

O Scale Central Board of Directors
Board Approved Minutes
January 17, 2023

Call to Order

The meeting was called to order by President Vaughn at 8:30 pm EST using Zoom.

Roll Call

Officers present: D. Vaughn, K. Nesper, and J. Norman

Directors present: E. Peterson, D. Schultz, and C. Wubbel

Advisors present: A. Askerberg, J. Barker, B. Kjelland, R. Randall, and J. Wubbel

Members present: N. Bulgarino, W. Horlacher, and A. Oslapas

Adopt Agenda

The agenda was adopted by acclamation.

Approve December 2022 Minutes

The minutes were approved with correction to item 7.e. The entry should read “David Schultz and Eric Peterson were elected to the Board.”

Acknowledge Board Members (Elected/re-elected)

The following, who were elected or re-elected to two-year terms that expire on December 31, 2024, were seated: President David Vaughn, Secretary Ken Nesper, Directors Eric Peterson and David Schultz.

Appoint/Confirm Board Members (Vacancies)

Vaughn nominated former secretary Nick Bulgarino for the vacant position of Past President. The nomination was seconded by Peterson and was approved without opposition.

Vaughn nominated Director Eric Peterson for the newly created position of Vice President. The nomination was seconded by Treasurer Joe Norman and was approved without opposition.

Vaughn nominated Joe Barker for the director position previously held by Eric Peterson. The nomination was seconded by Vice President Peterson and was approved without opposition. This term expires December 31, 2024.

Vaughn nominated Walter Horlacher for the director position previously held by Richard Donaway. The nomination was seconded by Peterson and was approved without opposition. This term expires December 31, 2023.

Vaughn nominated Al Oslapas for the director position previously held by Michelle Kempema. The nomination was seconded by Peterson and was approved without opposition. This term expires December 31, 2023.

Officer Reports

President. Vaughn encouraged the use of written status reports distributed before board meetings to share information without using valuable meeting time. Issues requiring board action should be placed on the agenda. He thanked and congratulated Editor Al Askerberg for the latest issue of The Coupler. He reminded the group of the OSC On-line session planned for January 21st. Noting the slow pace of membership renewals, Vaughn noted the need for long-range financial planning. To this end, he intends to challenge the leadership team with a matching donation up to \$1000. Details to follow.

Secretary. Nesper advised that in view of the creation of the office of vice president, there were two sections of the By-Laws that were not noted for update in the resolution adopted by the membership: Article IV, Section 3, Paragraph A and Article V, Section 1, Paragraph A. Nesper moved and Bulgarino seconded a motion to correct the By-Laws, but submit the corrections to the membership in the next election. The motion passed.

Treasurer. Norman submitted December 2022 and Calendar Year 2022 financial reports to the leadership group. He noted that income for 2022 was actually greater than 2021.

Committee Reports

Marketing

Norman presented a proposal from the Marketing Committee for placing advertising in various national magazines. Discussion focused on the widely varying costs of placing ads in different publications and the target audiences that we wish to reach. Peterson moved and Barker seconded a motion to authorize the Marketing Committee to spend up to \$2800 to place ads in some combination of the following publications: NMRA Bulletin, Narrow Gauge and Short Line Gazette, O Scale Resource, O Scale Trains, and Railroad Model Craftsman. The motion passed without opposition.

Membership

Committee chair Barker reported that as of January 15, the organization has 86 paid members. Renewal notices were sent to 52 members who had not renewed by December 31, 2022. Barker reported that all membership databases are up-to-date. He would like suggestions for energizing the lagging renewals.

Conventions

2023 March Show (Chicago IL)

Director Schultz is coordinating planned OSC activities with the host committee. Vaughn and Schultz noted the following: OSC booth near show entrance; modular railroad; membership meeting; after show reception; and distribution of OSC literature.

2023 National (Denver CO)

Convention chair Bob Kjelland provided the following update: The keynote speaker will be Doug Junda of San Juan Models. The schedule is set. Half dozen workshops are scheduled. Article and registration form in latest O Scale Resource. Some committee chairs are still needed.

Publications

Editor Askerberg acknowledged distribution of Issue #5 of The Coupler. He continues to need articles and photographs.

Website

Peterson, working with Webmaster Dan Dawdy, reported that the oscalecentral.com website continues to be transferred, reorganized, and updated. Help is needed to review and edit website pages.

NMRA SIG

Peterson reported that he has advised the NMRA that OSC plans to display in the SIG space at the 2023 NMRA National Convention. He also reserved SIG space at the 2024 national convention. A leadership team is needed to plan the OSC presence at the 2023 convention.

OSC On-line

John Wubbel reported further enhancements to the OSC You Tube Channel. Vaughn asked for proposal for OSC ON-line topic for February.

Old Business

See committee reports.

New Business

2023 Activities and Assignments

Vaughn acknowledged that OSC has initiated a variety of good programs that need additional help to expand and maintain. He intends to build a new task list which he will use to discuss assignments with the leadership team. Outreach is needed for an expanded pool of human resources.

Good and Welfare

Next Meeting: Wednesday, February 15, 8:30 pm (EST)

Adjournment

The meeting adjourned at 10:20 pm.

O Scale Central Board of Directors Status Report

The purpose of this report is to provide timely status information to all OSC leaders on topics that do not require immediate action by the board of directors.

Meeting Date: January 17th, 2023

Activity: O Scale Central Marketing

Since Previous Report:

Contacted publications for advertising Rates. Prices below are for 2x2 ads in each issue. All prices are per issue, based on a 6 or 12 issue commitment.

Model Railroad Hobbist: \$88/issue

NMRA Magazine: \$70/issue

RMC: \$67/issue

O Scale Trains: \$44.50/issue

Narrow Gauge Gazette: \$44.50/issue

O Scale Resource: \$56.00/issue

Model Railroader: \$394/issue

Ad Copy has been finalized. Copy of ads are attached.

Board Action Required:

Approval of ad copy

Approval of which magazines to advertise in.

O Scale Central Board of Directors

Status Report

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O Scale Central Topic: Membership

Activities since last board meeting:

Membership: 138 (This number includes 52 people whose membership expired 12/31/22. OSC has 86 paid members as of 15 Jan 23.)

Renewals Since Last Report: 17 (I sent a second OSC renewal email reminder on 12 Jan 23. I wonder if people are getting the renewal email because of the low renewal rate and some board members haven't renewed.)

New Members Since Last Report: 6

I went through the WooCommerce database and deleted 117 people who have not been members for a long time. I added 50 members to the WooCommerce database who had not been added before. All membership databases are up to date as of 15 Jan 23. (The WooCommerce data base allows people to access the members only section of the OSC website.)

I went through the email data base and corrected several dozen email addresses. This involved sending emails to people to verify their addresses.

I have changed the membership numbering system to follow the TCA model. The TCA precedes the membership number with the year that the person joined TCA. For example, my TCA number is 11-65832. This means that I joined TCA in 2011. My new OSC member number is 21-0999. This allows me to tell the year that a person joined and who has joined in a particular year, etc. OSC doesn't use the membership number for anything at this time so this doesn't affect anyone except me.

I hosted a San Francisco Bay Area OS2R modelers meet at the Alameda County Central Railroad Society on Saturday, 14 January 2023. The ACCRS has a very large OS2R and On3 layout inside an old horse stable at the Alameda County Fair grounds. (The space is shared with an equally large HO display.) I passed out the OSC "Who We Are, What We Do" card and the "O Positive" article to the 10 attendees. Only one person, Phil Edholm, had ever heard of OSC. Everyone had a great time but I don't think we are going to get any new members from this group. I am going to join ACCRS so they got something out of the meeting.

The most important takeaway from this meeting is that the "Who We Are, What We Do" card needs to be updated to delete references to OSK and the O Scale Central website address needs to be added. Phil Edholm suggested that we add a QR code to the card that will take people directly to the OSC website. He said that young people access websites using QR codes.

Planned activities and expected time required:

1. I plan to draft a standard welcome to OSC email that will be sent to new members as they join during the next month.
2. The membership application and payment process is too complex. It needs to be streamlined. This is a 2023 project.
3. I need to work with Dan Dawdy to get a Membership email address that I can send from my home computer.
4. Draft a Membership Instruction Manual. This is a 2023 project.

Is there any action by the board for your Topic? Yes.

Approve the welcome to OSC email once it is drafted.

If so, what is proposed for discussion and/or approval? None

O Scale Central Board of Directors Status Report

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Editor's Report (copied from email)

The January 2023 Issue #5 was sent to Dan Dawdy yesterday, January 9, for distribution to the membership on or before January 15, 2023.

We need some sort of kick-start to get the general membership to start contributing. I mention the need several times in each issue, but I don't seem to have found the right carrot. I encourage each of you board members and advisors to reach out personally to any general members you might know to solicit contributions. If they find any part of it intimidating, tell them I will help them. Articles can be simple and brief; just tell the story in simple plain language.

I have a special need for cover photos.

Thanks for the generous help many of you have provided. Whatever success the Journal has been is a result of your work.

O Scale Central Board of Directors Status Report

The purpose of this report is to provide timely status information to all OSC leaders on topics that do not require immediate action by the board of directors.

Meeting date: 1/17/2023

O Scale Central topic/activity:

O Scale Central Website

Activities since last report:

Working with Dan Dawdy the oscalecentral.com website has continued to be transferred, reorganized and updated.

The summary spreadsheet is attached last updated 1/9/2023. This summary shows what has been moved and the organization plan.

Updates have been started and some O Scale events have been added to Upcoming Events.

Planned activities and expected time required:

The remaining transfers and reorganization changes are expected to be completed in the next month.

The major activity ahead is reviewing and editing the listed pages. Help from everyone is needed. To get started please contact me before the 1/17 board meeting and let me know which is of special interest to you and you will review and provide edits. There is a column on the spreadsheet to list the initials of editing person.

Is there any action by the board for your topic?

1. Board review and advice if there are changes needed in the website organization.
2. Individual board members volunteer to review website pages of interest.

If so, what is proposed for discussion and/or approval?

Continue the present activities to improve the website.

Eric Peterson

O Scale Central Board of Directors Status Report

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Meeting date:

1/17/2023

O Scale Central topic/activity:

NMRA Special Interest Group

Activities since last report:

NMRA has implemented Discord for NMRA groups and topics. We have a dedicated channel for O Scale Central as a Special Interest Group. I have added introductory O Scale 2 Rail information on this channel and introduced myself on Discord Introductions channel. Discord is available to all current NMRA members for all kinds of communications.

Michelle is also very active on Discord and has included OSNC Denver information.

I have advised NMRA that O Scale Central SIG plans to display in the SIG space at the 8/20-26, 2023, Grapevine, Texas National Convention. I have also advised OSC SIG will have a presence at the 2024 National Convention.

Planned activities and expected time required:

Update the NMRA SIG website information for the O Scale Central SIG listing.

Continue to monitor and update Discord to improve exposure of O Scale @ Rail. Every NMRA member and O Scale modeler can communicate and monitor the Discord channels including O Scale Central SIG.

Is there any action by the board for your topic?

Start planning for the NMRA National Convention.

Identify additional events for OSC to have a presence.

If so, what is proposed for discussion and/or approval?

Start identification of leadership for the NMRA Texas National Convention.

Eric Peterson

O Scale Central Board of Directors Status Report

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Meeting date: 1/17/23

O Scale Central topic/activity: OSC Online Report

Activities since last report: Uploaded 2 Videos to the OSC YouTube Channel

<https://www.youtube.com/channel/UCjnvhPTSsJiU8NdBDiq1EYw>

1. Video Montage of layouts and interviews shot by Terry Terrance
2. Edited and upload the December 2022 OSC Online Session

Planned activities and expected time required:

Next OSC Online – Jan. 21st 2023

The 3 Past OSC Online recordings in a PlayList need to be taken from Unlist and set to Published so they become visible.

Is there any action by the board for your topic? No

If so, what is proposed for discussion and/or approval?