



Board of Directors Meeting Minutes July 15, 2017; Scheduled Start 6:10 PM

Actual start was 05:16 PM.

Attendees (BoD members in **bold text**):

In person: **Grant Berry**, Craig Close, **Dale Corn**, **Tom Dupee**, **Bruce Elliott**, **Henry Freeman**, **Nick Fry**, Harry Meem, Al McEvoy, **Mike Shylanski**, **Greg Smith**, **George Stant**, **Chris Winslow**, **Allen Young**

Phone/Skype: **Bob Hubler**

Absent: None

- A) Approve Agenda – Smith. No changes, all accepted as given.
- B) Minutes of Previous Meeting – Smith: No changes, all accepted as given.
- C) President’s Report – Smith:
 - a. Local Lions Club presentation: They were very interested. Made \$200 donation to building fund. August 1 is national night out at nearby Sykesville Freedom Fire Hall. Taking out a half page ad to promote for community outreach.
 - b. Ralph Barger’s railroadians collection: His survivors will contact us when they are ready. B&O stuff will come to the Society, remainder will go to the CA State RR Museum in Sacramento.
 - c. Building roof leaks: Patched, need to get estimates for longer term repairs. Initial estimate \$90K, will seek additional estimates (4 – 6) over next week or two.
 - d. Emailed Howard and Carroll County art societies about painting a mural on a wall of our building. Haven’t heard back from them, will follow-up.
- D) Treasurer’s Report – Winslow: See reports and letter emailed to all earlier in the week. All accepted as given.
- E) Committee Reports:
 - a. Membership Report – Hubler: See report emailed earlier in the week. Overall total is still declining faster than we are acquiring new members. Most common reason given on why people don’t renew is that they are on a fixed income and can’t afford it. November/December is a high drop-out period since some are from gift memberships that the recipients don’t renew, which is an issue with other similar organizations. Meem suggested we solicit explanations via the Society email address on why they aren’t renewing on the second notices. Smith

suggested we do a checklist of reasons instead of requesting paragraphs. All accepted as given.

- b. Publications Committee - Meem:
 - i. *The Sentinel*: See report emailed to all earlier in the week. Working on getting help for Ken Wing; several volunteers have come forward to help produce *The Sentinel*. The magazine staff is also beginning a project to collect obituary pieces about Society notables and friends before they're needed, saving having to do shabby work under deadline pressure. Photos of current BoD staff were taken at the Eldersburg mini-con. While it sounds morbid, planning like this should help in the long run. Thoughts about candidates for profiling may be forwarded to the editors.
 - ii. Calendar: 2018 out, 2019 in progress.
 - iii. *B&O Modeler*: Latest issue is out.
- c. Convention Committee - Freeman: See report emailed earlier.
 - i. Mini-cons:
 - 1. Western 2018: Toledo OH, tentative date 2nd Saturday in May.
 - 2. Eastern 2018: Eldersburg MD, date TBA.
 - ii. Annual:
 - 1. 2017: Cumberland MD first weekend in October (5 – 8) with WMHS and be more clinics-based. Friday tour with #1309 and RDCs with photo run-bys. Biggest risk is whether or not #1309 will be running by then (missed original July 1 target). Convention pin is done.
 - 2. 2018: Dayton OH, since Cincinnati Union Terminal is unlikely to be finished with renovations by fall 2018.
 - 3. 2019: Baltimore MD
- d. Sales/Company Store – Stant/Close: Expenses very low, low sales, not mailing much. Did not get a bump from Q1 2017 *Sentinel* mailing. Q3 2017 *Sentinel* mailing was just sent out; will wait to see if we get a bump from it. Books, reproductions and models aren't selling. Younger generation isn't interested in history of the past; older generation of railfans have too much stuff and families struggle to dispose of what they have acquired. Company Store is reaching a point where it is no longer a profit generator. We also aren't doing eCommerce like other organizations are. We have been unsuccessful finding someone who could do that for us, and outsourcing it is cost prohibitive. Need to consider downsizing the Company Store while looking for other revenue sources. Future sales will likely be from what we can generate from the archives. Smith proposed that we create a 1-year plan and a 5-year plan.

B & O Railroad Historical Society – Board of Directors Meeting Minutes – July 15, 2017

- e. Archives – Fry:
 - i. Acquisitions: Western division superintendent files. Western material from Scott Griffith. Nothing major coming in the near future. Helping to transition donations from Ray Lichty for the library.
 - ii. Work sessions: Every 3rd weekend except December, and Thursday evenings.
 - iii. Facility - Berry: Taking on role as assistant archivist in addition to his role as building manager. No beverages allowed in any work areas.
 - a. Modeling – Elliott/Smith: See report from Elliott emailed to all earlier in the week. FA/B-2s will likely arrive in September. Bachman Mikados are out. Bethlehem Car Works *Capitol Limited* sleepers are out. New B&O/Chessie box cars from a Canadian firm:
https://www.pwrs.ca/view_product.php?ProductID=253650 (note that the price for the above is for a 3-car set). New Atlas B&O/Chessie covered hoppers:
<http://www.atlasrr.com/Images/HOFreightCars/ho36baycylind/0517/h20004376.jpg>
 - b. Community Outreach – Smith: Better working relationship with B&O Museum—need to do more to promote each other. Meem has nothing scheduled at the moment—will need help running the switching game when we have venues to bring it to. McEvoy working on soliciting historical photos from Sykesville related to the B&O. Fry asked if there are any local genealogy societies we could reach out to, to let them know what we are planning. We can offer them access to our near-complete collection of B&O Magazines, which has lots of history about the people who worked for the B&O and their families. Sign on our front lawn didn't generate much local interest. Considering using banners to promote archives work sessions. Town of Mt. Airy has purchased the Mt. Airy station and will move their archives there, considering building a model layout of the B&O RR in Mt. Airy—Corn to follow-up.
 - c. Election – Shylanski: Has received 2 ballots so far.
- F) Old Business:
- a. Action Items Status – Young (see list below).
 - b. Policies & Procedures Handbook – Smith/Young: Still have a few pending (see action items). Young to send what's done to Winslow.
 - c. eCommerce and Website – Fry/Winslow/Stant: Society needs to upgrade from printed & mailed forms to keep pace with the rest of the world. PayPal's shopping cart application seems to be the best option. Google Wallet is nearly dead and [Apple Pay](#) hasn't caught on. PayPal nonprofit fees are 2.2% (instead of 4.1%) of sale plus 30 cents per transaction. Can use eBay/PayPal store for

merchandise and membership sales. Interfaces with QuickBooks Online (we use QuickBooks Desktop, which does inventory control, which Online does not do). There are 3rd party applications that work with QuickBooks Online that handles inventory control, though Winslow has not yet investigated them (will have a better idea within next 6 weeks). Motion for Fry to try a test eCommerce; all approved. McEvoy indicated can help Fry with web site home page redesign.

- d. By-Law Changes: Proposed officer change was not included in the ballot, so can't be voted on this year.

G) New Business - Smith:

- a. Quarterly meetings at Eldersburg: Try to get members involved in more than just monthly archives sessions. See if Sharon Harwood can give presentation about Olive Dennis. Reinstitute Founder's Day Dinners, with guest speakers. Community outreach event + mini-con in July, and something else the following fall. See if B&O Museum would do a joint event. Need someone local to coordinate.
- b. Use of building for community activities: Insurance—anyone on Society property is covered by current plan; no extra riders if we cook or serve alcohol. If 3rd party wants to rent our facility we need to ask for a copy of their insurance cert, since they would be first level coverage.
- c. Long term financial planning/revenue sources: Meem suggested advertising what we sell in rail publications. Winslow indicated that we had tried that years ago, but could never really confirm if we made money from it or not. Shylanski suggested fundraising dinners. Fry suggested endowment fundraising (like Barriger Library)—need 5 and 10 year plan to justify/sell it—need some professional help to do this. Freeman suggested that we should now be able to present a better story for grant applications now that we're in our own facility.
- d. December membership party: Smith/Berry looking for something we could do to get members more involved.
- e. New advisory director: Ray Morris is out. Will give Corn a Society "care package" to deliver to Wick Moorman at Amtrak.
- f. Topics from the floor:
 - i. Meem suggested merging with CSX Historical Society.
 - ii. Smith suggested we add some B&O in the Chessie era to *The Sentinel*.
 - iii. Corn to email everyone potential additional logos/images for web site (freshen-up the graphics).

H) Next BoD Meetings - Smith:

- a. Thursday October 5, 2017, 11 AM (prior to annual convention), Cumberland MD.

I) Adjourn: Motion from Smith, all accepted; meeting adjourned.

B & O Railroad Historical Society – Board of Directors Meeting Minutes – July 15, 2017

Respectfully submitted by Allen Young, Secretary; August 12, 2017. Revised September 9, 2017 (blue text).

Action Items:

Actions from Previous BoD Meetings	Assignee	Target Date
Create a form letter to send to model manufacturers letting them know how the Society can help them	Freeman, Smith, Young	September 2017
Provide archives information on towers to Elliott. Winslow sent photos, has a database with 87 drawings.	Freeman, Winslow	August 2017
Still need draft policies and procedures for: <ul style="list-style-type: none"> • Building Management • IT (including Web site) – Received Web Site policy and procedure documents from Stant; general IT pending • Marketing • Treasury/Financial – Received policy from Winslow; operational procedure and budget guide pending • Volunteer Recognition – Received policy from Smith & Winslow 	Berry, Stant, Smith, Winslow	2017
Recruit a volunteer for Marketing and Public Outreach Chair for promoting the Society	BoD	In progress – target TBD
Five and ten year goals...submit thoughts to Smith – received one from Fry	BoD	Ongoing
Investigate alternative investment options for savings account funds, and bring report back to Board at next meeting	Smith, Stant & Winslow (tentative)	Working (Stant provided info) - TBD
Review Ed Young materials donated by his wife to see if there are manuscript that could be published	Meem	Working - TBD
Send letter to Ray Morris (CSX Cumberland Terminal), about advisory director position with BORHS	Fry	Ray Morris longer with CSX, have no contact info, need to recruit someone else - TBD
Discuss reprint status with Dennis Fulton; Smith will meet with him next week. Discussed idea of digital format—Fulton probably doesn't want to give up paper business. Need to consider alternatives (i.e., get our	Smith	TBD

B & O Railroad Historical Society – Board of Directors Meeting Minutes – July 15, 2017

Actions from Previous BoD Meetings	Assignee	Target Date
own clean copies that we can reproduce). Better chance to sell them if we package multiple years on one CD.		
Perform audit on membership database; see if former automated status report sheets with macros can be re-applied	Young	TBD
E-newsletter proposal (marketing), pending – dovetails with web site upgrade for eCommerce. Need someone locally based at new facility to work on this.	Freeman	TBD
Ask membership for census data updates. Winslow can provide info from accounting database.	Hubler	TBD
Create formal and comprehensive fundraising and marketing plan	BoD	TBD
Create and distribute a skills and interests questionnaire to members. Need to determine where to store this information (membership database or elsewhere).	Freeman	TBD
Ask Lytle/Cramer about outreach venue opportunities in Ohio	Smith	Email sent 8/2/2017
Prepare for WHQ dedication/open house	Smith, McEvoy, Berry, Close, Young	Completed April 2017
Interior painting at WHQ	Berry	Completed mid-April 2017, prior to dedication
Exterior painting at WHQ	Berry	Completed
Modify policy/procedure documents as reviewed during the BoD meeting on 9/15/2016, and reformat them to match the procedure for Secretarial	Young	Completed 2/25/2017
Provide copies of prior election ballot/bios for Shylanski	Young	Completed 2/25/2017

Actions from Latest BoD Meeting	Assignee	Target Date
Get estimates for WHQ roof repair/replacement	Berry, Winslow, Smith	Completed
Send e-copies of latest policies & procedures documents to Winslow	Young	August 2017
Install lock on china display cabinet at WHQ	Berry	TBD
Follow-up with Howard and Carroll County art societies about painting a mural on a wall of our building	Smith	TBD
Town of Mt. Airy has purchased the Mt. Airy station and will move their archives there, considering building a model layout of the B&O RR in Mt. Airy	Corn	TBD

B & O Railroad Historical Society – Board of Directors Meeting Minutes – July 15, 2017

Actions from Latest BoD Meeting	Assignee	Target Date
Test eCommerce (PayPal) on Society web site	Fry	TBD
Give Corn a Society “care package” to deliver to Wick Moorman at Amtrak	Smith	TBD
Email everyone potential additional logos/images for web site (freshen-up the graphics)	Corn	TBD