

BAGRS Board Meeting – 4 April 2009

10:05 AM meeting called to order

Board members present:

- Don Watters, Russ Miller, Chip Gierhart, Nancy Norris, Ray Turner, Frank Lucas, Johannes Hoech

Topics:

- February Minutes:
 - Johannes read the Feb Minutes which were unanimously approved
- Live Steamer Report (Richard Murray):
 - Richard presented their report
 - He mentioned the Live Steamers were discussing to hold steam-ups for BAGRS only in the next 3 months
- Membership Report (Frank Lucas):
 - Frank presented a new postcard to be presented at public events
 - Frank wanted and received the permission to dump the old tri-fold brochure
 - **Chip** will distribute 1,000 new B&W and color postcards; the color ones are for train shops only
 - PLEASE FIX THE TYPO IN THE LAST WORD ON THE CARD
 - As of April 4 we had 260 paid up members
 - We gained 12 new members since February 09:
 - 5 rejoined and 7 came from other sources (Hobby Shop – 1, Live Steamers – 1, GRR Magazine - 1, etc.)
 - Frank asked for a big push to make sure the club creates a positive impression at open houses
 - E.g. his visitors from Scotland had a great time
- Treasurer's Report (Chip Gierhart):
 - Chip provided the April financial report:

- Loss of \$1,740 (Revenues \$3,706 minus Expenses \$5,446)
 - Forecasted revenue for the year is \$9,170 (i.e. 262 members at \$35)
 - Interest income should be \$2,500
 - Chip believes we'll have a \$1,000 cushion only and asks to make sure we don't incur unforeseen / unannounced expenses
- He mentioned that our insurance only covers members at the monthly open houses
- **Chip** asked for a motion to contact a lawyer to investigate 501C3
- Vice President's Report (Russ Miller):
 - Newsletter:
 - The newsletter has a new format
 - We can publish Shortline Appearances if they notify Russ in time
 - **Nancy** offered to manage events section of website
 - Shifting ordering of merchandise to CafePress
 - 2010 Meeting Options:
 - Preferred: Tents at Conservatory in GG Park, only catered lunch
 - Other options: Jeremiah O'Brien Liberty Ship at Pier 41 in San Francisco, or Hiller Aviation Museum in San Carlos
 - **Russ** will check out these options
 - 2011 Regional / NMRA Convention:
 - This will be a big draw, any and all railroad types will want to be part of the Sacramento convention
 - They would like us to be there
- Scheduling Coordinator's Report (Ray Turner):
 - Current info is in T&T
 - The April meeting has a plant clinic by Nancy
 - 5 or 6 layouts will be open in Marin in third weekend in May

- Maybe combine with miniature plant kingdom
 - It was suggested to have extended and/or staggered hours to allow visitors to visit all the sites
 - Only BAGRS members can show layouts
 - The mega-weekend is scheduled for July
 - BBQ in Tilden Park, the live steamers will be there
 - Several ideas were discussed around open houses:
 - Add more intra-district open houses per season to show more layouts?
 - Have off-weekend / open house opportunities for layouts to be shown?
 - Offer ride sharing boards within the district (**Frank** will write something up around this topic and share with the board)
- Baggage Car (Dennis Mack):
 - We made about \$324 off of the Baggage Cars
 - The plan is to just go to embroidered Polo shirts, T-Shirts and Caps
 - And the plan is to auction all the remaining inventory off at the summer picnic
 - **Jennifer** will look into ramping up CafePress when inventory runs out
- Public Outreach (Nancy Norris):
 - Nancy presented an inexpensive train kit where kids can put together a very cheap locomotive
 - Aimed at very young kids
 - Still in prototyping stage, looking for feedback
 - The plan is to use them as promotional items for outreach purposes
 - The plan we discussed was to do 50 funded prototypes, have kids come to layouts
 - And Nancy discussed an “Outreach Trailer” proposal:

- She presented and handed out a concept description
 - In the May newsletter there will be an article about it to spur community interest to make it a team project
 - Chip motioned to make this year's and last year's budget amount available as a construction budget which led to some discussion and finally resulted in this motion that was passed:
 - **Nancy** and **Chip** will create a bottom-up construction and operational budget, as well as a proposal for a longer-term maintenance plan
- Market Segmentation / Analysis (Johannes Hoech):
 - Johannes presented the questionnaire and promised to mail a blank version to all callers
 - The following folks agreed to make 3 to 5 calls each to existing members, past members, and never-been-members, greenfield targets in roughly equal proportions: **Nancy, Don, Chip, Frank** and **Johannes**

Next Board Meeting:

- Will be held at Dwayn Hyer in Scotts Valley on June 14 at 10am 'til 12 noon.

Adjourned at 12:15 PM