



## Board of Directors Meeting Minutes May 18, 2018; Scheduled Start 6:00 PM

Actual start was 6:00 PM.

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

In person: **Grant Berry**, Craig Close, **Nick Fry**, **Mike Shylanski**, **Greg Smith**, **Chris Winslow**, **Allen Young**

Phone/Skype: **Dale Corn**, **Henry Freeman**

Absent: **Tom Dupee**, **Bruce Elliott**, **Bob Hubler**, **George Stant**

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**As directed by Smith, due to number of absentees, informal discussion and brainstorming session—not a formal BoD meeting**

- A) Membership Volunteers – Getting More Participation
  - a. Get list of members who live within 25 miles of WHQ
  - b. Put list of roles needed to be filled in next Sentinel, and what's involved:
    - i. Standing coordinator(s) for Eastern & Western mini-cons—can't always be annual convention chair (Andy White) or Archivist (Nick Fry) or other BoD members
    - ii. Garden maintenance at WHQ
    - iii. Deliver Sentinels at hobby shops—Corn can do some deliveries west of WHQ
    - iv. Founder's Day Dinner and holiday party coordinator(s)
    - v. Quarterly community outreach program coordinator who can line-up events and speakers a year in advance, so we can advertise them
  - c. Call people and ask them if they would be willing to help
  - d. Need an overall volunteer coordinator
- B) Community Outreach and Membership Recruiting
  - a. Attendance is dropping at train shows
  - b. Need to find a way to recruit younger people
  - c. Berry wants to consider electronic-only membership at a reduced dues price; Freeman suggested introductory membership at reduced price
    - i. Need to be careful that we don't impact revenue to current Sentinel and membership sales

## **B & O Railroad Historical Society – Board of Directors Meeting Minutes – May 18, 2018**

- ii. Fry proposed ½ year memberships through Facebook page for \$22 in June 2018 (NMRA does a trial membership for \$19.95—full membership is \$75 annually), plus 2 free copies of previously published Sentinels. Do as a pilot with expiration date (must be postmarked by 12/31/2018).
    - iii. Need “hot mail” list we can pitch it to (e.g., NMRA, Chessie Society)
    - iv. Promote via local historical groups and their Facebook pages (e.g., Fostoria & Deshler rail parks)
    - v. Use flyers that are color-coded so we know where they came from
  - d. Corn trying to entice younger (20s – 30s) train enthusiasts to join
  - e. Need to orient our “product” to make it attractive to younger audience (e.g., C&O Society is doing a modeling effort and inviting younger people)—need a coordinator
  - f. Invite modelers to bring in model displays to mini-cons
  - g. Social media “salesperson” or promoter
  - h. Offer multi-year memberships
  - i. Discounted memberships for former B&O/Chessie RR employees
  - j. Invite schools to come to WHQ as field trips, give them Sentinels, and include ½ year membership offer inside. Fry to write action plan. Smith will be front person to reach out to the schools (e.g., Liberty H.S.). Need others to do presentations and lead tours.
  - k. Special story time programs with libraries (for kids). Fry to speak with Eldersburg & Westminster libraries to start.
- C) Articles for The Sentinel
- a. See handout of potential/suggested article topics from Smith
  - b. Can redo past articles now that we have better access to archival info—go in other directions with the same topic
  - c. Railfanning today at former B&O sites (Fostoria, Harpers Ferry, etc.)
  - d. Need recruiters for future Sentinel articles
  - e. Identify unknown photos
- D) Fund Raising Projects
- a. Ideas from Ray Lichty:
    - i. Paper versions of B&O china—unsure of IP rights. Could use at Founder’s Day dinners and other meal events at WHQ.
    - ii. T-shirts
- E) President’s Update
- a. Potential conventions for next 5 years from Andy White
    - i. Potential for N&W joint convention in 2020 in Hagerstown MD
  - b. Per Winslow, Shopify goes live 7/1/2018