

Perch Base Minutes November 14, 2020

The monthly meeting of Perch Base was convened at Dillon's Restaurant, in Glendale, AZ. at 1204 hours, 14 November 2020. The meeting was called to order by Commander Howard Doyle.

Howard Doyle gave the invocation and led the Pledge of Allegiance. Don Robertson read the USSVI Purpose. A moment of silence followed by the Tolling of the Boats lost in November.

Howard had the members introduce themselves, as it was a small group.

Per the sailing list, the following attended the base meeting:

Davy Jones	Carl Miner	Joan Miner
Don Robertson	Dan Marks	Bill Monk
Chuck Luna	Mike Hinderliter	April Hinderliter
Brad Seidel	Jerry Allston	Jim Denzien
Warner Howard Doyle, Jr	Jim Koning	George Woods
Alice Woods	Jan Van Horn	Vic Van Horn
Edward Gonsowski	Chris Urness	Marion Cartland

The first item of business was a call for approval of the October meeting minutes. There were no corrections and the minutes stand approved as posted on the website.

Joe Trotter is on the Binnacle List, so Howard Doyle gave the Treasurer report for October.

OFFICERS REPORTS:

Communications Officer/Historian/MidWatch – Chuck Luna

Chuck had nothing to report.

Vice Commander – George Woods

George reported that the phone number for room registration for the Western Region Roundup in Reno, NV, is being operated by an external organization that is not aware of the pricing discounts being offered to the group. George recommended signing up via the website link which provides reservations at the correct price.

Western Regional District 1 Commander – Vic Van Horn

Vic reported that some of the subscriptions for the Boat Sponsorship Program are not being delivered. It appears that if the boat is underway, the *American Submariner* copies are being trashed instead of held until the boat returns to port. The problem is being investigated to be corrected.

Commander – Howard Doyle Jr.

Howard reminded everyone that articles for the next MidWatch are due by December 18, 2020.

Membership – Joan Miner

Joan reported that the membership drive is underway and we now have 186 members.

Chief Of the Boat – Carl Miner

Carl reported that he and Howard Doyle repainted the USS Phoenix.

ASSM Co-Chairman – Chris Urness

Chris reported that the Arizona Department of Administration (ADOA) does not like the appearance of the welds in the base of the ASSM Memorial. There may be some work performed to smooth the welds. Chris noted that the ASSM treasury was mostly depleted to install the Memorial and encouraged members to purchase bricks or challenge coins to help finance the new scope of work.

Webmaster – Dan Marks

The bottom of every Perch Base webpage includes a link to send a question or comment to the Webmaster. Based on a puzzling email to the Webmaster, a tag has now been added to the webpages to include which webpage that the email was sent from. Other major activity with the website since the last BOD meeting has been posting photos of the Gilbert Veterans Day Ceremony, payment of annual website hosting and SSL certificate fee, sending the photo of the 4 past Western

District 1 Commanders at the October meeting to Michael Bircumshaw for possible publishing in the next issue of the American Submariner, the addition of a link to our Perch Base Constitution and Bylaws on the Procedures webpage, and posting of photos of the October general meeting, including the same photo of 4 past Western District 1 (AZ, NM) Commanders who were in attendance. Routine updates during the past month included updating the Sailing Orders page, Flash Traffics and meeting minutes uploaded, Lost Boat notices and Half Staff notices posted and links updated. Similar updates have been maintained on the Perch Base Facebook Page.

During October, there were 1,232 page views on the Perch Base website during 516 sessions by 326 users based on Google Analytics. These numbers seem lower than typical. Approximately 81% of the sessions originated in the US, 3% from the United Kingdom, 2% each from France and China and the remainder were widely scattered around the world. Approximately 33% of the U.S. based sessions were from locations in Arizona, which is assumed to come from our membership. 39% of the traffic was to the home page, 13% to the Glossary, 6% to the ASSM Construction page, 5% to the ASSM Opening page, and 2% to the Eternal Patrol page.

During the last 28 days of October, the new Facebook PAGE had 4 Actions (clicks on contact info or membership application button,) 91 Page Views (number of times a PAGE's profile has been viewed), 8 PAGE Likes, 264 Post Reach (number of people who saw any post at least once), 130 Post Engagement (the number of times people engaged posts through reactions, comments, shares and clicks), and 8 PAGE Followers (number of new people who have followed our PAGE.) There is too little run time to compare to previous months, but appears to be good.

Storekeeper – Marcus Hensley

Marcus was not present. Howard Doyle reported that the 2021 USSVI calendars have not yet been printed, but are on order by Marcus.

Secretary – Marcia Unser

Marcia was not present.

Events Coordinator – Don Unser

Don was not present. Howard Doyle reported on the following events:

March 21-26, 2021 – Western Region Roundup Reno
Silver Legacy Resort Casino

April 17, 2021 – Arizona Silent Service Memorial (ASSM) Dedication
Wesley Bolin Memorial Plaza

April 3, 2021 (date is tentative) - The Perch Base Annual Awards Banquet
Pebble Creek Clubhouse

August 30 – Sept. 4, 2021 – 2021 USSVI National Convention, Orlando, FL
No registration open yet

Past Commander – Chuck Emmett

Chuck was not in attendance.

Chaplain – Governor Joy

Governor Joy was not in attendance.

Commander – Howard Doyle Jr.

Howard encouraged Perch Base members to go see the Memorial, now that it's completed.

Treasurer – Joe Trotter

Joe was not in attendance.

OLD BUSINESS

None

NEW BUSINESS

Marion Cartland reported that the Pearl Harbor Day ceremony is likely to be virtual.

GOOD OF THE ORDER

The "Rattle the Can" bucket was passed around for the USSVI Charitable Fund.

BINNACLE LIST

Duane Lober
Mike Olsen
Ruthy Olsen
Joe Trotter

50/50

The raffle amount totaled \$61.00. Jan Van Horn won the raffle, which her half was \$30.50 and she donated her winnings to the ASSM.

ADJOURMENT

Benediction was led by Howard Doyle and adjourned at 1304 hrs.

Submitted:
Dan Marks for Marcia Unser
Secretary Perch Base