

**PIEDMONT DIVISION
BOARD OF DIRECTORS MEETING REPORT
April 13, 2010**

Board of Directors Meeting

Meeting called to order at 6:00 p.m., Old Hickory House, Northlake Pkwy, Tucker, GA, by Howard Goodwin, Superintendent.

Board Members Present as taken from the sign-in sheet (11): Scott Povlot, David Gelmini, Gary Jarabek, Howard Goodwin, Rick Coble, David Gilly, Scott Chatfield, Mike Deaton, Joe Sullivan, Bill Zawacki, Charlie Crawford

Absent (3): Chris White, Bob McIntyre, Ovidiu Trifanescu

Quorum Present

Committee Chairs, Division Members, and Visitors Present as taken from the sign-in sheet (29): Fred Coleman, Paul Voelker, Perry Lamb, Joe Nichols, Sr, Del Kittendorf, Diane Kittendorf, I.D. Jackson, Rob Dodds, Jim Travis, Louie Gomes, Rick Wade, Joe Gelmini, Ed Laity, Robert Hunt, Pete Silcox, Peter Youngblood, James Deaton, Mike Scupin, Robert McKown, Ron Gough, Tom Banks, William Fisher, William Smith, James Wolf, John Travis, John Stevens, Tom Banks, Len Polinsky, John Blanchard

Officer and Director Reports

Administration—Rick Coble (report submitted in advance)

The March Minutes was approved.

Rick distributed proposed by-laws changes via e-mail prior to the April meeting. *See Old Business.*

Rick also proposed publishing "limited" BOD MEETING MINUTES on the division website. *See New Business.*

Finance—Chris White (Report summary submitted in advance)

The March Financial Report was approved.

Chris distributed a copy of the March 2010 Financial report prior to the BOD meeting and added the following comments:

We had an extremely high activity because of the 2010 Train Show.

I do not want to steal Joe Gelmini and his Committee's thunder, but I do want to offer my sincere congratulations on the unbelievable success of this show. I have recently been reminded a number of times that, last year, I was the lone Board Member to vote against the move to the Galleria in 2010. I voted because of my personal concern that activity would be considerably reduced because of the severe economic climate. Obviously, model railroading is an economic "reverse" indicator! When they are poor and laid off and have very little spare cash, they can still afford a ticket to a Train Show and also make our vendors extremely happy. *Mea culpa, mea culpa.*

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Finance - continued

I have also attached another Excel spreadsheet that compares the results of this year's show at the Galleria and the 2009 show at the Cobb Convention Center. These numbers are extremely interesting. We all fully expect that the Galleria is a far superior venue - but we pay a premium for this improvement.

I am sure Joe will give you additional information at the Board Meeting and much is already included in the recently received 2Q Timetable.

We had very minimal activity other than the Train Show for the month:

- Income for Division clothing
- Misc Income, including March Division meeting raffle ticket sales, and sales of Bob Woods DVDs at the Train Show.
- Training Camp expenses for Ovidiu T. and a small bill from Trainmaster.
- Minor expenses for Bob Mc for mailing expenses for the Achievement Award program.
- Misc expenses for charges for a NSF check at the Train Show.

Operations—Charlie Crawford (report submitted in advance)

- Clinics set for 2010.
- Open House layout tours nearly complete for 2010.
- Still waiting for some owner's confirmations.

Membership – David Gilly (report submitted in advance)

March 2010 attendance was 105, including 2 visitors. 12-month meeting attendance average is 98; 24 month is 93.

New Members – 10, including 3 SouthErneR subscriptions. Two were Rail Pass memberships.

Total new members for 2010 - 16.

David sent a spreadsheet with attendance figures back to 2005.

Committee Reports

Achievement Program—Bob McIntyre

Peter Youngblood's MMR plaque will be presented at the general meeting.

Peachtree Express— Bob McIntyre

No Report

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Piedmont Pilgrimage— Bob McIntyre

No Report

Member Aid— Bob McIntyre

No report

Advertising and Promotion/Division Apparel—Gary Jarabek (Report submitted in advance)

Advertising:

Monthly Meetings

Scale Rails submitted through September Issue

Railroad Model Craftsman submitted through September Issue.

Trains.com submitted through September 2010

Auction

Trains.com

Scales Rails: August

Railroad Model Craftsman: August

Company Store:

There are only med and XL of old style short sleeve polo shirts left to sell. These will be sold at \$28.00.

New polo shirts in stock at the price of \$33.00, no XL or med in stock.

Complete size range of long sleeve denim shirts.

There are 2 vests left.

Caps are also in stock.

Mugs will be distributed to new NMRA members.

2010 Train Show –Joe Gelmini (Report submitted in advance)

- The 2010 train show was our most successful ever, profitable with total attendance of 5,580 (3,685 paid adults). It is felt this increase is due to expanded advertising and a more attractive and centrally-located facility.
- Given our success with this year's show, we have contracted to hold the 2011 show at Cobb Galleria Center the weekend of March 19-20.
- The committee held a de-brief meeting April 3 to discuss a budget for 2011 and other improvement areas for future shows. An initial budget for the 2011 show was prepared (copy attached). Other expenses should be close to 2010 levels. Gate estimate is conservative at 3000 paid adults. This due to uncertainty of whether 2010 is a "typical" show at Galleria or an aberration. We need at least one more year at Galleria to better estimate expected gates for future shows.
- The committee has received payments for table sales at the 2011 show.

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2010 Train Show - continued

- Cobb Galleria staff notified Joe that the World's Greatest Hobby show will take place at the Galleria during February 2011. The committee discussed the impact on our show and moving our show to a later date. It was decided that the WGH show will be a plus for our show by raising the interest in newcomers to the hobby. Many of those newcomers will attend our show in March.
- Other recommendations for BOD consideration:
 - We recommend **discontinuing** hosting a division model contest as part of the annual train show. This frees up space for more vendor tables and prevents tying-up many key show volunteers who are also contest judges. An alternative is moving the contest to the March division meeting. Joe will discuss with Bob McIntyre.
 - We request the BOD consider funding a test track to be used at the train show and our division auctions. An alternative is to borrow the test track owned by Trainmaster Models. Joe will investigate.
 - We recommend installation of the software used for White Elephant sales on the division laptop.
 - We recommend the BOD explore a permanent storage area for the Kid's Layout and someone to be in charge of it. The future BSA switching layouts storage area at the Southeastern Railway Museum may have adequate space for the Kid's layout.

Good and Welfare –Joe Gelmini (Report submitted in advance)

Get well cards were sent to Revis Butler (stroke) and Bob McIntyre (meningitis).
Milestone birthday letters sent from SER G&W chair to Larry Bishop and Peter Pillar

Division Video Library-Joe Sullivan

No report

Division Book Library-Stephen Leydon

- The Library is alive and well. More books were checked out last month than returned which is a good. The newly acquired books were picked up very quickly.
- One book was mistakenly returned to the Gwinnett County library system, but was recovered by the sender and subsequently returned to the library.
- Last week I received a very large donation of back issues of Model Railroader magazines (~300). I am in the process of cataloging them and hope to have a more detailed report next month.

Timetable-Rick Coble

The Q3 Timetable deadline is June 9, 2010. Rick will contact chairs of committees with activity during the quarter about articles covering those events.

Rick needs a count of Timetables needed for events during Q3. Our current printing level is fairly tight, with very few "extra" Timetables. If additional Timetables are needed, Rick needs to know.

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Website-Scott Povlot (Report submitted in advance)

March 2010 Total page requests: 17,834

Scott reports that the website has been under an attack. This may be due to some security problems he is having on his personal machine. So far, the attack seems to be an irritation that does not adversely affect users viewing the page. The attack adds an additional unseen script link to each page. Normally this is used to increase another site's page ranking on a search engine. Scott is diligently working to resolve this problem as quickly as possible. He has also asked Louie Gomes for assistance.

Boy Scout Merit Badge Program-John Stevens (report submitted in advance)

- On March 27th, eight of us spent the day rebuilding the switching layouts. We were able to lay the track and rewire all five layouts. We had a discussion about the fact that with the layouts daisy chained together, if one layout shorts all activity stops. We think a Digitrax PM42 will solve that problem, but we will have to fix that at a later date.
- John has ordered Atlas Genset locomotives for the layouts. The vendor has delayed delivery again. The new arrival date is sometime this summer. Hopefully we will have them before the September session.
- Now that the layouts are rebuilt, John is getting ready to order new freight cars. John is looking for appropriate cars and will let the BOD know when he has ordered them.
- Work continues on James Deaton's Eagle Scout Project to build a storage shed for the switching layouts that will be located on the museum grounds. James is finalizing his cost estimates and is preparing to enter the fundraising portion of his project. He has informed John that the project will not be completed by the April 2010 Merit Badge Session.
- John plans on presenting some type of merit badge program at the national convention in 2013. John is still undecided on the type of program we will present. He will keep the BOD updated on which approach I choose.
- John has opened registration for the next session of our Boy Scout Railroading Merit Badge Program presented at the Southeastern Railway Museum on Saturday April 17, 2010. All 30 slots have been spoken for and I am awaiting payment. John has started a standby list.
- The fall session is scheduled for September 25, 2010.
- John has heard mention of the possibility of presenting our program at the Southern Museum of Civil War and Locomotive History. John would like to talk about the possibility of doing this at the BOD meeting.
- The BOD approved the purchase of two PM42's, wiring, and related items to improve the performance of the switching layouts.

Please see New Business for additional Boy Scout program business.

Auctions-Mike Devaney

No report.

Special Projects-Scott Chatfield

No report.

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Name Badges-Bill Lyons (report submitted in advance)

Forty-five new badges have been delivered or will be filled by Tuesday. Valuable feedback has resulted in improvements. My thanks to all who have participated. Discussions about a presence for the Badge process on the web site, but no resolution yet.

New instructions for requesting badges will be available at the meeting. Request by email will be Semi Mandatory. This eliminates errors in misreading and facilitates sending proofs to requesters for approval.

Continuing suggestions will be addressed as possible. Please contact Bill Lyons with your special needs.

Old Business

Southeastern Railroad 2010

Howard Goodwin assisted the convention staff with clinicians and Mike Deaton provided bus rates.

The convention staff informed guest clinicians that they are required to pay full fare for the convention, but as reported to Howard Goodwin, fees are *supposed* to be waived.

Dates are April 22-25, 2010.

Marketing DVD Video

Peter Youngblood has been working with Green Frog Productions on a Marketing DVD/Video in conjunction with Green Frog Production's technical assistance which promotes the 2013 Convention and which will travel with the "Peachtree Express" booth cross-country. Green Frog Productions agreed to assist with the production of the DVDs for two booth spaces at the 2013 National Train Show. Peter would like to put an agreement in the hands of Green Frog Productions.

An agreement has been composed. Bob McIntyre will complete and sign.

Wireless Microphone System (Sent to Charlie Crawford from Bob Wood)

Proposal-013010.doc – This proposal requests the purchase of the **Shure Wireless Microphone System** which we have been using since last April at every Division Meeting and Auction.

Bob Wood will make a proposal in May.

Division Assets.

Chris White spoke with our accountant concerning division assets. We are required to list all assets. Chris will begin the process of identifying and cataloging all division assets.

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Raffle Layouts 2011 and Beyond

The Division is looking for groups to commit to building the raffle layout in coming years. The goal is to have a group commit more than one year out, hopefully minimizing last minute push to complete layout.

The North County Interchange operating group has discussed raffling Steve Berkheimer's HOG layout in 2011. A downside is that the price is more than the typical cost of building a raffle layout. An upside to this is that a completed layout can be displayed earlier, which can drive higher ticket sales.

Rick Wade will follow up with the NCI group for more details on the layout.

The Chattahoochee Express operating group will build the 2012 layout.

Bylaws Changes

The BOD reviewed proposed bylaws changes. Rick Coble sent the proposed changes to members of the BOD after the March meeting with a request for feedback concerning those changes. Rick summarized that feedback and discussed changes with the BOD. Rick will send out the updated list of changes prior to the May meeting, with a request for feedback.

Facilities

As identified in the Long Range Plan, and brought up by multiple BOD members prior to this meeting, the division will again begin the process to investigate the possibility of acquiring, or leasing a facility to meet growing membership meeting needs, as well as space for the following (but not limited to): clinics, division layout, space for modular layouts, equipment storage.

Howard Goodwin appointed Alan Mole as the Facilities Committee chair. As facilities chair, Howard Goodwin has tasked Alan with finding alternative sites to hold our meetings as well as to look into any scenario's which may lead to us appropriating a permanent facility.

Gary Jarabek suggested setting aside money earmarked for the facility. The money would be used by the chair of the facility committee for expenses. The amount would be reported as a separate line item in the division financial statements. The separate line item would exemplify our 501 (c) status. Gary will discuss with Chris and report and /or make a motion in May to set aside the money.

A statement concerning facilities in our Bylaws was also suggested. Rick will investigate and discuss with the BOD.

Peter Youngblood, MMR

Peter Youngblood's MMR plaque will be presented at this evening's general meeting.

New Business

SER Elections

Howard Goodwin will make an announcement at the general meeting reminding division members to vote in the SER elections.

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BOD Minutes on the website

Rick Coble proposes posting abbreviated BOD minutes on the website. *Due to time limitations, held until the May meeting.*

Boy Scout Program

John has been contacted by the Southern Museum of Civil War and Locomotive History in Kennesaw about conducting a merit badge program at the museum. John provided the BOD with a list of challenges related to the expansion of the merit badge program. *Due to time limitations, this discussion will be continued at the May meeting.*

The Meeting Adjourned 7:05 PM

Respectfully submitted,
Rick Coble, Director of Administration