank)—**wants IRS Letter to do a switch-over to a new GERBS Account.**
- Continued Update of Important Organizational Documents on our Officer page on GERBS formal website. **(Done)**
- Brian Demo—Trustee/Benefits Advocate—**Shared on Cases he has handled.**
- Move to Solutions Board Committee Reports—**Showed Newest PROPOSED Graphic Chart—Board Approved.**
- **Stats: FB stats report on the “Jeff Immelt Claw Back Post”**—almost 2500 on our sister News Page, and over 1500 on the link to it, on our Solutions Facebook page. **The other fascinating thing happening is the amount of Salaried Retirees/Dependents joining our Group from all over the Country**—this is a very good sign/thing, but I have NO explanation of how the message about us is getting to them (other than word of mouth, or possible Internet Searches??). We do have what they call SEO (Search Engine Optimization) as part of our Package with GoDaddy; this could be the factor driving this? Interesting trends are developing! Imagine what will start to happen (membership and revenue growth), when we start our Comprehensive Marketing Campaign! Feel FREE to Post, and Draw Interest in our Solutions Group.

## VI. New Business: Our 3 Main Initiatives Going into 2021

- **Ed Stone—Lawyer—CT; Pension De-Risking Topic/Issue.** Met through a mutual acquaintance. Ed & I started talking on Jan. 15, 2021 about Pension Plan De-Risking trends and issues. **GE has “nibbled” at buyouts, freezes, transfers (de-risking?)—testing the water? Will they De-Risk the Pension Plan at the next Contract?**

- **1<sup>st</sup> Initiative--Benistar Update**— from Glen—pushed it back—Anthem Rates, CMS Approval, Reviews, Other legalities—Benistar/Solutions Contract-- The timeline is to launch the marketing and communications campaign on March 1<sup>st</sup>, for a benefits effective date of May 1<sup>st</sup>. **Email sent to Board—on 2/6/2021**
  
- **2<sup>nd</sup> Initiative--Membership Growth & Revenue/Income:**
  1. Continue to work on **Emails to Members of Old Directory (RAGEHCC) to gain Membership**; entice Participation.
  2. Continue to work on **solicitation of Donations**—Marketing (Newsletters via MailPoet is the **key—reminders**).
  3. Develop, with Benistar, a **Comprehensive Marketing Plan**- to entice Membership and therefore Revenue/Income. **Plan has been discussed with Board.**
  4. **Statistics**—StatCounter—Website, Facebook “Insights.” **Track Progress— participation, support.**
  
- **3<sup>rd</sup> Initiative--Marketing Plan/Campaign**—Using our Email Distribution List; Posts/Ads on or Facebook page; Posts/Ads on our Solutions Website; Google Ads, Facebook Ads; Benistar page on our New Website; Internet Marketing in key GE regions/areas; to other GE Facebook Groups; to Retiree Reps/Groups across the Country. Benistar to help with this. Mention Member Survey Interest (list); Poll on our Facebook page. **Kick-off—March 1<sup>st</sup>, 2021**

**Facts:** Roughly, there are 60,000 Online Retirees/Dependents; if **20% JOIN us**, that would be **12,000 New Members**; if **only 10% join us**, that would be **6000 New Members**. Of those 2 groups (12,000 Group or 600 Group join us), if **ONLY 10% gave a Donation** at the **minimum \$24.00 Annual Bronze Level**—that would be an **increase of revenue/income**, to \$28,800 (10% giving of the 12,000 New Members Group); or \$14,400 (10% giving of the 6000 New Members Group).

And that is why **Marketing is so very important!**

- **Committee Reports: Chairs?**
  
- **Meeting Dates**—going forward—**Mark your Calendars**. Always on the **2<sup>nd</sup> Thursday** of the Month, at 11:00 AM (EST)— 2020—Feb. 11, Mar. 11, Apr. 8, May 13, Jun. 10, Jul. 8, Aug. 12, Sept. 9, Oct. 14, Nov. 11, Dec. 9.
  
- **Any Other Business?**

VII. **Adjourn—** \_\_\_\_\_ (Time)