

# MUSKEGON RAILROAD HISTORICAL SOCIETY BOARD OF DIRECTORS

*Thomas Anderson, President  
Andy Busard, Treasurer  
Jim Beal  
Jamey Morrison*

*Steve Bowyer, Vice President  
Thomas Van Bruggen, Secretary  
Jim Funnell*

## **Minutes of the January 17, 2006 Board Meeting**

### **President Thomas Anderson, Presiding**

The Board Meeting of the Muskegon Railroad Historical Society was called to order by President Thomas Anderson at 7:02 P.M.

#### **Roll Call**

Present: Thomas Anderson, Steve Bowyer, Andy Busard, Thomas Van Bruggen, Jim Beal, Jim Funnell, Jamey Morrison

Absent:

Guests: Three (3) guests

#### **Approval of Minutes of December 20, 2005 Board Meeting**

Moved by Andy Busard and supported by Steve Bowyer to approve the minutes of the Board Meeting of December 20, 2005 as presented with corrections.

Motion Carried

#### **Correspondence**

Reported by Secretary Thomas Van Bruggen  
Membership Renewal Update  
Letter from Parties in the Park

A letter from Parties in the Park indicating we received a party for the summer of 2006 was received. President Thomas Anderson stated he would contact Parties in the Park for clarification.

Additional Discussion: If party comes together, we will need a party chairman and will need to find large numbers of volunteers.

#### **Treasurers Report**

Treasurer Andy Busard reported that he is working on wrapping up the books for 2005. Because of needing to wrap up the books, there is not an official report for the month. Andy presented 2 graphs showing expenditures from 2005. Andy also noted that the only "loss" for the year was for the year was for the August picnic and train ride.

## **Committee Reports**

### **Layout Committees**

#### **O Gauge**

O Gauge Chairman Kent McFaden was absent. Chuck Tompkins reported in Kent's absence that the layout had been running "OK."

#### **HO Gauge**

HO Gauge Chairman Jim Beal reported that two (2) tracks were running good. One (1) track is "dead" which was the DCC line. Jim has been unable to get that line running.

#### **N Scale**

N Scale Chairman Steve Bowyer reported that the N scale layout is "iNdescribable!"

### **Building**

Building Chairman Jim Funnell reported that he had painted the meeting room wall and did some additional touch ups around the club. Jim Beal noted that he will need to touch up some of the back wall in the HO room as people have put their feet on the wall.

### **Library**

Library Chairman Jim Funnell reported that plastic covers had been obtained for the library. It was also noted that around the first of the year the library database seemed to have been deleted from the club computer. Secretary Thomas Van Bruggen had a copy from a week previous and restored that onto the computer.

### **Equipment**

President Thomas Anderson reported that there was nothing new to report. It was noted that Kent McFaden is attempting to keep a log book of the donations.

### **Spring 2006 Train Show**

Co-chair Andy Busard reported that several members were at the Grand Rapids show and met with several dealers. A dealer committed to ten (10) tables but they had not been paid for. The Lego group has again indicated they would like to participate again this year. Press sheets have been sent to newspapers. Model Railroader magazine now charges for press releases in their magazine, but it was noted by Jamey Morrison that registration for the web site Trains.com are free of charge. Andy also noted that the Grand Trunk, PM and NMRA web sites will have notice about the show. There was discussion regarding free tables to the MARP, C&M and Ann Arbor groups. Fliers will be going out soon to dealers and magazines.

## **Suspension of Rules and Recognition of Mike and Christina Wood Regarding Radio Station Advertisement**

Mike Wood introduced Christina Wood who works for Clear Channel Radio. Christina presented information regarding Clear Channel Radio Advertising. Christina presented numerous pieces of material and demographic reports. These reports are available for review through the secretary.

Primary discussion focused on the radio ads. The proposal would include 25 15-second radio spots per station on two (2) stations. The stations identified as having the greatest match to the selected demographic are 101.7 WMRR and 107 WMUS. The radio spots would air from 3/20/2006 between 6 AM and midnight. The time distribution of the spots would be:

4 to 6 spots during "drive times"

At least 3 during daytime segment

3 during the morning show (before noon)

The cost of the radio spot advertising would be \$500.00

Open discussion:

Potential for Muskegon Chronicle advertising in jeopardy

Need to develop an input/comment form to enter drawings. Part of the form would be to indicate how a guest heard about the show.

Time frame for commitment (can we wait)- it was noted that it could wait a couple of weeks to make a commitment, but the longer the wait, the more in doubt the cost becomes.

The board tabled the investigation into the radio advertising and called a special board meeting for consideration on 1/31/2006 at 7:00 PM at the MRHS facilities.

President Thomas Anderson added that he feels we should continue to move forward on the placemats and radio advertising and that we should develop a form for input to distribute to guests.

Steve Bowyer added that knowing what the target is would likely draw more response. Steve noted that we are appealing to people already in the hobby.

Prior to the special Board Meeting, President Thomas Anderson will develop a couple of sample clips for review.

## **Old Business**

### **Points for Profit Program**

President Thomas Anderson reported that several new businesses have been added to the participating business list. Included in the new businesses is Perkins restaurant.

On February 2, 2006, the initial Points for Profit trade fair will be held at the Frauenthal Theatre from 9:30 to 11:30 AM.

### **Placemat Advertising**

Jim Beal is still working with Denise Baker and will report back.

### **Division 4 North Central Region NMRA Meeting**

President Thomas Anderson is continuing to work with the NMRA group to finalize details and a meeting date.

### **Video Projection System**

No new information was available for report. Details will be presented as they become available.

### **Bylaws and Policies Committee**

The bylaws and policies committee will be meeting January 31, 2006. The committee is nearing completing and will be finalizing the bylaws and policies and bringing them in front of the membership soon.

### **Web Site**

Secretary Thomas Van Bruggen reported that he has searched out web site hosting and domain registration. Tom presented on two (2) companies that host and register their domain. It was also noted that while some companies may advertise lower rates, often times they have reliability and service issues and many are "fly-by-night" companies. The companies presented were Network Solutions and ReadyHosting. It was also noted that the MRHS.com or .org domains are not available.

The board delegated the web site development to Thomas Van Bruggen, Jamey Morrison and Andy Busard.

## **New Business**

### **Channel 13 News Telephone Call**

President Thomas Anderson reported that Channel 13 News called. He attempted to return the call and has had no response.

### **Program Presentations and Thank You**

The board discussed development of a "Thank You" Certificate for program presenters. President Thomas Anderson offered to create a "Railroad Spike" and Secretary Thomas Van Bruggen would purchase and produce a "Certificate" of appreciation.

Moved by Andy Busard and supported by Steve Bowyer to present program presenters a certificate of appreciation and railroad spike. The programs and spike are to be available by the April General Membership Meeting.

Motion Carried

Secretary Thomas Van Bruggen to purchase certificates and seals and President Thomas Anderson and Steve Bowyer to obtain and produce the railroad spikes.

### **Open Comment**

Chuck Tompkins reported that one new member and several application distributions resulted from the visit from the Muskegon Y's Club.

### **Adjournment of Board Meeting of January 17, 2006**

Moved by Steve Bowyer and supported by Jamey Morrison to adjourn the Board Meeting of January 17, 2006 at 9:07 PM.

### **Minutes Approved at the February 21, 2006 MRHS Board Meeting**