

MINUTES OF THE GILBERT VETERANS ADVISORY BOARD, IN SPECIAL MEETING OF WEDNESDAY, JUNE 28, 2023, AT 5:00 PM, MUNICIPAL BUILDING I, COMMUNITY CONFERENCE ROOM 202, GILBERT, ARIZONA

MEMBERS PRESENT: Chair Dave Rosenfeld; Treasurer Les Presmyk; Members Charles Dine, Lori Gauna-Barcklay, and Pamela Rinesmith; New Members Erin Hannigan and Peyton Parker

MEMBERS ABSENT: Vice Chair Jim Lykins, Member Michael Bailey (exiting members)

STAFF PRESENT: Staff Liaison Monica D’Ortenzio

GUESTS PRESENT: Vice Mayor Tilque

ADMINISTRATIVE ITEMS

1. Call to Order

Chair Rosenfeld called the meeting to order at 5:00 p.m.

2. Oaths of Office – Hannigan, Parker, Rinesmith and Rosenfeld

Oaths of Office were administered to reappointed members Pamela Rinesmith and Dave Rosenfeld, as well as new members Erin Hannigan and Peyton Parker.

3. Roll Call

Staff Liaison D’Ortenzio called roll and declared a quorum present.

4. Pledge of Allegiance

Member Parker led the Pledge of Allegiance.

5. Welcome and Introductions

Chair Rosenfeld introduced and welcomed new Board members Peyton Parker and Erin Hannigan, and guest Chad Hutchins. The Board members went around the room and introduced themselves to the new Board members and guest.

6. Communications from Citizens

None.

7. Election of Officers:

- **Chair**

Treasurer Presmyk motioned to elect current Chair Dave Rosenfeld as Chair of the Veterans Advisory Board for the second, consecutive year; Member Rinesmith seconded the motion. *Motion carried 7-0.*

- **Vice Chair**

Treasurer Presmyk motioned to elect Member Charles Dine as Vice Chair of the Veterans Advisory Board for the first year; Member Rinesmith seconded the motion. *Motion carried 7-0.*

- **Treasurer**

Chair Rosenfeld motioned to elect current Treasurer Les Presmyk as Treasurer of the Veterans Advisory Board for the second, consecutive year; Vice Chair Dine seconded the motion. *Motion carried 7-0.*

8. Board Pillar Assignments

Chair Rosenfeld assigned the Board members to the following pillars:

- **Events Pillar**
 - Treasurer Presmyk – Leader
 - Member Parker
 - Member Rinesmith
- **Wellness Pillar**
 - Member Dine – Leader
 - Member Gauna-Barcklay
 - Member Hannigan
- **USS Arizona Pillar**
 - Member Rinesmith – Leader
 - Treasurer Presmyk
 - Member Hannigan

The Board members all agreed that these were the assignments they would like to have.

9. Approval of Minutes

Member Rinesmith moved to approve the meeting minutes of the May 17, 2023; Treasurer Presmyk seconded the motion. *Motion carried 5-0-2, with new members Hannigan and Parker abstaining since they were not appointed for that meeting.*

AGENDA ITEMS

10. Banner Program Update

Chair Rosenfeld explained the banner program to the two new Board members. Chair Rosenfeld said he would like to see some adjustments for next year's program, such as online payment and required military uniformed photos of the veteran only. He would like to have the program for 2024 up and running prior to Veterans Day to announce the program during the event.

11. Memorial Day 2023 After Action Review

Chair Rosenfeld reported out that he was so proud of the team, lead volunteer Josh Bring, and all the volunteers for all their hard work for a successful event. Chair Rosenfeld explained the history of the Veterans Day event and HD South originally being the host. He said the Town of Gilbert was now the host and had been for a while, adding HD South was the head sponsor for the event.

12. Meet a Veteran Update

Chair Rosenfeld explained his idea of Meet a Veteran to the new Board members. He said he would like to see one veteran be featured each month on social media. This project would fall under the Wellness Pillar for responsibilities.

13. Follow Up Letter

Member Rinesmith provided background regarding the letter. She said guests that attended events would sign up to be notified on events and how to get involved with the Board, but currently there was no process in place for them to be notified so they did not hear anything. She added the thought behind the letter was after an event, the letter was emailed to whomever signed up and the letter would state on ways the guest could get involved. This project will fall under the Wellness Pillar for responsibilities.

14. USS Arizona Flyer/Business Cards Review

Treasurer Presmyk explained the purpose for the flyers and who they were targeting. The Board tweaked some verbiage and overall liked the direction the flyers were heading.

15. Military Muster – After Action Review

Member Gauna-Barcklay reported out that the Wellness Pillar held a Military Muster last Thursday at Desert Monks Brewing. She said they had a great turn out with all different ages and military branches. She said the Wellness Pillar was working on scheduling the next one. Member Rinesmith said she met with almost everyone at the Muster and educated them on the USS Arizona. Chair Rosenfeld suggested having different types of Musters to target all age groups.

16. Wellness Communication Plan

Treasurer Presmyk explained the steps that he and Member Dine had taken to get the communication plan to this point. They said they had implemented the “Weekender” which included a MailChimp aspect. The “Weekender” would be sent out to those who had provided their email addresses to stay informed with the Board, adding it would include updated information and upcoming events along with other fun things to do in the valley.

Treasurer Presmyk moved to approve the connection and direction for advertising for the Veterans Advisory Board; Member Gauna-Barcklay seconded the motion. *Motion carried 7-0.*

17. Veterans Day 2023

Member Parker informed the Board that they were starting to plan for Veterans Day. The Board agreed to change the date of the event to November 9, 2023 to avoid conflicts. Member Parker requested the Board to be on the lookout for a guest speaker, preferably someone local so there would be no transportation costs and that all potential speakers should be sent to Member Parker. This event falls under the Events Pillar for responsibilities. The Pillar plans to hold a meeting in July.

18. Veteran Discount Program

Member Dine informed the Board that the communications plan took priority but now that it was in place, the Veteran Discount Program was top priority. Chair Rosenfeld informed the Board that he would be heavily involved with this project and there would potentially be a task force formed to get this program created and implemented.

19. Swag Items

Treasurer Presmyk and Member Rinesmith reported they were thinking of two swag items to hand out during 4th grade visits and at events. It was noted they were thinking magnets for the 4th graders and letter openers for events; Board members were not too keen on the idea. Staff Liaison D’Ortenzio did a quick Google search and found customizable submarine shaped stress relievers. The Board all agreed to move forward with direction of the submarines instead.

Treasurer Presmyk motioned to approve the expenditure for up to \$2,000 for promotional items for the VAB . Member Rinesmith seconded the motion. *Motion carried 7-0.*

COMMUNICATIONS

20. Report from Staff

Welcome the new Board members!

21. Pillar Reports

Veterans Wellness Pillar

Nothing further to report.

USS Arizona Pillar

Member Rinesmith reached out to Danielle Skranak for a USS Arizona Foundation update. No updates were provided.

Veteran Events Pillar

Nothing further to report.

22. Report from Board Members

Member Rinesmith reported she was in need of volunteers for the Towns 4th of July event. Treasurer Presmyk volunteered; Members Dine and Parker would consider.

23. Report from Treasurer

Treasurer Presmyk informed the Board that he would have a year-end financial report that he would provide to the Board at the August meeting.

24. Report from Council Liaisons

Nothing to report.

25. Report from Chair

Chair Rosenfeld requested future agenda items be sent to Staff Liaison D’Ortenzio.

26. Future Agenda Items

None.

CONCLUSION

27. ADJOURN

Chair Rosenfeld adjourned the meeting at 7:01 p.m.

ATTEST:

Dave Rosenfeld, Chair

Monica D’Ortenzio, Staff Liaison