

SUMMARY

2024 was a productive year for RECOSA. In February, the board proposed significant changes in the bylaws to: provide clarification in the definition of members; include a definition of voting members; revise the process of conducting board elections; and, require a vote of the membership to conduct business of the organization. The changes to the bylaws were approved by the members at the March brown bag session. The changes allowed the board to design and conduct elections online. As a result of these changes, there were more than three

times the number of members voting in 2024 than at previous Annual Meetings. In October, the Board conducted a survey of members satisfaction with the Aetna Medicare Advantage insurance plan. Of the responses received, 70% were very satisfied, with many asking to keep the same contract in the future. The survey also mirrored public sentiment that prescription medications are a significant issue for retirees. The board also established individual recosa.org email accounts for each board member to conduct business as a representative of RECOSA.

2024 Board



Stephen Haney
Chair



Salvador Garza
Vice Chair
Marketing / Special
Events Lead



Diana Alcocer
Secretary



Lewis Andrews
Treasurer



Kevin Burton
Online
Communications /
Special Projects
Lead



Steve De La Haya
Board Member



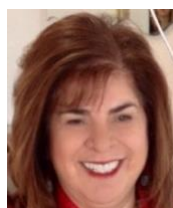
Martha Sepeda
Board Member



Michael Trainer
Legislative /
TMRS Lead



Frank Villani
Board Member



Liz Garcia
Ex Officio



David Lopez
Ex Officio



Rebecca Waldman
Ex Officio

2025-2026 BOARD ELECTION

For the 2025-2026 board election, there were a total of five positions with terms that expired December 31st, 2024.

A nominating committee consisting of Stephen Haney (Chair), Rebecca Waldman, and Steve De La Haya solicited statements of interest for board candidates from members. The nominating committee recommended the following slate of candidates. The election was

conducted in October, with the results announced during the November 15th Annual Meeting. Following are the board members elected:

Re-Elected Board Members



Salvador Garza



Lewis Andrews



Michael Trainer

New Board Members



Rosa Sanchez



Jim Thomas

These board members will serve two-year terms, January 1st, 2025 – December 31st, 2026. Liz Garcia, Martha Sepeda, and Rebecca Waldman will serve as ex officio board members. The board would also like to thank Diana Alcocer and Martha Sepeda for their contributions to the 2024-2025 board.

HUMAN RESOURCES COORDINATION

The RECOSA board worked with City Human Resources Dept. staff throughout 2024 to address benefit issues, and retiree questions and concerns. This included:

- met online quarterly with Human Resources to address issues and questions of concern, and to coordinate brown bag sessions
- briefed by Human Resources in August regarding the City's FY 2025 proposed budget, which included a 2.3% TMRs cost-of-living adjustment (COLA) for retirees, and no premium increases for 2025 healthcare insurance plans for both pre-65 and post-65 (Medicare Advantage) retirees
- contributed the "Words on RECOSA" columns by the RECOSA board chair for publication in the City's "Retiree Matters" newsletters
- participated in City's two "Pathway to Retirement" sessions in May and November to assist active employees with pre-retirement planning
- participated in the City's 2024 Annual Charitable Campaign

BOARD OUTREACH

RECOSA was busy throughout 2024 conducting outreach to retirees through various mechanisms. Some of the highlights were:

- conducted monthly virtual and in-person board meetings, as well as a board work session in December – retirees are always welcome to attend board meetings

- held four in-person brown bag sessions:
 - ❖ March 22nd – presentation by The Alzheimer's Association, San Antonio office on "*The Impact of Alzheimer's and Dementia on the Community*". A presentation on "*Fall Prevention and Reducing Your Risks*", nutrition handouts and blood pressure checks were provided by Methodist Healthcare. Proposed RECOSA bylaws changes were considered and approved by the members. The meeting concluded with door prizes.
 - ❖ June 14th – presentations by San Antonio Metro Health on innovative diabetes programs and presentations on the nutrition programs, "¡Viva Health!" and "¡Por Vida!". "Fun Events and Programming for the Summer and Fall" by the City's Dept. of Arts and Culture. A presentation by the City's Parks & Recreation Dept. on "Fitness in the Park / Get Fit SA". A presentation on Senior Center Updates and Programming from the City's Human Services Dept. The meeting concluded with door prizes.
 - ❖ August 23rd – presentations by the City's Budget and Human Resources Depts. on the City's FY 2025 proposed budget and benefits, as well as an Aetna representative to discuss programs and CVS over-the-counter (OTC) updates. The meeting concluded with door prizes.
 - ❖ November 15th – at the brown bag a presentation by Asst. City Manager, Lori Houston, on "Downtown San Antonio – What's New in the Alamo City"
- RECOSA's Annual Meeting was held in conjunction with the November 15th brown bag session. Presentations included the Annual Meeting report, the results of the 2025-2026 board election, and RECOSA and the City's Charitable Campaign. Over 20 individual door prizes donated by businesses and individuals were given away to retirees at the end of the meeting, including a silent auction for a pair of Spurs/Clippers tickets.
- 142 new RECOSA members were added for a total of 1,395 active members who are on our email audience list.

ONLINE COMMUNICATION

Email is the primary method RECOSA communicates with retirees. RECOSA doesn't communicate via mail to avoid postage costs in our solely donation-driven budget. RECOSA encourages all retirees to regularly maintain their contact information with RECOSA by

emailing us at info@recosa.org.

RECOSA continuously strives to provide its members and all retirees with timely and thorough communications regarding benefits and other information important to retirees. To this end, RECOSA maintains its website, recosa.org, and sends group email campaigns to retirees via Mailchimp. For 2024, RECOSA generated the following information as it relates to our online communications:

Retiree Benefit Matters Guides	73
Retiree Resources	64
About Us	59

Website Clicks Link	Clicks
recosa.org	384
majesticempire.com	40
sazootickets.parkezipay.com	38
ticketmaster.com/majesticempire	28
orlandoemployeediscounts.com	22
uscentral.atgtickets.com/online/sanantonio	18
fevo-enterprise.com/group/cosa	17
silversneakers.com	13
sanantonio.broadway.com/23-24_season	12

Stats	
Website Views	4,007
Website Visitors	1,888
Website Views per Visitor	2.12
Website Posts Published	28
Emails Sent	30

best website day: Tuesdays (34% of views)

Webpage	Views
Home Page / Archives	1,664
City Discounts and Offers for Retirees	582
City Contact List for COSA Retirees	205
"Retiree Matters" Newsletters	131
Board	97
Contact RECOSA	74

recosa.org Google Search Performance			
Month	Clicks (web)	Impressions (web)	Pages with 1st Impressions (est.)
Dec.	162	19,500	12
Nov.	102	10,200	24
Oct.	137	10,200	17
Sep.	114	9,920	29
Aug.	157	11,700	29
Jul.	94	7,160	31
Jun.	104	6,970	19
May	76	6,840	20
Apr.	120	8,010	35
Mar.	117	8,220	24
Feb.	239	11,100	16
Jan.	346	10,100	12

Date	Website Posts Subject	Views
12/26/2024	Aetna's Healthy at Home Webcast Network returns in 2025	4
11/12/2024	Reminder! Tomorrow is Deadline to RSVP for Friday's Annual Meeting	6
11/07/2024	Nov. 15 Annual Meeting 2024 Charitable Campaign	4
10/31/2024	2025 Retiree Benefits Guide 2025 Retiree Annual Enrollment and Info Sessions Nov. 15 Annual Meeting Nov. 2024 RECOSA Board Meeting	28
10/19/2024	2025 Retiree Benefits Guide 2025 Retiree Annual Enrollment and Info Sessions Latest Retiree Matters Newsletters Nov. 15 Annual Meeting RECOSA Board Election 2024 Charitable Campaign	34
09/26/2024	Oct. 2024 RECOSA Board Meeting Monday Deadline to Apply to Earn Property Tax Credit	7
08/30/2024	Deadline for Seniors to Apply to Earn Property Tax Credit with SAVES Program is Sep. 30	29
08/28/2024	Sep. 2024 RECOSA Board Meeting	14
08/20/2024	Now Accepting Statements of Interest for 2025-2026 RECOSA Board Election	3
08/16/2024	RSVP Now for Next Friday's Brown Bag	21
08/02/2024	Aug. 2024 RECOSA Board Meeting Aug. 23 Brown Bag	17
06/28/2024	Jul. 2024 RECOSA Board Meeting	3
06/07/2024	Jun. 2024 Retiree Matters Newsletter	12
06/06/2024	RSVP Now for Next Friday's Brown Bag	4
05/30/2024	Jun. 2024 RECOSA Board Meeting Jun. 14 Brown Bag	12
05/03/2024	May 2024 RECOSA In-Person Board Meeting	3

Date	Subject	Views
03/29/2024	Apr. 2024 RECOSA Board Meeting	12
*03/20/2024	YMCA Membership Update: New Rates and Expanded Access for COSA Retirees	61
03/20/2024	Unlock Savings on Property Taxes with the City of San Antonio's Free Workshops	2
03/20/2024	Join KSAT's Feature Story on the "Silver Tsunami"	4
03/20/2024	REMINDER! Deadline to RSVP for Friday's Brown Bag is this Wednesday Proposed RECOSA Bylaw Changes	5
03/13/2024	Mar. 2024 Retiree Matters Newsletter	4
03/08/2024	RSVP for Mar. 22 Brown Bag Proposed RECOSA Bylaw Changes 2023 RECOSA Annual Report	6
02/29/2024	Mar. 2024 RECOSA Board Meeting Property Tax Help News Story Participation	8
02/21/2024	Proposed RECOSA Bylaw Changes Mar. 22 Brown Bag City Manager's 5K Walk and Run YMCA Fee Increase	9
02/02/2024	Feb. 6 RECOSA Board Meeting	4
01/11/2024	Aetna Healthy at Home Webcast Network Series Starts Tomorrow Duplicate Jan. Invoicing from Aetna	17
01/03/2024	Jan. 2024 RECOSA Board Meeting	3

* most viewed post

Emails			
Date	Subject	Open Rate	Click Rate
12/26/2024	Aetna's Healthy at Home Webcast Network returns in 2025	563 (44.1%)	38 (3.0%)
*12/24/2024	A message from RECOSA...	731 (57.2%)	0 (0%)
11/12/2024	Reminder! Tomorrow is Deadline to RSVP for Friday's Annual Meeting	565 (45.0%)	11 (0.88%)
11/07/2024	Nov. 15 Annual Meeting 2024 Charitable Campaign	565 (44.9%)	21 (1.7%)
10/31/2024	2025 Retiree Benefits Guide 2025 Retiree Annual Enrollment and Info Sessions Nov. 15 Annual Meeting Nov. 2024 RECOSA Board Meeting	646 (51.3%)	63 (5.0%)
10/23/2024	We'd love your feedback!	547 (50.2%)	91 (8.4%)
10/22/2024	Post 65 Medicare Advantage Survey Campaign	631 (51.1%)	87 (7.0%)
10/19/2024	2025 Retiree Benefits Guide 2025 Retiree Annual Enrollment and Info Sessions Latest Retiree Matters Newsletters Nov. 15 Annual Meeting RECOSA Board Election 2024 Charitable Campaign	669 (53.2%)	115 (9.1%)
10/03/2024	Vote now in RECOSA's 2025-2026 Board Election!	572 (45.6%)	138 (11.0%)
09/26/2024	Oct. 2024 RECOSA Board Meeting Monday Deadline to Apply to Earn Property Tax Credit	612 (48.8%)	60 (4.8%)
08/30/2024	Deadline for Seniors to Apply to Earn Property Tax Credit with SAVES Program is Sep. 30	646 (51.9%)	86 (6.9%)
08/28/2024	Sep. 2024 RECOSA Board Meeting	570 (45.8%)	33 (2.7%)
08/20/2024	Now Accepting Statements of Interest for 2025-2026 RECOSA Board Election	586 (47.1%)	8 (0.64%)
08/16/2024	RSVP Now for Next Friday's Brown Bag	547 (43.9%)	48 (3.9%)
08/02/2024	Aug. 2024 RECOSA Board Meeting Aug. 23 Brown Bag	570 (46.2%)	36 (2.9%)
06/28/2024	Jul. 2024 RECOSA Board Meeting	552 (45.1%)	45 (3.7%)
06/07/2024	Jun. 2024 Retiree Matters Newsletter	599 (48.8%)	174 (14.2%)
06/06/2024	RSVP Now for Next Friday's Brown Bag	540 (44.0%)	15 (1.2%)
05/30/2024	Jun. 2024 RECOSA Board Meeting Jun. 14 Brown Bag	541 (44.6%)	40 (3.3%)
05/03/2024	May 2024 RECOSA In-Person Board Meeting	529 (43.8%)	43 (3.6%)
03/30/2024	CORRECTION: Apr. 2024 RECOSA Board Meeting	569 (47.3%)	22 (1.8%)
03/29/2024	Apr. 2024 RECOSA Board Meeting	556 (46.2%)	26 (2.2%)
03/18/2024	REMINDER! Deadline to RSVP for Friday's Brown Bag is this Wednesday Proposed RECOSA Bylaw Changes	493 (41.3%)	15 (1.3%)
03/13/2024	Mar. 2024 Retiree Matters Newsletter	621 (52.1%)	201 (16.8%)

Date	Subject	Open Rate	Click Rate
03/08/2024	RSVP for Mar. 22 Brown Bag Proposed RECOSA Bylaw Changes 2023 RECOSA Annual Report	537 (45.1%)	43 (3.6%)
02/29/2024	Mar. 2024 RECOSA Board Meeting Property Tax Help News Story Participation	570 (47.8%)	26 (2.2%)
02/21/2024	Proposed RECOSA Bylaw Changes City Manager's 5K Walk and Run YMCA Fee Increase	619 (51.8%)	87 (7.3%)
01/31/2024	February 2024 RECOSA Board Meeting	586 (49.7%)	0 (0%)
01/11/2024	Aetna Healthy at Home Webcast Network Series Starts Tomorrow Duplicate Jan. Invoicing from Aetna	527 (45.3%)	16 (1.4%)
01/03/2024	Jan. 2024 RECOSA Board Meeting	576 (49.5%)	43 (3.7%)

*most opened email

In addition to the recosa.org website and the use of MailChimp for our primary communication, RECOSA also had 11 posts on X (formerly Twitter) and 26 posts on Facebook.

checking and savings account held at Generations Federal Credit Union (GFCU). GFCU once again made the largest donation to RECOSA of \$4,700, earmarked for RECOSA's technology and annual meeting lunch costs. In addition, early member, George Whitfield, continued to generously support RECOSA with his recurring monthly donations.

FINANCIALS

For 2024, RECOSA's assets consist of a

FINANCIAL REPORT		
January 1, 2024 – December 31, 2024		
BEGINNING BALANCE JAN. 1, 2024		\$17,234
INCOME		
Individual Member Donations	\$839	
Business Donations	\$4,852	
Dividends	\$17	
TOTAL INCOME		\$5,708
EXPENSE		
Technology	\$2,967	
Administrative	\$194	
2024 Annual Meeting Member Luncheon	\$1,239	
TOTAL EXPENSE		\$4,400
ENDING BALANCE DEC. 31, 2024		\$18,542
NET INCOME (EXPENSE)		\$1,308
2024 IN-KIND DONATIONS AND CONTRIBUTIONS FOR DOOR PRIZES		
March Brown Bag	n/a	
June Brown Bag	\$970	
August Brown Bag	\$425	
November Brown Bag	\$1,904	
* 2024 TOTAL VALUE OF IN-KIND DONATIONS FOR DOOR PRIZES		\$3,299

* Only items with an established dollar value were included. In-kind donations, such as giveaway products with no established dollar value, were excluded in this total.

RECOSA ANNUAL MEMBERSHIP MEETING DOOR PRIZES/SILENT AUCTION

RECOSA was again fortunate in 2024 to receive

some 20 door prizes from over 15 generous donors to give away at the November 15th Annual Meeting/Brown Bag Session, held at the

San Antonio Central Library.

The door prizes ranged from individual items to gift cards donated by individuals and businesses. Some items were valued more than \$100.00. RECOSA appreciates the valuable

assistance of Human Resources staff, and board members Salvador Garza and Frank Villani.

RECOSA would also like to thank the following donors for their door prizes:

ACKNOWLEDGEMENTS

RECOSA's success in 2024 would not have been possible without the support and assistance of the City's Human Resources Dept., including: Renee Frieda, Director; Nathalie Bullock, Interim Asst. Director; Manny Espino, Benefits Administrator; David Whitt,

Wellness Manager, and other dedicated staff members. In addition to the City of San Antonio, RECOSA greatly appreciates the ongoing support of Generations Federal Credit Union (GFCU), and all those individuals and businesses who made contributions to support the organization.