

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

Minutes of the Board of Directors Meeting

Wednesday, April 4, 2018, 1:00PM
DoubleTree Hotel by Hilton Sonoma Wine Country
Rohnert Park, California

Call to Order – The meeting was called to order at 1:06PM by Dr. Merrin. All Board members attended, plus the Storekeeper, Ray de Blieck (Conventions), Neil Fernbaugh, Pat LaTorres, and Dave Connery MMR.

Adoption of Agenda -- There were no changes and the agenda was adopted.

Approval of Minutes from prior Board of Directors Meeting – The minutes of the October 2017 meeting were reviewed and a minor correction to an ElectionBuddy item was made. The minutes were adopted by unanimous voice vote on motion by MARKOVICH and seconded by SKOLD.

Approval of Minutes from prior Business Meeting – This was deferred to Sunday's business meeting.

Officers' Reports

1. President, Ed Merrin. There were no comments beyond the written report that was previously circulated to the Board.
2. Vice President, Carol Alexander. There were no comments the beyond written report that was previously circulated to the Board.
3. Treasurer, Bob Osborn. Mr. Osborn circulated a written report and explained it. The region showed a \$7,000 loss for the last fiscal year but was still ahead of budget by over \$500. The region's cash position is good and he was about to deposit \$40,000 in CDs at Everbank, which is owned by TIAA. The CDs will be set up as a ladder, and as they mature they will be cashed in for 1-year CDs; he is expecting about \$750/year in interest and there is potential for \$1,500/year with increased interest rates. A budget for FY ending 3/31/2019 and similar to the FY2018 budget was proposed. SKOLD moved to approve the 2019 budget, MARKOVICH seconded; motion passed by unanimous vote.
4. Secretary, Chris Palermo (*no report*).

Directors' Reports

1. Daylight Division, Dave Grenier. See written report. Two meets were held since the last Board meeting.
2. Coast Division, Frank Markovich. See written report. Division financial position is strong despite the number of people who are buying at auction for internet sales. Coast auction continues strong and there have been good clinics. Some recruitment activities have been done but more can be done.
3. Sierra Division, Tom Van Horn. Have been combining field trips with meets. Next meet May 12 in Chico includes museum visits and op session. Has geographical challenge of members in Reno and elsewhere. Seeking new Superintendent for fall 2018.

4. Redwood Empire Division, Steve Skold. Treasury has gone from \$1,500 to \$5,500 by not printing its Callboard publication and having over 90% people receive it online. Maintaining 140+ members steadily.

Department Reports

1. Administration, Ed Merrin. See President's report.
2. Awards, Ray de Blieck. Seeking new fabricator of award plates because of passing of Kermit Paul. Ray suggested that the best option is to find someone who owns a laser engraver.
3. Storekeeper – a written report was circulated and there were no material events to discuss.
4. Election and ballot report, Jim Providenza; Ed Merrin. First ElectionBuddy election operated well despite numerous members not having e-mail. 777 eligible voters had email addresses; 20 bounced and phone follow-up will be needed. 38% rate of response to balloting compared to 10% for paper voting. 133 eligible voters didn't have emails so a letter was sent to them; 3 responded with emails; 14 returned ballots (11%). After convention, action will be taken to try to collect email addresses from the remaining 129 members. Considering a Branch Line article and will contact Ed and Chip.
5. Membership, Doug Wagner (*absent; no report; advised that all relevant data has been published in Branch Line*). A volunteer was requested to assume chair of membership activities.
6. Publications, Gus Campagna. No report as Gus was working convention registration.
7. Convention – This position was vacant at the time of the Board meeting but outgoing chair Ray provided a report. He recommended discontinuing the use of a single registration fee that includes breakfast, banquet or other items and making everything an added item. (*Note: Many other issues relating to conventions are set forth in New Business below*) Dave Grenier tendered his resignation as webmaster for convention websites which was accepted by the Board with thanks for his many hours of prior service; he will continue to manage the regional website. The future convention schedule is:
 - 2018 (Redwood Empire)
 - 2019 (Sierra). Investigating McClellan convention facility at Sacramento.
 - 2020 (currently scheduled for Coast). Brief discussion of changing to Daylight division and possible venue in San Luis Obispo, Paso Robles, avoiding Cal Poly graduation.
 - 2021 Regional. Brief discussion of holding regional convention in Coast as a mini because National is the same year.
 - 2021 National (Coast – Santa Clara, CA)
 - 2022 (currently scheduled for Daylight)MARKOVICH moved that the Board resolve to hold the 2020 convention within Daylight division and 2021 mini meet in Coast. ALEXANDER seconded. Motion passed unanimously.
8. Contest, Guiseppe Aymar. GA reported that current contest is running smoothly. GA tendered resignation as Contest chair. Mark Poggendorf has been appointed to run Contest department in the future.
9. Achievement Program, (Jack Burgess). No report.
10. Non-Rail Activities, (vacant)

Old Business

1. Convention Manual Update - Carol, Ray (*Note – Draft was attached to Board package*). See written draft that was circulated by email. Comments were invited from Carol before the next Board meeting.
2. New PCR logo – Carol. Proposed 3-color logo was shown and received positive response. Palermo volunteered to check on TM licensing with Union Pacific.
3. Electronic Balloting – Ed. The \$90 ElectionBuddy fee has been moved to the FY2019 budget as a recurring line item.
4. Build a Memory – Frank, Chris. Has been unsuccessful in finding volunteers to take over to bring layouts to shows, setting up, and being there all weekend to answer questions. This item will be dropped from future agendas.
5. Photo racks for contests – Ed, Giuseppe, Carol. New racks have been purchased and set up at the convention and used successfully. *Close this item.*

New Business

1. Installation and welcome to elected Directors from Divisions.
2. Future conventions – Ed, Frank, Chris, etc.
 - a. *Convention setup becoming more difficult. Do we go to mini-meets? Do we pair up with other events? Brainstorm session on what to do - particularly with next year.*
 - b. *See attached benchmarking report (data gathered by Chris)*
 - c. *See attached memo (views expressed solely by Chris)*

MARKOVICH proposed forming a convention working group to make a proposal to the Board. There was discussion of separating the hotel(s) from the convention site, using Veterans' Halls, fairgrounds, or the like. There was discussion of food & beverage costs and separating them from the registration fee, using outside caterers, food trucks, etc. There was discussion about what effect changes would have on the overall convention experience. There was discussion about communicating to the general membership via a Branch Line article or similar. PALERMO, ALEXANDER, deBLIECK and FERNBAUGH to work on committee.
3. Outreach and pairing – Frank

What can we do to reach new members? GTE is just one venue but there are others. Would be good for someone to contact the local stores to see about getting a NMRA discount going with the local stores.

Posting. Marketing plan? Delegate to Divisions? Prepare flyer about NMRA discount program. There was a suggestion for a member survey of occupation, education or talents.
4. Make and take activity at future conventions – Frank

Open to both members and non-members – Frank willing to lead a group to setting this up.

There was discussion of adding this as a discussion item for the convention working group and to position this as promoted to non-members. Examples include the Arduino clinic and these could be held either for divisions or region.
5. Cybersecurity – Ed Merrin reminded the Board that information on the Callboard may have been harvested and is being subjected to misuse in phishing e-mails. Any message that is short and cryptic, or related to funds requests, should be viewed with suspicion.

6. Vacancies in committee positions and others – Ed Merrin noted that Membership Committee, Non-Rail Chair, and Convention Manager are open for appointment. Ed has leads on Membership and Convention but needs volunteers for Non-Rail.
7. PCR Positions Database – Chris briefly noted that Tom Crawford has passed to Chris the custody of an MS-Access database having records of past positions held by members.

Announcements

Date of Next Board Meeting

Date: October 20, 2018

Location: (tentative) Red Lion Hotel, McLellan (Sacramento), CA – 1pm

Adjournment at 3:45PM. MARKOVICH moved to adjourn.

Respectfully submitted,

Christopher J. Palermo
Secretary, PCR

DRAFT