

O Scale Central Board of Directors  
Board Approved Minutes  
September 17, 2024

Call to Order

The meeting was called to order by President Vaughn at 8:31 pm EDT using Zoom.

Roll Call

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

Directors present: J. Barker, W. Horlacher and E. Peterson

Advisors present: D. Brennan, P. Hanson, S. Kurzawski, R. Randall, and E. Skuchas

Members present:

Agenda. The agenda was adopted by acclamation.

Minutes. The July 2024 Minutes were accepted without objection.

Officer Reports

President. Vaughn's report on the St. Louis RPM meet was published in The Coupler. He added that “lessons learned” will be incorporated into guidelines for OSC attendance at train meets, shows and conventions. Vaughn announced two changes to the participating board advisors. Ryan Shawyer resigned as Social Media Advisor due to other commitments, but will continue to post OSC You Tube material. Dennis Brennan was introduced as the Manufacturer's Advisor. The board approved both actions.

Vice-president. Shippy did not submit a report.

Treasurer. The Treasurer's Report for July-August showed a bank balance over \$10,500. Director Peterson moved and Director barker seconded a motion to reimburse Treasurer Norman for \$176 spent on behalf of OSC for flowers at George Wallace's funeral.

Committee Reports

Website. Advisor Kurzawski submitted a written report. He added that he needed information on upcoming train shows. Peterson reported that Webmaster Dawdy is adapting a software package to replace the current on-line membership application process. This prompted a discussion regarding whether the board should change the membership period from a calendar year to an annual renewal. A decision was deferred. Peterson added that once the membership process is in place, Dawdy will work on a membership directory.

Membership. Director and committee chair Barker's reported 210 paid members.

Marketing. Director and committee chair Horlacher submitted a written report. He discussed his suggestion that advertising in the NMRA magazine be reduced to quarterly. No action taken at this time.

Social Media. Advisor Shawyer resigned.

Publications. Although absent, Advisor Kjelland submitted a report outlining the planned topics for the next issue of The Coupler.

OSC On-line. Vaughn provided an update.

Train Show Outreach. Inactive.

Club Outreach. Shippy did not submit a report.

NMRA SIG. Director Peterson reported on his participation at the 2024 NMRA National Convention on behalf of OSC.

Traction. Advisor Skuchas submitted a written report that included samples of brochures used by another rail-oriented organization.

2025-2026 Nominations and Elections. Past Official Bulgarino was absent and did not submit a report.

Manufacturer's. Board participants were encouraged to send ideas to new Advisor Brennan.

Old Business

George Wallace Tribute. Treasurer Norman will provide details at October meeting.

New Tracks Prize Program for Train Shows. Deferred.

Terry Terrence Assets. Deferred.

New Business

Outreach to Narrow Gauge Community. Vaughn suggested that OSC should undertake a program to increase awareness of OSC by the OS2R narrow gauge community. He asked Treasurer Norman and Secretary Nesper to recount their experiences at the

recently concluded 2024 National Narrow Gauge Convention which they did. This effort would compliment the outreach being made to RPM participants. Norman noted that he had reserved two tables at the 2025 Narrow Narrow Gauge Convention to be held near St Louis MO. The board approved a \$405 expenditure for two tables and two admissions. Vaughn appointed Norman and Nesper to lead the development of a outreach program plan.

#### Good and Welfare

Director Horlacher asked for advice regarding OSC presence at the 2025 Train Collectors Association (TCA) National Meeting to be held in Jacksonville FL. The consensus was that many OS2R modelers attend TCA meets, so an OSC presence was reasonable.

Secretary Nesper announced that he intended to update the Board Participants Roster, so new contact information should be sent to home soon.

Next Meeting: Tuesday, October 15, 8:30 pm (EDT) via Zoom

Adjournment. The meeting adjourned at 9:42 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 Topic: Membership**

### **Activities since last board meeting:**

**Membership:** 192 memberships as of July 16, 2024.

2023 Renewals Since Last Report: 1

New Members Since Last Report: 4

### **Planned activities and expected time required:**

1. **Membership Application Process:** We are in the process of updating the membership section of the website to make it easier to join and renew OSC. This is ongoing.

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

**If so, what is proposed for discussion and/or approval? Not Applicable**

## **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: 6/18/2024**

**O Scale Central topic/activity: Marketing**

**Activities since last report:**

- Header copy for web page has been updated and provided to Scott Kurazwski.
- “Who we are and what we do” brochure has been updated and improved to target specific modelers with two variations of the same theme. The first version reads fairly close to the original, targeting modelers you would encounter at multi-scale train shows or TCA event where you may have individuals that may know about O scale 2-rail but have never actually experienced it in person or even individuals that are completely unaware of the existence of 2-rail O scale. The second version of the brochure target individuals that are well aware of “O” Scale 2-rail and are individuals that you would encounter at O scale meets such as the March Meet or O Scale West Both brochures have a form number on the lower left corner of the back page that designates the type of brochure and the revision date, the revision date assures that you have the latest revision of the brochure. In the case of the first brochure is designated as **OSC3R rev.7/24a** If this brochure undergoes additional revisions in the same year an alfa letter will appear after the month and year, in this case I made a minor grammatical correction so therefore the letter “a” appears after the date, if a subsequent change is made again the “a” will be replaced “b” and so on. The second brochure is designated as **OSC2R rev.7/24** these brochures are attached as a PDF and ready for print
- A specific brochure has been developed last minute for RPM meet in Saint Louis, it’s the same brochure as the OSC2R but without stating “who we are and what we do” and has been replaced with a header specifically to welcome RPM members and expose them to O Scale Central. The PDF attached has three versions/examples, pending approval or selection of. Brochure will be designated as OSCRPM.

## **Planned activities and expected time required:**

### **Effectiveness of the advertisements in publications; Time requirement 90 days.**

Conducting an advertising analysis is an art form in itself. The only way I truly know how effectively to track the effectiveness of our advertising is with new membership applications, this is after all the ultimate goal of the advertising, is it not?

I would recommend that our membership applications both hard copy and on line have checkboxes that can indicate if they responded to the ad, web page, word of mouth, or if they were invited by a friend, by the way that is the most effective recruiting tool, a simple a one on one sincere personal invitation of; "I would like you to join me in being fellow member in our O scale association, I think you'll really enjoy the fellowship of fellow O Scalers like oversleeves." You get the idea.

When it comes to mass national campaigns in which I have been a part of in my earlier years, if you have a 1% response you have had a successful campaign, I think that maybe Michelle could maybe have her thoughts on this as well.

I will reach out to the publications in which we advertise and check to see what their circulation numbers are, as this would be a good starting point.

The only possible grey area will be with that both annual publications O Scale Trains Annual and On30 Annuals as it's hard to actually know what the circulation of these publications are since these are annual publication that only comes out once a year. The publisher will not know what the total copies actually sold until towards the end of the year just before the next 2025 edition is released. With that said, as the publication only comes out once a year, I think we would have more bang for buck if we were in a monthly or by monthly publication that was multi- scale. I say this that people that are in O Scale 2- rail already know who we are, but modelers that read, say Toy Train Journal or individuals that are in other scales that are reading RMC or MR are most likely do not know about us. It's a shame that we did not have a heads up about the O scale features in both those magazines a few months ago would've been the perfect opportunity to put an ad in both publications, The publisher knows three months in advance what their publishing. I can reach out to both publishers and make sure that the next time they feature something like this that we want to be notified, granted it might be a year or more down the road, but we want to be ready to send copy for publication.

## **Is there any action by the board for your topic? YES**

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

I would like the board to discuss if we could have our applications include how they heard

about us and also if they have seen our ad/s and in what publication/s. this would be a great start to help us out with the effectiveness of our ads.

## **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:** 7/16/24

**O Scale Central topic/activity:** Social Media

**Activities since last report:** I continue to make regular posts on the OSC FB page. Due to work and time constraints, I'm not able to do as much as I had but we continue to see our audience and exposure grow. We gained another 14 followers in the past month are now up to 1,414.

**Planned activities and expected time required:** Continue to keep the FB page up to date and share information, new products, layouts, etc. The goal is to make at least 2-3 posts a week, as regular posting helps boost the page with the FB algorithms.

**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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### **O Scale Central topic/activity: Web Site**

**Meeting date:** No meeting this month.

### **O Scale Central topic/activity:**

Dan Dawdy still putting the finishing touches on the Membership Directory feature. We are close to implementing this feature; however, we still plan to have a Zoom meeting to review in detail what Dan has done with the new plug-in.

If you wish, you can test out what Dan has implemented so far by accessing either of these test sites: [https://dev.oscalecentral.com/?page\\_id=181](https://dev.oscalecentral.com/?page_id=181) Or go to <https://dev.oscalecentral.com> and select NEW MEMBERSHIP TEST. This form used all the questions we had in our membership questions that we had on file but never implemented.

### **Activities since last report:**

1. Updated the OSC Events web page with the following additions: Updated July O Scale Central Online meeting invite as content became available.
2. Added Cleveland O Scale Show
3. Added St. Louis RPM meet
4. Added NMRA Annual Convention
- 5.
6. The new revised home page text is now live and consists of text compiled by Walter Horlacher and accompanied by 10-minute O Scale Central Introduction video.
7. Uploaded all of revised 2023 past meeting minutes as Ken Nesper goes back and adds all the monthly status reports to the main meeting minutes.

### **Planned activities and expected time required:**

Continue updating Traction Product Guide vendor information (ongoing as received)

Finalize 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?** No

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

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**Meeting date: 7/16/2024**

### **O Scale Central topic/activity: Publications**

O Scale Central topic/activity: The July 2024 20-page Coupler is in distribution.

Planned activities and expected time required: The next issue will include articles on Deadrail vs Liverail; reworking Weaver drives; a look at major clubs that have disappeared, adapted, or are in holding patterns; shelf and sectional layout design ideas; using Google Earth and Amtrak for research; an outdoor O scale layout; and a medium size O Scale layout that is big on scenery. Oh, and Part III of the Chris Smith layout move to Florida.

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

If so, what is proposed for discussion and/or approval: No.

## **O Scale Central Board of Directors Status Report**

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**Meeting date:** July 16, 2024

**O Scale Central topic/activity:** NMRA SIG activity

### **Activities since last report:**

NMRA National SurfLiner Aug 4-11, 2024 Long Beach CA. I will attend and have requested tables in the SIG room for exposure. I made a late decision to attend. I have offered a clinic on polymeric sand. I have not been able to identify any layouts that could be added to the tours. Bus tours are set. Drive yourself may still be available. Some communications has been slow with the convention leadership.

Continue to support the Danville, IN Train Show additional O and S room

### **Planned activities and expected time required:**

Attend Long Beach and continue to expose OS2R within the NMRA.

### **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:** 7/16/2024

**O Scale Central topic/activity:**

Nominations and Elections Committee Report 1

President: David Vaughn ▪ Not willing to rerun

Secretary Ken Nesper ▪ Committed to running

Director: Joe Barker ▪ Committed to running

Director: David Schultz ▪ Willing to run

**Activities since last report:**

Nominations and Elections Committee formed.

**Planned activities and expected time required:**

**Phase I:** Solicit current position occupants for intention to rerun if eligible.

Status: Complete

**Phase II:** Solicit current OSC leadership not in elected positions to run for office.

Status: In progress, to be completed before September meeting.

Skylar Shippy: Committed to running for President

**Phase III:** Solicit OSC members and people outside OSC to run for BOD.

Status: In progress, to be completed before September meeting.

**Is there any action by the board for your topic?**

No.

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