

**PACIFIC COAST REGION
OF THE
NATIONAL MODEL RAILROAD ASSOCIATION
A California nonprofit Corporation**

Board of Directors Meeting
Wednesday, April 19, 2017, 1:00PM
DoubleTree by Hilton Bakersfield

MINUTES

Call to Order – Mr. MERRIN called the meeting to order at 1:05pm. All officers and directors were present. There were approximately 9 visitors.

Adoption of Agenda – The agenda reproduced herein was adopted by unanimous voice vote.

Approval of Minutes from Board of Directors Meeting. The minutes of the October 2016 Board meeting were reviewed and one correction was offered of an editorial nature. The corrected minutes were approved on motion by Mr. MARKOVICH and seconded by Mr. SKOLD. The motion carried by unanimous voice vote.

Officer's Reports

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| 1. President | Ed Merrin |
| 2. Vice President | Carol Alexander |
| 3. Treasurer | Bob Osborn |
| 4. Secretary | Chris Palermo |

PRESIDENT. Mr. MERRIN's report was distributed to the Board prior to the meeting. He noted that at the Business Meeting on April 23, members were scheduled to vote on a change to the Bylaws to designate division superintendents as Directors.

VICE PRESIDENT. There was no written report and no substantive update on in-progress projects.

TREASURER. Mr. OSBORN reported that checks to Divisions are forthcoming. He noted that no budget has been proposed for FY2018 (April 1, 2017 to March 31, 2018). MARKOVICH moved and SKOLD seconded to use the FY2016 budget (for the year ended 03/31/2016) for FY2018. OSBORN further reported that checking account processes for conventions have been smoothed out. Annually he will add the convention Treasurers to PCR's main account. There was debate about whether to have multiple convention accounts open at the same time and whether to require convention host committees to use the PCR's subsidiary accounts.

SECRETARY. No report.

Director Reports

1. Daylight Division – Dave Grenier. Mr. GRENIER provided a written report which was previously distributed. Their March meet was at a terrific venue (Kingsburg depot restored) but only drew 9 members. Clinics were good.
2. Coast Division – Frank Markovich. MARKOVICH provided a written report which was previously distributed. 80 members attended the last Coast meet, which was in a wet

winter and thus affected by the weather (usually about 105 of 400 members attend). Large auctions are a feature of meets. Mr. DOUG SMITH was elected Superintendent and formerly had served as Chief Clerk. Pete BIRDSONG did an excellent clinic. There have been two hands-on clinics recently which were sold out.

3. Sierra Division – Tom Van Horn. Mr. VAN HORN provided a written report. Sierra has been offering field trips recently rather than indoor events. Visited James Rail Car services in Chico, CA and viewed repainting covered hoppers. Layout tours included Mike ANDREWS in Yuba City which features 36x85 foot O scale layout with many prototype scenes. First weekend in November featured a series of layout tours in northern Nevada. International Railfair was well attended by 1300 people. On Feb 11, Sierra members were guests of Tidewater Southern Historic Society in Stockton. Contests are regularly receiving entries. May 12 meet is in Stockton and field trip is to Sacramento Model RR Society with operating session. For August, they are planning on Virginia City, NV in connection with V&T. There are geographical challenges in setting up meets because a large portion of members are on other side of Sierra. They are considering a sub division setup or using video.
4. Redwood Empire Division — Steve Skold. Mr. SKOLD provided a written report. RED continues to have a free meeting venue. SMART trains (Sonoma Marin Area Rapid Transit) will be the feature of their next meet. Sturgeon's Mill near Sebastapol will be featured as one exclusive tour site for 2018 convention and has an 1850s steam engine on site. RED is the host for the 2018 convention and planning is already underway.

Department Reports

1. Administration — Ed Merrin. MERRIN reported on the ballot experiment. He was reelected with 55 votes, ALEXANDER was reelected with 50 votes. The election results have been certified, and ballots were available for 90 days for inspection. MARKOVICH moved to destroy the ballots and VAN HORN seconded. Motion carried by unanimous voice vote.
2. Membership – Doug Wagner. WAGNER provided a written report but was unable to attend in person as he was running registration for the convention occurring at the same time as this meeting. Seven members were lost as of March 31, 2017, but five were deceased. MARKOVICH noted that Rail Pass signups rarely convert. BEN SEVIER (Guest, PSR member, NMRA National IT Manager) observed that at National, most of losses are death and non-renewal. National focus is on retention of existing members. CLARK KOONING (Guest, NMRA National VP Administration) recommended personal reach-out to Rail Pass buyers and invitations to meets. MARKOVICH observed that he and RONI LATORRES have done exactly that, and that contact in first 30-60 days is important. SEVIER observed that forthcoming IT system changes will cause sending emails about renewal 30 days before expiration. KOONING observed that National officers are aware of the need for greatest action and support at Division level.
3. Store Keeper — Ted Moes. MOES provided a written report in lieu of attending. PAT LATORRES received a box of DVDs of past clinics and other presentations that members can check out. SEVIER observed that these are available on the NMRA website. The HEINSOLM estate collection of 6-8 bankers' boxes was discussed, including disposition via eBay or Coast Division auctions; examples are Kato equipment from 1990s; a volunteer needed to dispose of it. The PCR Tabletop display is at LATORRES home.

4. Publications – Gus Campagna. CAMPAGNA orally reported that publications department is running smoothly. Has not seen Modern Litho contract for Branch Line but believes terms to be reasonable.
5. Convention – Ray de Blicek. DE BLIECK reported on multiple conventions in process.
 - 2017 (Daylight) – registration at 160, a little lower than usual. Financially it is expected to run in the black although some items are close calls.
 - 2018 (Redwood Empire) – convention committee is running well and is of high quality. Plans are well underway. Registration forms were distributed.
 - 2019 (Sierra) – 21st Century Limited is sponsoring PCR 75th anniversary convention (this one). Location will be settled by the mid-year Board meeting in October. Looking at South Bay location and possibly a Sacramento location.
 - 2020 (Coast) – Planning has not yet started.
 - 2021 National (Coast – Santa Clara, CA) – At Santa Clara Marriott Hotel and Convention Center next door. Should be well attended.
 - There was brief discussion of future National convention locations. 2017: Orlando. 2018: Kansas City and layouts look remarkable. Outreach to Rail Prototype Modelers has started. 2019: Salt Lake City. 2020: St. Louis. (CHECK) 2022 National Convention will be in Birmingham, England. 1-week pre-convention in Wales under planning. Post-convention week also under planning.
 - VAN HORN raised questions about costs of regional conventions and whether to use a venue other than a hotel. DEBLIECK advised that the decision had been made several years ago to offer registration fees that combine convention charge with meals. A Santa Rosa mini-convention was held outside a hotel over a 3-day weekend and used minimal rooms in a community center at no cost, under an unusual coincidence that permitted no payment, but it was cramped for contest etc. The main issue with not using hotels is that meeting space anywhere is no longer free and costs thousands to arrange for the typical convention.
6. Contest – Guiseppe Aymar MMR. AYMAR provided an oral report. Photo racks have become unusable because of size and storage issues. Too cumbersome. Looking for replacement solutions.
7. Achievement Program – Jack Burgess. No report.
8. Non-Rail Activities – Mary Moore-Campagna. MOORE-CAMPAGNA provided an oral report. She recounted the origination of non-rail activities and participation of non-rail attendees and described the current situation of same. She recommended retaining a non-rail program despite social changes among the membership. A Branch Line article to solicit a volunteer will be considered. SEVIER described non-rail experience in PSR. MOORE-CAMPAGNA tendered her resignation, which the Board regretfully accepted. She suggested that PCR should continue the program. MERRIN suggested changing the rostered position to VACANT. There was brief discussion of the proper designation for non-modeler participants such as Family Member, Co-Rail and so forth.

Old Business

1. Status of Convention Manual Update - Carol Alexander, Ray de Blicek
No progress on manual to report.

2. Status update on the new PCR logo - Carol Alexander. ALEXANDER said that drafts of a new PCR logo are done, and will be forwarded to reviewers in the next couple of months.

3. Update on Electronic Balloting - Ed Merrin. MERRIN reported on current evaluation and who would coordinate it. A volunteer is needed to operate the system once per year. There was discussion about the pros and cons of using the system. MARKOVICH moved that the Board adopt changes to the Manual of Operations to change references from mail to email for ballot communication and use the ElectionBuddy or a similar electronic voting system effective immediately; SKOLD seconded. There was discussion of who should be responsible for running online elections. The motion PASSED unanimously by voice vote.

MEETING RECESSED at 3:10PM.

4. Update on Build a Memory and other recruitment ideas - Frank Markovich. MARKOVICH is looking for volunteers to take over the project. He is planning a display at the Los Altos History Museum. So far, BAM has been handled only in the Coast Division and he is hoping that another division would take over.

5. Bay Area Prototype Modelers Meet. PAT LATORRES reported that PCR has been added to BAPM website home page. PCR is a co-sponsor of next BAPM. Members will be displaying models. Region will be showing a marketing display.

New Business

1. Constant Contact for e-mail campaigns – brief review of data from four (4) recent campaigns – Chris Palermo. PALERMO reported on use of CC for email with over 50% open rate and 85% open rate for self-selected participants (convention registrants) and 5% to 8% click rate. Could be used for meets, mid-year meeting, etc. Could possibly used for Branch Line. There was some discussion of cost issues.
2. Scratchbuilding Video Webinar – Chris Palermo. PALERMO reported briefly on initial efforts to do video webinar on wood structure scratchbuilding.
3. Photo racks for contests – Ed Merrin, Giuseppe Aymar, Carol Alexander. MERRIN, AYMAR, ALEXANDER reported on problems with existing photo contest display racks and suggested alternative display options including portable hook-and-loop display boards, easels. The Board informally agreed to discard the existing wood racks and to seek another solution between now and the 2018 convention. There was discussion of who would have custody of future racking between conventions. The Board requested AYMAR and ALEXANDER to provide proposals by the October meeting.
4. Tracking member status – Ed Merrin. MERRIN reported that certain people identified in insurance certificates and suggested for awards were no longer members. MERRIN asked all Division leaders to be alert for those who are seeking office or significant responsibility to check membership status.
5. Cosponsoring Sacramento Narrow Gauge Convention – Frank Markovich. MARKOVICH reported that this convention had requested co-sponsorship. NMRA logo would be displayed. September 2019. Staffing a table would be required.

MARKOVICH moved that the Board to co-sponsor the 2019 Sacramento National Narrow Gauge Convention. VAN HORN seconded. MOTION PASSED by unanimous voice vote.

6. PCR booth at 2021 National Train Show – Frank Markovich. MARKOVICH volunteered to act as leader of an effort to provide a recruitment booth while noting that he cannot work the entire time himself. DEBLIECK suggested that PCR members offer to staff the NMRA National booth. An initial call for volunteers was made.

Announcements

1. DON FOWLER of PSR addressed the Board. (a) He announced their membership drive contest in which a \$500 cash prize will be awarded to whoever in the Region brings in the most new members, with 10 minimum. Divisions will offer \$250 for similar recruitment in divisions. Goal is to increase membership by 50 persons. (b) PSR will offer grants on application for divisions to promote model railroad activities. Expected \$2500 level, receipts will be required. (c) For Ontario meet, PSR is doing a 4-part Intro to Model Railroading course for adults to provide guidance. ONTARIO MANIFEST, 13-16 September 2017 is their next convention.
2. STEVE SKOLD noted that the Rohnert Park room rates are \$169/night for pre-booking at hotel block. Rate is partly because the convention is over a weekend near wine country.

Date of Next Board Meeting

The Board agreed to hold its next meeting SATURDAY, OCTOBER 21, 2017, 1:00PM.

[In June 2017 it was announced the location will be: Northwestern Railroad Historical Association, Hogart Memorial Library and Archives, 1364 North McDowell Boulevard, Petaluma]

Adjournment

GRENIER moved to adjourn the meeting. MARKOVICH seconded the motion. Meeting ADJOURNED at 4:28PM.