

# Great Northern Railway Historical Society

## Director's Meeting Minutes

July 13, 2014

Helena, Montana

The meeting was called to order at 8:02 AM by outgoing president Fr. Dale Peterka. A quorum of directors was established.

- 1) Moved Don McGlothlin, seconded Ben Ringnalda to thank Fr. Dale for his service to the GNRHS. **CARRIED**
- 2) **Approval of 2013 Board Minutes**  
Moved Don McGlothlin, seconded John Langlot. **CARRIED**
- 3) **Appointment of Officers**  
Secretary – Tom Carr. Moved Bill Sornsin, seconded John Langlot **CARRIED**  
President – Don McGlothlin. Moved Ben Ringnalda, seconded Bob Ulberg **CARRIED**  
Elimination of BNSF Archives Liaison Officer – Moved Bill Sornsin, seconded John Langlot **CARRIED**  
Appointment of Officers for 2015 – Moved Bob Ulberg, seconded Bill Sornsin **CARRIED**
- 4) **President's Report**  
Submitted by Fr. Dale Peterka.
- 5) **Treasurer Report / Financial Report**
  - Given by Bill Sornsin. Society is in a strong financial position.
  - The Financial Report was reviewed by Bill Sornsin. Audit gave us a clean bill of health.
- 6) **Managing Editor Report**  
Read by Don McGlothlin. Suggestion to use more colour in reference sheets, as well as modeler's pages.
- 7) **Webmaster's Report**
  - Presented by Ben Ringnalda. Busy updating to the newest version of store software currently being used. Once that's completed the new web site can be posted.
  - Now on software subscription service, as opposed to an outright purchase.
  - Website has been within budget the last few years
- 8) **Marketing Report**
  - a) **Store Fulfillment** - Reviewed by Don McGlothlin.
    - Noted that N-Scale merchandise is not a big seller.
    - Confirmed resignation as marketing officer.
    - Bob Ulberg has taken over as marketing officer.

Question raised on decreasing shipping costs for GNRHS members. Don McGlothlin advised that shipping rate is set by USPS, and is something we cannot control. Shipping is at breakeven, with no cost to the society.

Question about doing some custom work in N-Scale. Addressed by Don McGlothlin. Will look into getting more information.

We are getting to point where we have one inventory reporting system. Computer software is being developed to implement this.

- b) Digital Project  
Reference sheets, modeler pages, are in process of being digitized. Project is moving forward as time permits.
- c) Use of Credit Cards  
We will work on getting VISA and MC available on the company store. The treasurer is in favour of doing so.

9) **Hobby Shop Sales / Advertising Report**

Two more shops have dropped product, due to continuing decline in local hobby shop. Still shipping to 11 shops.

\$2,800.00 in revenue in past year.

10) **Hustle Muscle Report**

John Langlot presented report. Appraised value \$150-175K, would be worth more if it were a 16-cylinder, instead of a 20-cylinder.

11) **Membership Report**

- a) Had a very productive meeting last Friday evening.
  - Recruitment numbers are down a bit due to saturation.
  - Multi-year renewals are very successful. Sponsorship program is disappointing, only 12 so far in 2014.
  - Retention is serious, as we are losing members each year.
  - Going to a coding system to track where members join the GNRHS, train show, web, etc., so they can be contacted if they don't renew.
  - Looking into new programs, perhaps something with NMRA, looking into younger members, and how to attract them.
  - Looking into program to attract children and their parents to "Rocky" at shows.
  - We need more volunteers to make these things happen.
- b) When we sell memberships we tell people what is available to them. We don't do much in digital format yet. We do use the Goat as a marketing tool, especially for new members.
  - We have to have a way of tracking membership as a means of addressing retention issues. Suggestion was made to include a page in the Goat about what the membership can do to serve the society.
  - Should add convention pictures to web site each year, current photos are from 2010.
  - Membership team will be doing more shows in the coming years. We need more volunteers.
  - We do not know how the Classic Trains ad is doing for us.

John Langlot suggested we get better response on Face Book than we do on web site. Our new web site will work in conjunction with Face Book.

- c) Membership Cards  
A suggestion was made for a credit card type of membership card.  
**TABLED**
- d) Verifying GN Veterans  
Currently on our database. It's on the honour system for them to identify themselves when they join. We do not feature former GN employees, whereas the NPRHS does. We should ATTEMPT to draw in former GN employees, and perhaps invite them to our convention banquets. Many GN vets are bitter about what happened as a result of the mergers, first BN, then with Frisco.
- e) Volunteer Follow Up  
Done.

12) **Archives Report**

Bill Sornsins thanked those who volunteer their time to help out. 28 researchers visited Jackson St last year, similar number at PNRA. Website is very is very popular with researchers. There is minimal revenue derived from the archives.

- a) Goals from last year
  - Only one of four goals have been met so far.
  - SP&S Society has now joined NPRA archives.
  - Some funding received for scanning, etc.
- b) Facilities news from Jack St – John Thomas.
  - Archives moved out of washrooms in basement, now everything is in the same place and in numerical order.
  - Area will soon be walled off and climate controlled to properly preserve old records stored there.
  - Things need to settle down somewhat at MTM before this project will go ahead. FYI - Current lease does not cover the area in question.
- c) Budget request to be \$15 – 16K this year.
- d) Bill Sornsins wishes to establish an acquisitions policy. A good idea, especially if we are going after grants.

13) **Convention Officer Report**

Ed Erickson reported he has received offers to help with future conventions. He appreciates all the help.

- a) Future Convention Sites
  - 2015 – Twin Cities – July 18<sup>th</sup> – 22<sup>nd</sup> at Ramada Plaza in Minneapolis, MN.
  - 2016 – Spokane – Red Lion at the Park in September 17<sup>th</sup> – 21<sup>st</sup> in Spokane, WA.
  - 2017 – Sioux Falls, SD / Duluth, MN - options
  - 2018 – Bellingham, WA / Everett, WA
  - 2019 – Sioux Falls, SD / Duluth, MN
  - 2020 – Nelson, BC

- b) Other Sites  
None at present.
- c) Convention Timing
  - Pros and cons to holding conventions during summer vs. September. There was some discussion on costs vs. time of year vs. locations.
  - Discussion on proposal from Mike Abernathy to have GN great dome Prairie View available for a trip with Amtrak from Chicago to St. Paul for 2015 convention. Has nothing to do with whatever the convention committee is organizing for the show. Don McG will follow up with Mike.
  - A similar proposal for Chicago to Spokane for 2016. Don McG will follow up on it.
- d) New Convention Officer in 2017
  - Discussion on who to get for new convention officer to replace Ed Erickson, who will retire after the 2016 convention.
  - This needs to be dealt with within the next year.
  - Ed is willing to help transition to new person.
  - It was noted that the convention chair does not work alone; there is lots of support available.

14) **Heritage Fund Report**

- a) Somers Town Project  
To finish museum and provide protection for the S2 - \$1,500.00 **TABLED**
- b) Mansfield Historical Society  
Preservation of section house, new roof and rafters - \$2,000.00 **TABLED**
- c) Montana Museum of Railroad History  
Continue work on their facility - \$1,500.00 **TABLED**
- d) Nisswa Caboose  
Have a GN caboose repainted – up to \$4,500.00 **TABLED**

15) **2015 Budget Expenses**

Goat	\$50 – 55K	
Web	\$700.00	
Heritage Fund		<b>TABLED</b>
Convention	Break Even	
Hustle Muscle	\$1,000	
Membership	\$5,300.00	
Archives	\$16,700.00	
Company Store	\$23,100.00	
General Admin	\$5,000.00	
Total	\$106,900.00	

<b>Revenue</b>	
Dues	\$56,000.00
Store	\$25,000.00
Donations	\$10,000.00
Total	\$91,000.00

Moved by Bob Ulberg, seconded by Ben Ringnalda.

**CARRIED**

16) **Additional Items**

Brief discussion on holding mini-meetings in various locations throughout the year, as mentioned last year. No progress has been made on this. There is a consensus to support meetings held on a local level.

17) **Termination**

Moved Bob Ulberg, seconded by John Langlot to terminate at 11:59 AM.

**CARRIED**