

## **BAGRS Board Meeting – 18 April 2010**

9:57 AM meeting called to order

### **Board members present:**

- Russ Miller, Chip Gierhart, Frank Lucas, Nancy Norris, and Bob Evans
- Non-Board Members: Richard Murray, Dennis Mack, two new members from Los Osos

### **Topics:**

- Secretary's Report: Minutes:
  - Since Johannes was absent, Russ read the minutes from the February 20, 2010 board meeting, which were approved
- Membership Report (Frank Lucas):
  - Frank recapped latest membership numbers
  - We're again 263 paid up members vs. 250 last year at this point. High % renewals from last two years.
  - Action Items:
    - None
- Treasurer's Report (Chip Gierhart):
  - Annual Meeting Results:
    - Lost \$400
  - Financial Condition:
    - Chip explained background and details, with this summary of 3 Bank of the West accounts, totaling \$177,203.71
    - 1/1/2009: \$5700.07 12/31/2009: \$8729.06
    - We have 263 members paying \$35 dues
    - We have two CDs where we keep funds for support future efforts such as hosting conventions. They earned \$1959.41 last year
    - This year, we expect our major expenses to be:

- \$260 each month for postcards such as this;
  - \$1500 on liability insurance;
  - \$1000 on DMV fees and trailer insurance;
  - \$500 on publicity printing;
  - \$700 on website fees;
  - \$2000 one-time on outreach (garden RR trailer)
- 2010 Budget Outlook:
  - Fixed Costs:
    - \$1,430 Insurance
    - \$220 / mo for postcards
    - \$600 trailer insurance / steamers, and Nancy
    - \$50 / mo Website
    - \$50 / mo Phone number
  - Trailer CapEx: \$2,000
  - Website 1,000 unique visitors per month, Denise Pitsch revamping navigation way to navigate site
- Action Items:
  - Create newsletter article (**Chip**)
- Live Steamer Report (Richard Murray):
  - Great annual meeting, a real success
  - Action Items:
    - Need trailer parking spot (**Richard**)
- Scheduling Coordinator's Report (Richard Murray standing in for Ray Turner):
  - Topics: 2010 Schedule, Mega Weekend, New District Superintendents
  - On April 13 Ray wrote: "I'll be out of town Sunday morning so can't be at the board meeting."

1. Since Richard Murray will be at the board meeting and he is planning the Mega weekend, I asked him to give a status update
  2. Dart has scheduled a social hour ending the May tours. It will be at a new member's house at the Southern end of the tours providing convenient departure for the Golden Gate or Richmond-San Rafael bridges
  3. The June tour will be South County RR days and ends at 4PM. I think it would be nice for BAGRS members to meet from 4-5 at a local Morgan Hill/Gilroy (northern-most RR open) Pizza parlor - no host, of course. If you agree, I'll plan it with Dale
  4. The July tour will be in Santa Cruz environs. If the social is well received in San Rafael, I'll plan something with Duane
  5. August is the Mega Weekend.”
- These additional comments were made
    - San Mateo Central Park
    - Kiddie RR Ride
    - Japanese Tea Garden
    - Plant Sale Volunteers
    - Approx. want \$10 per head
    - Potluck Format
  - Action Items:
    - None
  - Public Outreach (Nancy Norris):
    - Trailer Budget Update:
      - Another \$2K needed for rest of year to complete
    - Work Progress:
      - Good progress thus far
      - Lots of volunteers and “consultants”

- Radio Interview scheduled with Dale McAnaly
  - Schedule for Completion:
    - Should be ready for prime time the end of summer by the Mega Weekend
  - Action Items:
    - None
- Baggage Car (Dennis Mack):
  - Online ordering, costs and samples:
    - On April 12 Dennis Mack wrote: “Here is a brief report on my research for online baggage car ordering. First off I have not found a specific vendor that will give us a full selection of gear in our Forest Green color. Almost all of the print “one at a time” vendors will not print on the forest green shirts at quantities of one:
      - The only one that will is [www.zazzle.com](http://www.zazzle.com). Their Forest green shirts are pricey for single quantities and Zazzle will not do a larger embroidery
      - [www.corporatecasuals.com](http://www.corporatecasuals.com) will not print on a Forest green tee shirt but have a good selection of gear to embroider and their embroidery looks good and they will embroider single quantities. I have not found the best hat yet from corporate casuals but I am working with them on finding the hat we want
    - Both of these stores will let us setup our store on their system with a link on our web site. I will have a pricing break down sheet at the board meeting.”
  - Go with corporate casual look, no T-Shirts, only Polos and hats
  - Action Items:
    - None
- Newsletter (Russ Miller):
  - Readership numbers and Feedback:
    - 50% of members look at newsletter

- Action Items:
  - None
- Vice President's Report (Bob Evans)
  - 2011 Annual Meeting:
    - One day meeting
    - Small room, good conversations
    - No hotel
    - Potluck
  - Action Items:
    - None
- Market Segmentation Report (Chip Gierhart standing in for Johannes Hoech):
  - A “Marketing Segmentation Report Implementation Team” has been formed, the members include: Don Watters, Chip Gierhart, Ray Turner, Tim Csabanyi, and Johannes Hoech
  - The first meeting was held on March 3 and the discussion was focused on figuring out tactical ideas for implementation that capture the gist of the Marketing Segmentation Report recommendations
  - Many useful ideas were discussed and at the end of the meeting, we prioritized the following items as being worth implementing:
    - Efficiently Recruit More New Members to BAGRS:
      - Work with model trains retail outlets to place cards, do joint PR, and schedule joint events
      - E.g. do clinics at store, or schedule live steamers in parking lot
    - “Seeing Trains” - Improve Visits to Open Houses:
      - Find a factual way to accept / publish members’ (sanitized) online comments on layouts as a way for folks to inform themselves about a layout before driving to see it; e.g. add photos, factual info about the layout, the owner’s self-description, etc.

- Ensure District Superintendents verify that a layout is “public ready” before scheduling open houses there
      - Match layout level of expertise to targeted market segments, i.e. indicate a what level of expertise is required for a particular layout so visitors can self-select in terms of what they’re most interested in learning
    - “Meeting People”:
      - Create district-specific functions / events
      - Intra-district activities
      - Offer social networking function on our web site where folks can share questions and answers or just general information, exchange comments and impressions, meet folks of similar interests in similar geographies, etc.
      - Add interest profiles on website for members to indicate what they like so others can find people with similar interests
    - The next meeting will be scheduled for May
  - Action Items:
    - Two non-color postcards for Outreach and train stores (**Johannes** to do design and production)
- Old Business:
  - Conservatory of Flowers, next year? Take down (Chip Gierhart):
    - No vote yet, board sentiment negative
  - 2011 West Coast Regional - Committee formation (Russ Miller):
    - No comments
  - Updates to Bylaws - Term Limits (Bob Evans):
    - Modernize, legalize By-Laws, change language
  - Action Items:
    - None
- New Business (Russ Miller):

- Get ready for Maker's Faire
- Action Items:
  - None

**Next Board Meeting:**

- On June **TBD** from 10am 'til 12 noon at **TBD location** during one of the open houses

**Adjourned** at 11:50 a.m.