



LOS ANGELES DIVISION BUSINESS MEETING

Meeting held On-Line via Zoom Application

Date: February 11, 2021, 8:00 P.M.

ATTENDING:

<u>Superintendent</u>	Vic Cavalli	<u>Clerk Paymaster/Achievement</u>	James Keena
<u>Director</u>	Mona Raymer	<u>Webmaster</u>	
<u>Member Aide</u>	Lloyd Lehrer	<u>Graphics</u>	Scott Sackett
<u>Membership Recruitment</u>		<u>Membership Retention</u>	Vic Cavalli
<u>Non-Rails</u>		<u>Assistant Non-Rails</u>	
<u>PSR President</u>	Pat Raymer	<u>Facebook</u>	Kevin Spady
<u>Buddy System</u>	Mike O'Brian	<u>Communication Coordinator</u>	Nick Lisica
<u>Others Present</u>	Ron Westlund		

Call to Order

Superintendent Vic Cavalli called the L. A. Division Advisory Board meeting to order at 8:00 P.M.

Approval of Minutes

The meeting minutes of January 14, 2021 were approved unanimously.

Financial Report

The Division currently has the following funds:

Checking	\$9,198.58
<u>Savings</u>	<u>\$5,103.25</u>
Total	\$14,301.83

Jeff Smith of RailMaster Hobbies in Bellflower graciously donated a \$25.00 Gift Certificate to be handed out at our February 20, 2021 online Zoom Annual Membership Meeting.

Membership

Vic Cavalli spoke with Pete Steinmetz regarding the sharing of the membership list with other Advisory Board Members. NMRA has strict rules governing the distribution of the membership lists. In order for the Buddy System to work on its interim trial basis, Vic Cavalli will share information regarding new members with Lloyd Lehrer and Mike O'Brien in order for them to contact the new members about the Los Angeles Division Buddy System for welcoming new members.

The Buddy System started in the PCR and the PSR is attempting to implement the system as well. Lloyd Lehrer is concerned about liability issues and what we are actually allow to do in contacting new members and what are the limits. Lloyd will reach out to Robert Amsler of the NMRA to get clarification.

MailChimp is another effect way to reach out to the Division membership.

Communication

The Division Annual Membership Meeting will be held on February 20th at 7:00 P.M. via the Zoom application. Kevin Spady sent out a MailChimp notice to the membership. So far no one has shown interest in presenting anything yet during the Show & Tell portion of the meeting. We could fill the time with an online clinic if needed. He will send out another reminder notice this coming weekend. Vic Cavalli commented that we are entering the Zoom meeting arena late in the game and it could be that the market is becoming over saturated with Zoom meetings.

For the Gift Certificate drawing, Kevin Spady will keep a record of those that sign-on to Division's Zoom account to attend the meeting in order to randomly draw a winning name. The Gift Certificate will be mailed to the winner.

Vic Cavalli expressed his thanks to Tim Johnson for all his effort in editing the LA Coupler. Due to Tim's increasing job commitments, he has less time to devote to continue editing the Division's newsletter. Nick Lisica has agreed to take over the responsibility as editor of the LA Coupler. Nick has switched over to the free version of CAVA graphics artwork software for publishing the LA Coupler.

NEW BUSINESS

Website Update

Based upon members review and comments received the current Division's website is in need of a lot of help and an update. Suggestion was to contact the San Diego and Arizona Divisions to see what website software they are using as a template for our update as well as contacting Dan Moran, the PSR webmaster.

It was mentioned that the website is our library and archive for past editions of the LA Coupler. The website with the right management could be more dynamic and up to date. Kevin Spady indicated that he would give it a try and contact Dan Moran the PSR webmaster. Nic Lisica stated that he would assist. Lloyd Lehrer is willing to help as well. Sections of the website could be updated by different members so that the duties of maintaining the website could be spread amount several individuals.

Vic Cavalli stated that he will contact Tim Johnson to update the current page of our present website to indicate "under construction, new and improved website coming." Also, to place the current issue of the LA Coupler on the website Coupler tab.

OLD BUSINESS

Hobby Shop Flyer

Nick Lisica stated that he developed in conjunction with the LA Coupler with the same lead photo and additional information for people to access the Division's and NMRA Website and Facebook pages using a QR Code. This would be at stand alone display for hobby shops with business cards for people to take with them. The display would be updated every 3 months when a new issue of the LA Coupler is published. Consensus of the members was to wait until the website is updated before implementing this display at hobby shops.

Division Event Budgets

Lloyd Lehrer question where we obtain our income. The Division receives a pass through twice a year from the region. The other main source of income is generated at our SpringRail event through event admission, swap meet table rental, hobo auction, raffle and food sales. All of our other events such as the annual membership meeting, meet and greet, manning NMRA tables at train shows and Freight Fright/Frosty Freight are subsidized and operate at a loss.

Due to not being able to hold a Hobo Auction at events, it was suggested that we look into possibly holding an online auction of some sort of the items the Division has in storage in order to generate operating revenue. It could be a live virtual Zoom auction or some form of silent auction where members would bid for the items. Issue remains in question on how to receive payment and getting the item to the winners.

Vic Cavalli stated that it was getting late and we were not able to complete the budget for review. Therefore, we will continue the budget proposals at the next meeting.

Next Meeting

The Annual Membership meeting will be held on Saturday, February 20, 2021 at 1:00 P.M. There will be a half hour show & tell session for allowing members to join the Zoom meeting before the actual meeting to begin at 1:30 P.M.

The next regular Advisory Board meeting will be Thursday, March 11, 2021 at 8:00 P.M. via "Zoom Application." Join meeting code: 839 6317 119 Passcode: 248175

Motion to Adjourn

Meeting Adjourned at 9:29 P.M.

Respectfully Submitted by

James L. Keena
Los Angeles Division
Chief Clerk Paymaster