



## MARINE CORPS LEAGUE OUTER BANKS DETACHMENT 1264

Post Office Box 2332  
Kitty Hawk, North Carolina 27949-2332  
Phone: (252) 305-4768

20 January 2016  
1100

From: Adjutant  
To: Distribution List

Subj: MINUTES OF GENERAL MEMBERSHIP MEETING FOR JANUARY 2016

Ref: (a) Marine Corps League National Bylaws and Administrative Procedures  
(b) Outer Banks Detachment Bylaws

1. In accordance with the references, a detachment general membership meeting was conducted on 12 January 2016 at the Kern Pitts Center, 5375 North Virginia Dare Trail, Southern Shores, North Carolina.

2. Members and guests in attendance were:

Craig T. Clark, Sergeant-at-Arms	Daniel R. Hudson, Senior Vice-Commandant
Lawrence C. Czernik, Toys for Tots Liaison	Michael A. Keating, Junior Vice Commandant
Jorge L. Diaz, Paymaster	Russell E. Laney, Judge Advocate
John J. Dozier, Regular Member	Richard Lawrenson, Chaplain
Frank D. Draper, Commandant	Dennis R. Thompson, Quartermaster
Timothy G. Gregory, Junior Past-Commandant	Robert J. Yanacek, Adjutant

3. The meeting commenced at 1900 with Sergeant-at-Arms Craig Clark securing the quarters, presenting the national color, leading those present in the Pledge of Allegiance, and declaring the meeting open for the transaction of official business.

4. Chaplain, Rick Lawrenson, opened the meeting with a brief prayer.

5. Guest Speaker. None

6. New Members. One new member, John Dozier, was present. John had mailed his membership application, evidence of honorable Marine Corps service, and membership dues to the Bob Messinger during late December. He was presented to the membership and provided us with a brief summary of his service in the Marine Corps which included service with the 11th Marines during the Korean War. He was administered the oath of membership by Commandant Draper. John was referred to the detachment by Junior Vice-Commandant Keating.

7. Installation of Officers. In accordance with the references, the newly-elected detachment officers, being all present, were administered the oath of office by Junior Past-Commandant Gregory. Concurrently, all previously appointed officers were re-administered the oath of office along with member Dennis Thompson, who was newly appointed as the detachment quartermaster by Commandant Draper. A record of those now serving in designated staff billets is provided as follows:

Frank D. Draper, Commandant	Richard Lawrenson, Chaplain
Daniel R. Hudson, Senior Vice-Commandant	Jorge L. Diaz, Paymaster
Michael A. Keating, Junior Vice Commandant	Dennis R. Thompson, Quartermaster
Russell E. Laney, Judge Advocate	Craig T. Clark, Sergeant-at-Arms
Timothy G. Gregory, Junior Past-Commandant	Lawrence C. Czernik, Toys for Tots Liaison
Robert J. Yanacek, Adjutant	

Subj: MINUTES OF GENERAL MEMBERSHIP MEETING FOR JANUARY 2016

Following the administration of the oath of office, Junior Past-Commandant Gregory signed the required Report of Officer Installation that had been prepared by our adjutant. This completed report will be forwarded by our adjutant accordance with reference (a).

8. Staff Reports

(a) Commandant. None

(b) Senior Vice-Commandant. None

(c) Junior Vice-Commandant. None

(d) Judge Advocate. None

(e) Junior Past-Commandant. Tim Gregory reported that the Kelly's Annual Saint Patrick's Day Parade has been scheduled this year for Sunday, 13 March at 1300. Tim explained that the detachment has participated in this event for the past five years, and that it provides us with the opportunity of gaining exposure in our community. He continued by stating that all the local veteran's organizations march in the parade together, but in separate units. Lastly, Tim pointed-out that all wishing to participate may do so, as those unable to march the roughly one-mile parade route are afforded the opportunity to ride in a vehicle with their respective organization.

(f) Adjutant. Robert Yanacek reported that he needs a new mailing address, phone number and e-mail address to update the detachment's muster roll for member Walter Fillmore who has moved from Corolla to Hampton Roads. Junior Past-Commandant Gregory indicated that he may be able to obtain that information, and if so, will forward it to the adjutant. Commandant Draper indicated that he appreciated the efforts in maintaining our personnel records and requested that he be forwarded a copy of the most recent muster roll. Robert indicated that he would provide that document to Commandant Draper via e-mail upon his return home from the meeting. Lastly, Robert reported that he submitted a new Form BE-06 and Form N-12 to the North Carolina Secretary of State to change the mailing address of our registered agent and our principal office to our new post office box. Robert paid the required \$5.00 filing fee for each of these documents out-of-pocket and has submitted a request for reimbursement of expenses to Paymaster Diaz. These documents, certified by, and now on file with the North Carolina Secretary of State, were turned-over to Judge Advocate Laney for inclusion in our corporate records file.

(g) Chaplain. None

(h) Paymaster. Jorge Diaz provided a detailed report of the income and expenditures since our last meeting as well as the detachment's current account balance. His report was examined and no discrepancies were noted.

(i) Quartermaster. None

(i) Sergeant-at-Arms. None

(k) Toys for Tots Liaison. None

9. Old Business

(a) Awards Presentation. None

(b) Recruiting and Retention. Paymaster Diaz reported that we currently have 34 members on the

Subj: MINUTES OF GENERAL MEMBERSHIP MEETING FOR JANUARY 2016

roles, 32 of which whose dues are paid-in-full. Adjutant, Robert Yanacek reported that during the past month he sent letters to three prospects, inviting them to attend our meeting and join our detachment. This effort has not yielded any results, as none of the three was present at the meeting. During the past month one new detachment recruiting poster was placed at Tread Quarters Discount Tires in Kill Devil Hills. Four additional posters were provided to Toys for Tots liaison, Larry Czernik, who indicated that he personally knew of a number of business owners who would be glad display our recruiting poster.

(c) Pending Detachment Grants. Robert Yanacek reported that the detachment had received two \$250 grant checks issued by the Walmart Foundation for volunteer service he performed during the third and fourth quarters of 2015. Unfortunately, the check for the second quarter of 2015 has yet to be received, despite the fact that it was drafted during the month of October. Robert will follow-up with the Walmart Foundation to determine the status of the missing check and take necessary action to have the missing check voided and a replacement re-issued.

(d) Detachment Mailing Address and Phone Number. Paymaster, Jorge Diaz obtained a post office box for our detachment as approved at the December meeting. Our new mailing address for all detachment correspondence is:

Marine Corps League Outer Banks Detachment  
Post Office Box 2332  
Kitty Hawk, North Carolina 27949-2332

Regarding our detachment phone number, adjutant, Robert Yanacek reported that he established an account with, and obtained a phone number for the detachment through Tracfone. The detachment's phone number is 252-305-4768, and is now in service. To minimize cost, this account is only to be used to collect inquiries submitted via voice-mail, Robert explained. Robert also disabled the text-messaging functionality on this account and set up a professionally produced voice mail greeting with a script that he prepared. The script reads as follows:

*"You have reached the Outer Banks Detachment of the Marine Corps League in Kitty Hawk, North Carolina. We are not available at this time to take your call, but your message is very important to us. Please leave you name, phone number, and a brief message at the tone, and one of our staff members will return your call later today. Thank you for contacting us, and have a good day."*

Robert then played this voice-mail message to those present for informational purposes. Any staff member can check for, and retrieve the voice mail at no cost by calling our phone number, depressing the star-key (\*) when the voice mail begins, and then entering in the 4-digit pass-code. Each staff member will be provided with the pass-code in the near future. Robert paid out-of-pocket expenses of \$77.50, which included the cost for the phone and service. This will provide the detachment with phone service through 3 February 2018 without any additional expenses. Following that date, service may be continued at an annual rate of \$61.42. Robert has submitted a request for reimbursement of these expenses to Paymaster Diaz.

(e) Detachment Website Update. Adjutant, Robert Yanacek reported that he registered a new website domain name for the detachment, obxmarines.org. He did this to keep in line with the standard web-industry practice of non-profit organizations using a dot-org domain in lieu of dot-com domain which is usually used by for-profit commercial entities. Robert then migrated the entire obxmarines.com website—including the mobile sub-domain—to the new obxmarines.org domain, installing a server-side permanent re-direct to automatically send anyone attempting to visit our dot-com domain to the new dot-org domain. Following this process, Robert updated the new website including our new Post Office Box mailing address, our new phone number, the new staff biographies, and copyright information. Lastly, he submitted XML sitemaps to both Google and Bing to ensure that our new domain gets fully indexed by these search engines. Following this briefing, Paymaster Diaz indicated that his daughter,

Subj: MINUTES OF GENERAL MEMBERSHIP MEETING FOR JANUARY 2016

who is employed as a specialist in the Search Engine Optimization (SEO) field, may be able to assist the detachment in our website marketing efforts at no cost. This recommendation was well-received as these services can cost a significant amount of money, yet are essential in gaining organizational exposure through increased website traffic. Increased website traffic, in turn, equates to informing more people in our community about our efforts, serves to aid in recruiting new members, and can result in the generation of increased donations. Robert invited to Paymaster Diaz to contact his daughter and advise her that we would truly value her professional opinions and recommendations on SEO to increase our level of exposure on the world-wide-web, and ultimately, in our community.

(f) Staff E-Mail Addresses. Adjutant, Robert Yanacek reported that in conjunction with the movement of our website to its new dot-org domain, he established 11 e-mail forwarding accounts, one for each detachment staff member. These e-mail addresses are now listed on the website in an encrypted format to defeat spammers, and are intended for those in the general public to contact a staff member without providing the member's personal e-mail address. The new e-mail forwarding accounts work by providing an obxmarines.org e-mail address for each staff member so that when a person sends an e-mail to one of these addresses, it is automatically directed to the respective member's personal e-mail address for reply and/or action. Although not detailed at the meeting, the respective e-mail address for each staff member is provided, for the record, as follows:

Commandant	commandant@obxmarines.org
Senior Vice-Commandant:	senior.vice-commandant@obxmarines.org
Junior Vice-Commandant:	junior.vice-commandant@obxmarines.org
Judge Advocate:	judge.advocate@obxmarines.org
Junior Past-Commandant:	junior.past-commandant@obxmarines.org
Adjutant:	adjutant@obxmarines.org
Chaplain:	chaplain@obxmarines.org
Paymaster:	paymaster@obxmarines.org
Quartermaster:	quartermaster@obxmarines.org
Sergeant-at-Arms:	sergeant.at.arms@obxmarines.org
Toys for Tots Liaison:	toys.for.tots.liaison@obxmarines.org

These new e-mail forwarding addresses may also be used on business cards and collateral material generated by the detachment, and can easily be modified when a staff member is elected or assigned to a new staff billet, or relinquishes his current billet.

## 10. New Business

(a) Commandant's Goals and Objectives. Commandant Draper addressed the membership to state his goals and objectives as the detachment's new commandant. His goals are threefold:

- To build the detachment through increased membership;
- To increase membership participation, and;
- To increase our visibility within the community in order to better serve the needs of our local veterans and community.

Following Commandant Draper's remarks, a brisk discussion ensued with many excellent ideas being vocalized by the membership. Chaplain Lawrenson pointed out that an increased frequency of press releases to the local media would be beneficial, citing an opportunity to submit a press release on the evening's installation of officers as an example. All members agreed that this would effort would be worthwhile. Senior Vice-Commandant Hudson offered that increased participation in local events would be another way to attain the Commandant's objectives. He pointed out that even small events, such as the Kill Devil Hills Night-Out event we participated in a few years ago, served to get our members together as a group and put our detachment into the eyes of the public. Dan added that the use of

Subj: MINUTES OF GENERAL MEMBERSHIP MEETING FOR JANUARY 2016

collateral material hand-outs, in the form of an informational brochure, provided useful information to the public. Paymaster Diaz concurred, adding that increased participation at public events serves to increase the opportunities for additional fundraising. Adding to Dan's remarks Larry Czernik, indicated that one such event we should consider attending is the Annual Barbecue and Wings Showdown, sponsored by the Outer Banks Restaurant Association. This event will be held this year on 18 March, and is well-attended by our local community. A similar event, mentioned by a number of members, was the Annual Seafood Festival which is scheduled for 15 October 2016. It was pointed out that although there is a cost for participating in this latter event, it may still prove beneficial as it is well-attended by those in our community. Further discussion and decisions on participation in these events was then tabled for future meetings. Commandant Draper closed, by expressing his thanks to all for the ideas brought forward.

11. Chaplain, Rick Lawrenson, closed the meeting with a prayer.

12. The meeting concluded at 2010 with Sergeant-at-Arms Craig Clark retiring the national color and declaring the meeting closed until 9 February 2016, when we will reconvene for the transaction of official business.

*Robert J. Yanacek*

Robert J. Yanacek  
Adjutant