

O Scale Central Board of Directors
Board Approved Minutes
January 16, 2024

Call to Order

The meeting was called to order by President Vaughn at 8:33 pm EST using Zoom.

Roll Call

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

Directors present: N. Bulgarino, J. Barker, W. Horlacher, A. Oslapas, and E. Peterson,

Advisors present: D. Carlton, P. Hanson, S. Kurzawski, R. Randall, R. Shaywer, E. Skuchas

Members present: None

Agenda. The agenda was adopted by acclamation.

Minutes. The December 2023 Minutes were accepted.

Officer Reports

President. Vaughn introduced the expanded marketing efforts further discussed under the Marketing Committee report. He pointed out that OS2R railroads are on the cover of the January *Rail Model Craftsman* (John Sethian) and the February *Model Railroader* (Ed Rappe). He directed attention to the January *Drawbar* for his summation of 2023 accomplishments and 2024 opportunities. After making a presentation at an Railroad Prototype Modelers (RPM) meet in Cocoa Beach FL, he suggested that RPM is a natural constituency for OS2R.

Vice-president. Shippy reported working with Vaughn and former VP Eric Peterson on the transition to his new role.

Treasurer. Norman sent a report to all board meeting participants. The bank balance as of December 31, 2023 is \$8,781.14. He pointed out that the organization had a strong financial year and is well-positioned heading into 2024. He continues to refine a proposed 2024 spending plan.

2024 BOD Meeting Dates. Vaughn asked Secretary Nesper to further refine the proposed schedule to resolve planned absences by president.

Committee Reports

Traction. Vaughn introduced new advisor Ed Skuchas. Skuchas has begun an audit of the OSC website, identifying areas that need traction-related information. Two obvious

areas are photos and the product guide. He submitted a written report.

Marketing. Director Peterson submitted a report that focused on the initial meeting to coordinate marketing activities across all OSC public engagements. Vaughn announced that Director Horlacher would serve as the focal point for this coordination.

Membership. Director and committee chair Barker submitted a written report, but had to leave the meeting before being able to comment on it. Sixty-seven members had not renewed as of the date of his report.

Publications. Advisor Kjelland was not present and did not submit a report. Vaughn indicated the need for an associate editor. He noted that the status of the January *Coupler* was unknown.

Website. Advisor Kurzawski submitted a written report. He solicited feedback on a revised homepage, currently password-protected in draft.

NMRA SIG. Peterson's report was sent to all board meeting participants.

OSC On-line. In Advisor Viggiano's absence, Vaughn noted that the next event would be on Sunday, January 21st.

Club Outreach. Vice president and Advisor Shippy submitted a written report. He indicated that he intends to engage smaller groups of club leaders in a conversation about potential OSC support.

Social Media. Advisor Shawyer submitted a written report. Past officer Bulgarino suggested the need to coordinate Discord and Facebook activities. Director Peterson reminded the members of the OSC channel on the NMRA's Discord service.

Train Show Outreach. Advisor Carlton submitted a written report. He indicated that our audience differs by the type of show: multi-scale or O scale. He added that P48 modelers seem to be well-represented at RPM events and on their website.

Old Business

OS2R Clinic Program. Vaughn indicated that he considers clinics to be part of OSC outreach and marketing. Advisor Carlton will lead the development of standard clinics and standards for clinics. An effort will also be made to develop a “corps” of OSC members trained to be clinicians. This corps will be available to go to conventions, train shows/meets, and club meetings.

New Business

Preparations for Amherst and Chicago Shows. Vaughn reviewed the preparations and needs for the Amherst Multi-scale Train Show (January) and the Chicago O Scale Train Show (March). OSC will have a table at Amherst that needs staffing, plus Vaughn will present a clinic on getting started in O scale. Once again, OSC is working closely with the management of the Chicago show. There is a need for members to staff the OSC display table, act as hosts during the social event, and just be there to ensure the success of the show.

Good and Welfare. Peterson announced that members who wish to become familiar with NMRA contest judging would be welcome at the Spring Chicago train show.

Next Meeting: Tuesday, February 20, 8:30 pm (ET) via Zoom

Adjournment. The meeting adjourned at 10:04 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: 1/16/2024

O Scale Central topic/activity: Traction

Activities since last report:

Reviewed web site for inclusion of preliminary traction/trolley/subway additions.

Planned activities and expected time required:

Solicit comments and develop final traction/trolley/subway additions.

Solicit comments and develop final manufacturers list.

Duration should be 2-3 months to achieve refined result.

Is there any action by the board for your topic?

Review of additions. Review of web site changes.

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

How the changes should be implemented.

Attached document:

O Scale Central Web Site MAP-traction general review-240114

O Scale Central Board of Directors Status Report

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Meeting date: 1/16/2024

O Scale Central topic/activity: Marketing

Activities since last report:

The December OSC board meeting included some discussion of Marketing. I set up a January 3, 2024 Zoom meeting to start discussion and get acquainted.

David Vaughn prepared notes from during the meeting and shared them with me. I added my comments expect this will be a starting point for improved organization of OSC Marketing.

Planned activities and expected time required:

Assist with the expansion of OSC marketing organization.

Support and assist with identification of a Marketing Coordinator/Leader

Active Topics:

Recruit Marketing Coordinator

Website-Scott Kurzawski-Keeping information current and improvements.

Club and Module Outreach-Skyler Shippy-Promote information sharing

Social Media-Ryan Shawyer-Post updates and information showing activity

Monthly Zoom Meetings-Greg Viggiano-Featured monthly communications

Display and Clinic formats-Don Carlton-Consistent display and information

Publications-Bob Kjelland-Quarterly Coupler Journal, Share monthly Drawbar

Three Rail Scale Outreach-Joe Barker-OSC exposure and common issues

Others as appropriate-Everyone has roles

Is there any action by the board for your topic?

Support OSC Marketing activities at model railroad events

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

Insert Membership Report

O Scale Central Report for the January 16, 2023 Board meeting.

O Scale Central Topic: Membership

Activities since last board meeting:

Membership: 184 paid memberships as of January 16, 2024. (This number includes people who have not yet renewed).

2023 Renewals Since Last Report: 19

2023 Remaining Renewals: 67 (See the attached list of members who still need to renew.)

New Members Since Last Report: 7

Planned activities and expected time required:

1. **Renewal Notices:** I need to send a second renewal notice to the 67 people who have not yet renewed.
2. **Membership Application Process:** The membership application and payment process is too complex. I have worked with Eric and Dan on solving this.
3. **Draft a Membership Instruction Manual:** This is a 2024 project

Is there any action by the board for your Topic? No.

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

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: 01/10/2024 8 – 9 PM EST Preparing for 1/16/2024 Board Meeting

Attendees:

- Eric Peterson
- Scott Kurzawski

O Scale Central topic/activity:

- Review open items and outline future O Scale Central website updates.

Activities since last report:

- Updated the OSC Events web page with the following additions:
 - Added all 2024 events listed in the back of the current issue of O Scale Resource magazine
 - Added Cocoa Beach, FL RPM meet
 - Added Amherst Train Show
 - Added Detroit Model Train Club open house per their website
- Contacted NMRA Calendar owner and had them add outstanding items from the list above to the NMRA calendar.
- Made first sentence bold O Scale Reference Home Page to make user immediately aware that the top-level menu is different from the main home page (minor change).
- Acquired some modern-era photos and placed them at various places on the OSC web page to add interest to more modern-era modelers.
- Created new November 2023 BOD Meeting Minutes page and respective link from the members-only section side-bar.
- Removed “O Scale Central Editorial” menu under *About Us* menu as this Editorial Page page is very outdated and not relevant to the current O Scale Central message.
- Added write-up and YouTube link to Bob Weaver’s O Scale HOF page.
- Participated in the OSC Marketing Meeting held 1/3/2024.
 - AI from this meeting was to submit revised OSC web site front page text, which has been submitted to David V. and Eric P. for review on 1/5 (see attached).
- Dan Dawdy has a test web site working on password-protected member directory. Preliminary evaluation shows that it may cost a one-time fee of \$100 for the use of this software plug-in or

OSC may also be able to use the free version. Before Dan can make a final decision on moving forward with the paid version vs. free version, he needs some outstanding questions answered, which he has submitted to the software package help desk.

Planned activities and expected time required:

- Test out Board of Directors and Advisor contact info (1-month)
- Work with Social Media Advisor regarding posting OSC web site updates to the OSC Facebook page (1-month)
- Participate in marketing organization decisions regarding the OSC web site. (Ongoing)
- Work with Dan Dawdy and Joe Barker simplifying Membership processes and adding password protected member directory access for members as directed by Eric Peterson. (Ongoing)

Is there any action by the board for your topic?

- Yes

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

- Get Board feedback on attached PDF of proposed revision to OSC web site front page text. To see a sample with working links in your web browser, then click on this link [Home Page Revision Draft](#) (**Note: this is a password protected link and the password is “oscalecentral”**).
- Proposal to OSC BOD to approve postings about OSC web site updates on respective O Scale Central and O 2-Rail / P48 Facebook pages via coordination with OSC Facebook and YouTube Advisor - Ryan Shawyer.
- Need OSDC BOD feedback on existing website discounts currently posted under the Member-only Welcome page. NOTE: If BOD approves that OSC should continue to offer these discount codes, then we also need to confirm with the respective vendor if the codes are still honored from their end. Otherwise, these coupon offers should be removed from the OSC web site. Here are the discount listings that need BOD review:
 - NEW: Motrak Models, is giving 10% off the lowest prices of ANYTHING listed on their Website! The discount code is **king** once you place your order you must enter in the code. Click here to visit [Motrak Models](#)
 - And don't forget.... Carolina Craftsman Kits, Home of the groovy kits, is giving 15% off the lowest prices of ANYTHING listed including the

dioramas, other manufacturer kits, brass. The discount code is OSK Click here to visit: [Carolina Craftsman Kits](#)

- After completing the OSC back-end web page re-organization to allow easier editing and development easier, I found that there a number of pages (~20) that are not linked to the main page, therefore cannot be navigated to but a web site visitor. Some of these pages contain content that we may like to preserve or delete if no longer needed. This can be worked offline and does not need immediate attention but wanted to make the BOD aware that this ask for their review is forthcoming.

O Scale Central Board of Directors Status Report

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Meeting date: 1 16 2024

O Scale Central topic/activity: NMRA Special Interest Group

Activities since last report:

I continue to stay in touch with NMRA activities and assist with communications.

I had OSC and O scale displays at recent NMRA CID train shows and Modelers Meets.

Planned activities and expected time required:

Prepare an article for the NMRA Magazine featuring O Scale Central as our O Scale Special Interest Group. David Vaughn has a first draft. We will need pictures to feature modern as well as transition era modeling. Goal, submit in 60 days.

Continue to identify opportunities for NMRA and OSC joint and mutual assistance.

Is there any action by the board for your topic?

No.

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

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: 1/15/24

O Scale Central topic/activity: Club Outreach

Activities since last report: A new announcement has been drafted, and the recipients of the announcement have been chosen.

Planned activities and expected time required: Determine proposed dates for zoom meeting between S.S and D.V., then send announcement with proposed dates to recipients.

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

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

Insert Social Media report

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: 1/6/23

O Scale Central topic/activity: Social Media

Activities since last report: Regular posting (2-3 times a week) on Facebook. We are now over 1,100 followers, with a gain of 46 since last month. We've also seen a 68% increase in visits to the OSC FB page in the past month.

Planned activities and expected time required: Continue to make regular posts on the OSC FB and grow the audience. Regular content (video links, photographs, etc.) helps create buzz and brings more visits (and subsequently followers) to the page. I have a few more Terry Terrance videos to download for the OSC YouTube page.

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

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

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: 1/16/24

O Scale Central topic/activity: Train Shows and Clinics Advisor

Activities since last report: Reviewing OSC outreach materials and creating checklists for shows and clinics

Planned activities and expected time required: Continue efforts

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

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