

O Scale Central Board of Directors
Draft Minutes
February 20, 2024

Call to Order

The meeting was called to order by President Vaughn at 8:32 pm EST using Zoom.

Roll Call

Officers present: D. Vaughn, S. Shippy, K. Nesper, and J. Norman
Directors present: J. Barker, W. Horlacher, A. Oslapas, and E. Peterson,
Advisors present: P. Hanson, S. Kurzawski, R. Randall, E. Skuchas
Members present: None

Agenda. The agenda was adopted by acclamation.

Minutes. The January 2024 Minutes were accepted.

Officer Reports

President. Vaughn reported that 1/3 page print ads would be placed in the soon-to-be yearly O Scale Trains and On30 Annual publications. Director Walter Horlacher developed the copy. Vaughn noted that the preparations for the Chicago March O Scale show are on track. He reserved a table at the O Scale West show (see New Business). He commented that since funneling the O scale curious to our website was a central strategy for building up O scale in general and OSC in particular, it was important to make the experience problem free for the visitor.

Vice-president. See Club Outreach report.

Treasurer. The Treasurer's Report was sent a report to all board meeting participants. Norman pointed out that he had added a Budget page comparing planned to actuals. He expects that committee leaders will take responsibility for creating their budgets.

Committee Reports

Membership. Director and committee chair Barker submitted a written report. A second round of renewal notices is being planned. He added that there continue to be problems with renewals using the website. Webmaster Dan Dawdy continues to address the problem.

Marketing. Director Horlacher elaborated on the preparation of the copy for the ads in O Scale Trains and On30 Annual. He noted the need for an O scale focused ad for O Scale Resource.

Social Media. Although absent, Advisor Shawyer submitted a written report.

Website. Advisor Kurzawski submitted a written report. Once again, he solicited feedback on a revised homepage, currently password-protected in draft. Director Peterson added that Advisor Kurzawski, Webmaster Dawdy, Director Barker, and he were focused on improving the membership experience by resolving problems with dues and adding a directory.

Publications. Advisor Kjelland was not present and did not submit a report. Vaughn repeated the need for an associate editor. It was suggested that *The Drawbar* be posted in the member area of the website.

OSC On-line. In Advisor Viggiano's absence, Vaughn noted that the last event had 39 participants.

Train Show Outreach. Advisor Carlton was absent and did not submit a written report.

Club Outreach. Vice president and Advisor Shippy submitted a written report. Shippy and Vaughn hosted initial meeting with leaders of New York Society of Model Engineers, Oklahoma Model Railroad Association, Twin Cities Model Railroad Museum, and Detroit Model Railroad Club. The plan is to evolve to quarterly meetings with club leaders.

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

Traction. Advisor Skuchas submitted a report in which he identified numerous areas where O traction should be integrated with the existing material. In response to a question, he noted that there are no national traction magazines.

Groups.io Outreach. Director Oslapas submitted a report on his initial efforts to link OSC with the *Oscale2RailProto48Modelers* group.

Old Business

OS2R Clinic Program – Deferred

Preparations for the Chicago Show. Vaughn will circulate a sign-up sheet so that directors and advisors attending the show can indicate when they will staff the OSC display table and act as hosts during the social event and OSC-sponsored clinics.

New Business

Director Oslapas moved and Director Horlacher seconded a motion to spend up to \$480 on advertisements in the soon-to-be yearly O Scale Trains and On30 Annual publications. The motion was adopted without dissent.

Vice President Shippy summarized early planning for the Cleveland O Scale show, now scheduled for November 2 and 3.

Vaughn reported that Jim Kellow of “New Tracks” is teaming with the Pacific Coast Region (NMRA) to host a virtual convention between April 24 and 28. They are selling 15-minute participation slots for \$50. Director Barker moved and Treasurer Norman seconded purchasing one slot. The motion was adopted without dissent.

As noted in the President's Report, Vaughn will be attending the O Scale West show to promote OSC. He also wants to meet the promoters and get a sense of the vitality of the show. The show is scheduled for May 27 to 29.

The St. Louis Railroad Prototype Modelers (RPM) show will be held July 19 and 20. OSC has requested a table and plans to bring a module provided by Jim Canter. Vaughn intends to use the meet as a prototype (pun) for an approach to RPM meets. Vaughn will enlist assistance from Advisors Hanson and Carlton.

Good and Welfare. Advisor Kurzawski suggested that OSC members make and post videos from train shows to demonstrate activity.

Next Meeting: Tuesday, March 12, 8:30 pm (ET) via Zoom

Adjournment. The meeting adjourned at 9:53 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.

O Scale Central Report for the February 20, 2024 Board meeting.

O Scale Central Topic: Membership

Activities since last board meeting:

Membership: 193 memberships as of February 20, 2024. (This number includes people who have not yet renewed).

2023 Renewals Since Last Report: 4

2023 Remaining Renewals: 63

New Members Since Last Report: 9

Planned activities and expected time required:

1. **Renewal Notices:** I need to send a second renewal notice to the 63 people who have not yet renewed.
2. **Membership Application Process:** Our members are having problems accessing the OSC members section of the website and receiving OSC emails. I am working with Eric and Dan to solve this problem.
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

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Meeting date: 2/20/24

O Scale Central topic/activity: Social Media

Activities since last report: I've increased the number of Facebook posts a week (currently about 4-5). We've gained 86 new followers to our OSC FB page in the past month and are now over 1,200 followers. We are also getting great interactions with our posts, which is driving attention to the site. On YouTube, I edited and uploaded the September 2023-November 2023 and January 2024 OSC online programs. We've gained 15 new subscribers to the YT channel this year.

Planned activities and expected time required: Continue to make 4-5 posts to our FB page a week., generating buzz and interaction. Will coordinate with David Vaughn to get February's OSC online program and edit/add it to our YouTube channel.

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

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

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Meeting date: 02/17/2024 7 – 8 PM EST Preparing for 02/20/2024 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 O Scale West Show
- Added link to January 2024 issue of The Coupler to Members-Only Welcome page.
- Helped debug customer issue attempting to renew their OSC membership
 - Dan Dawdy added some enhancements to the OSC Shopping Cart page to help mitigate this issue in the future; however, this particular issue was actually a user error.
- Created OSC Homepage QR Code, which includes the OSC Logo, for Walt Horlacher to include in OSC ads (see attached QR code).
- Dan Dawdy has a prototype of the member directory feature for the OSC web site behind the password-protected paywall. Dan's initial prototype is trending that the \$100 per year extra fee for a WordPress add-on package will not be necessary as the free version seems to be adequate for Dan's initial implementation. However, there are concerns that Dan's prototype does not address the desired simplification of using only one database (Dan's prototype uses two separate databases). Therefore, more research and discussion needs to take place to finalize on a design, which may very well require additional one-time or annual renewal costs. Below are links Dan's initial prototype:
 - The test-bed is not live yet but can be viewed here:
<https://oscalecentral.com/Directory.php>
 - Here is what the format may look like in the members-only area:
https://dev.oscalecentral.com/?page_id=41

Planned activities and expected time required:

- Continue to test out Board of Directors and Advisor contact info (1-month)
- Continue discussion adding password-protected member directory access with Dan Dawdy, Eric Peterson, Joe Barker, and Scott K. to finalize on a design that satisfies the desired goal. (Ongoing)
- Participate in marketing organization decisions regarding the OSC web site. (Ongoing)

Is there any action by the board for your topic?

Yes

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

- Still waiting to 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”**).
- Still waiting on 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.
- Still waiting on OSC 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:
 1. 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](#)
 2. 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](#)
- **Still waiting on OSC BOD review of 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.

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Meeting date: 2/20/24

O Scale Central topic/activity:

Modular / Club Outreach

Activities since last report:

First Zoom meeting held on 2/15/24

Meeting was recorded

Introductions for the NYSME, OklahomaMRA , Twin Cities Model Railroad Museum, and the DMRRC

Primary difficulty for each group is increasing their membership.

Planned activities and expected time required:

Host an additional Zoom meeting - Date/Time TBD

Is there any action by the board for your topic?

No action - only discussion regarding the zoom meeting findings

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

Discussion for ways OSC can help O Scale Club leadership

Separate discussion on how to encourage club members join OSC - marketing strategy

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Meeting date: Board Meeting 2 20 2024

O Scale Central topic/activity: NMRA and SIG

Activities since last report:

Continue to promote exchange of information between NMRA and OSC. OSC events are on the NMRA international calendar available to members and non-members.

Organize using NMRA model evaluation criteria using experienced NMRA evaluators from the Midwest and Sunshine Regions.

Christina Zambri is no longer involved with NMRA marketing.

Our best contact now is Lucy Dormont engage@NMRA.org She is the new social media resource for NMRA and SIGs like us.

Planned activities and expected time required:

Continue to exchange information between NMRA and OSC to increase 1/48 modeling exposure.

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

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Meeting date: Feb 20, 2024

O Scale Central topic/activity: io group (OScale2RailProto48Modelers) outreach

Activities since last report: First report, proposal submitted to io group moderator. No response received.

Planned activities and expected time required: Will try again.

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

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

The owner of the group requested donations to pay the annual io group maintenance fee. The proposal was to have OSC make a contribution in exchange for placing a logo or if allowed, a link to the OSC website. The results of the donation drive are noted below. The membership may be a source of new OSC members.

I want to thank all of those that donated to the sustaining of the website. With the little carryover from our last drive and this drive we have accumulated enough funds to pay this years fee and two more years and have a little left over. I will leave the donation button on the front page until the end of the month. I will hold off a couple years before I ask for more. I would rather have a balance than be pushing the bottom of the bucket. Once the money is in the groups.io account, it is untouchable.

Thank you all and enjoy the new year and play with your trains!

Regards,

*Jim Allen
Owner/Moderator*

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