



LOS ANGELES DIVISION BUSINESS MEETING

Meeting held On-Line via Zoom Application

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

CALL TO ORDER

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

ROLL CALL/QUORUM

<u>Interim-Superintendent</u>	Vic Cavalli	<u>Clerk Paymaster/Achievement</u>	James Keena
<u>Director</u>	Vic Cavalli	<u>Webmaster</u>	Kevin Spady
<u>Member Aide</u>		<u>Buddy System</u>	
<u>Membership Recruitment</u>	Bob DeMoss	<u>Membership Retention</u>	Vic Cavalli
<u>Non-Rails</u>		<u>Assistant Non-Rails</u>	
<u>Social Media Coordinator</u>	Kevin Spady	<u>Communication Coordinator</u>	Nick Lisica
<u>PSR President</u>	Pat Raymer		

APPROVAL OF MINUTES

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

FINANCIAL

Financial Report

The Division currently has the following funds available:

Checking	\$11,056.67
Savings	\$5,103.52
Total	\$16,160.19

Still waiting for the Cajon Division to reimburse the LA Division for the 2020 Convention items that were sold at the 2021 Convention.

Vic Cavalli requested that the Division's accounting spreadsheet be sent to him for planning a budget for next year. James Keena will forward the spreadsheet to him.

MEMBER SERVICES

Membership Recruitment

Bob DeMoss reported that he set up the NMRA information table at the Highland Pacific Railroad Open House and signed up one new Rail Pass Membership.

Renews and Retention

Vic Cavalli stated that we were down to 178 memberships in the LA Division, but are now up to 190 members. We are experiencing about an 82% renewal rate.

Vic Cavalli prepared a draft retention survey to send out to members that have not renewed their membership. The survey in its present form is more geared toward a telephone survey due to the open-ended questions. Other Advisory Board members will review the survey to provide comments back to make the survey better suited to multiple choice answers that fit the Mail Chimp Survey format.

FallRail 2021 Report

James Keena reported that FallRail 2021 was held in Whittier on Saturday, October 23, 2021 with approximately 30 individuals in attendance and another 20 that came just for the swap meet. The event was planned and food was ordered for around an anticipated attendance of 60 individuals. Persons attending were allow to have seconds on sandwiches, with sufficient amount remaining to feed the Orange County Module Engineers on Sunday as part of their Kids Run Trains session.

Income verses expenses for the event is as follows:

Income	\$1,787.00
<u>Expenses</u>	<u>\$826.20</u>
Net	\$960.80

Of the \$960.80 income, \$532.00 was from the sale of LA Division surplus items at the swap meet. Therefore, the net income just from the event was \$428.80.

Kevin Spady commented on how do we get more people to attend events. It was pointed out that many people are still leery of attending in person events due to COVID-19 restrictions.

COMMUNICATION

Sand House Chat Zoom Session Report

Eight (8) persons logged into the session on November 4, 2021 and six (6) persons stay engaged in discussion regarding track questions for the entire session. The next Sand House Chat is scheduled for Thursday, December 2, 2021 at 7:00 P.M.

NEW BUSINESS

Joint Spring Meet with Cajon Division

James Keena reported that a joint Spring Meet is being planned for Saturday, April 30, 2022 to be held in Buena Park. The PSR midyear meeting could also be held at this event. By combining the resources of both Division will allow the availability of more manpower to put on a successful event.

Issues that still need to be worked out is how to split the expense and revenue from the event. Vic Cavalli will discuss with Joel Morse on how to split the cost of expenses of the use of the facility and food as well as the dividing of income generated by entry fees and Hobo Auction ticket sales.

Kevin Spady mentioned that we need a more robust advertising for events.

Policy for Accepting Advertising within the Division

The LA Division was approached about advertising in the LA Coupler. Nick Lisica to prepare a draft policy statement on accepting advertising. Kevin Spady pointed out that many of the Advisory Board members are already heavily involved and taking on duty the processing of advertising fees would be an additional burden. We already provide links to Hobby Shops in our website for free.

LA Division Coupler

Pat Raymer commented that the LA Coupler should add to the distribution list to be forwarded to Jim Zinser, NMRA Magazine Division Business Car Editor.

2024 National Convention

The 2024 NMRA National Convention and Train show is schedule to be held on the West Coast in 2024, which coincides with when the LA Division scheduled turn to hold the PSR Regional Convention. There is an Executive Committee that is in the process of submitting a bid to the NMRA to hold the National Convention and Train Show in Long Beach.

At this time the NMRA does not have a site selected for the 2024 Convention. Bids are due to the NMRA by the end of this year and selection of the Convention site would be made at the NMRA mid-year meeting in February, 2022.

If the PSR is successful in obtaining the bid for Long Beach, the NMRA would handle the Hotel, Registration and Transportation portions of the Convention. The PSR would be responsible for Clinics, Convention Cars, Shirts and Pins as well as Layout Tours, Prototype Tours and Non-Rail Events. The tentative timeframe for the Convention is between July 31 to August 14, 2024.

The Executive Committee that is putting together the bid to the NMRA is made up of Pat Raymer, Gary Butts, Vic Cavalli, Joel Morse and Don Fowler

OLD BUSINESS

In the interest of time, Old Business items will be tabled for discussion at the January 13, 2022 meeting.

Next Meeting

The next regular Advisory Board meeting will be Thursday, January 13, 2022 at 8:00 P.M. via "Zoom Application." Join meeting code: 839 6317 119 Passcode: 248175

Motion to Adjourn

Meeting Adjourned at 10:06 P.M.

Respectfully Submitted by

James L. Keena
LA Division, PSR, NMRA
Chief Clerk Paymaster