

Train Mountain Railroad
Board of Directors Meeting

January 9, 2013

Location: Telephone Meeting

1. Meeting called to order at 7:01 pm.

Present: Jim Armstrong, President; Dennis Ward, Treasurer; Chuck Barnes, Secretary; Jerry Crane; Tom Watson, and John Black (RRI)

Absent: None

Others in attendance: Steve Panzik; Jeff Pape; Chris Donhost; and, Dale Furseth

Recurring Business:

2. Secretary's Report, Chuck Barnes – There were no further comments or additional corrections regarding the December 12, 2012, minutes that had been emailed to the Board. Motion to approve the December 12, 2012, Board minutes as submitted. Ward/Watson. Approved 5-0

3. Treasurer's Report, Dennis Ward – The 2012 Years End Financial Report was presented and approved by the Board. A copy of the report is attached to and made a part of the minutes.

4. Special Membership Database Discussion – Dale Furseth has volunteered to integrate Wild Apricot into the TMRR website that Tom has built. After reviewing Wild Apricot Dale's opinion was it would be better to write a custom membership and meet signup web application. A copy of John's January 8, 2013 email summarizing Dale's finding regarding a Custom Application vs. Wild Apricot is attached to and made a part of the minutes. Dale built an application to fit the TMRR website and prior to the Board meeting most members had the opportunity to examine and manipulate the application. All were pleased with the ease of operation. There was some discussion about what happens if Dale is no longer available for maintaining the application. John indicated that it would be easier to find a replacement for Dale that attempting to customize Wild Apricot to fit the specific needs of TMRR. The entire Board supported moving forward with a custom application. Tom and John will be Dale's contact. Dale suggested a phased implementation to allow members to begin using parts of the application as they become available and the Board agreed. Dale said PayPal would be integrated into the application. The Board recognized that a functioning membership and meet signup web application is extremely important to TMRR and thanked Dale for volunteering to develop a custom application.

5. Special Social Media Discussion – Chris Donhost has volunteered to develop a social media-networking plan for TMRR. His "Proposed Social Media Plan for Train Mountain" was presented to the Board and is attached to and made a part of the minutes. Chris suggested: Provide quality information and/or photos; don't

overwhelm with too many posts; one newsfeed per week at the start and work up to a maximum of three per week; no burdensome or offensive information; start with photos (with a brief description) of what's going on at TM. Provide photos and information that will make people wish they were at TM. John stated that our success with social media would depend on the quality of the information being disseminated. Chris will develop the social media system, but the Social Media Committee will be responsible for preparing the information. TMRR could promote vendors when there is not much to report about TM.

What type of information should TMRR provide? Chris suggested we start by letting it be known that there has been a major reorganization and the TM is alive and well. Let it be known what is happening at TM – photos (with brief description or story) of snow plowing, the mouse problems, the burn pile, sunset from caboose ridge, etc. Tom suggested a live webcam and Chris thought that was a great idea. We need to make people wish they were at TM. Strive for a balance between historic and current photos and articles. We should build an inventory of photo and articles

It should take Chris 60 days to develop sufficient infrastructure to be in a position to accept information for the newsfeeds. He will need access to the TM logo and TM photos. John said he would provide the logos and help Chris acquire photos. Chris said he would provide the Board with updates on his progress with developing the infrastructure. TMRR will need a Facebook account.

* Length of the Board Meetings (non-agenda item). Dennis and Tom expressed concern with the length of the Board meetings. Jim said the agenda items are those he believes the Board needs to address and some items need to be discussed verbally. He suggested that perhaps the status reports be submitted by email to the members prior to the meeting for their review and comment. This may help shorten the meeting length. Jim is open to suggestion by the Board members. There was no resolution to this matter.

6. Status Reports From Management:

- a. Friends and RRI, John Black – Nothing to report from Friends or RRI.
- b. Facilities, Jerry Crane – Adkins Engineering has not submitted their proposal for the Central Station improvements. A letter has been sent to Danny Ray requesting the refund of the \$8,000 deposit he received to build the Blue Caboose Camp Ground sewer system. No work has been done. Any refund that is received will be forwarded to Bill Dobbs.
- c. I.T., Tom Watson – i) The Central Station page is up and running on the TMRR website. ii) New office computers and software are needed. iii) Nothing can be done concerning the mass email problems until the number of emails we want to send is determined. Many are currently being returned as undeliverable and it seem some are going into spam files. We need to use caution or TMRR

may be considered a spammer. The short email list (up to 700 names) contains past and present TM members, Friends members, TMMA members, and K&W members. Using this list is not a problem. The long list (the best list for prospective new members) creates a problem and the exiting infrastructure will need to be increased to handle the volume. Tom will submit a report detailing what is needed to increase the infrastructure. Up to 13 hours are spent on each mass emailing. We may want to explore using a mass emailing service. A copy of Tom's report is attached to and made a part of the minutes.

7. Status Reports From Standing & Special Committees.

- a. Communications Coordinator, Russ Wood – Russ was unable to attend the meeting. John indicated the current publication schedule does not allow sufficient time between the Board meeting and the publication date of the Gazette for adequate review of the content. He recommended the publish date be two weeks after the Board meeting. This will allow additional time to review the Gazette content. Jim and Russ will discuss this issue and make recommendations.
- b. Museum and Store Coordinator, Steve Panzik – There has been discussions with new distributors regarding items for the store. Steve will discuss with John the distributor's requirements.
- c. Volunteer Coordinator, Jeff Pape – Jeff is resigning as the coordinator due to lack of time. He hopes to assist in the development of TM in some capacity. The Board thanked Jeff for his assistance.
- d. Projects Coordinator, Russ Wood and Jeff Pape – No report.
- e. Containerville Coordinator, Chuck Barnes – Emails were sent to the tenants of Containers 1 thru 10 asking if they had received invoices for the 2011 and 2012 annual assessment and if so had they paid them. Based on a few replies it seems the invoices were not sent, but some had paid without receiving an invoice and some had not. Chuck suggested sending invoices for 2011 and 2012 to those who said they have not paid and those who do not answer to see what happens. The TM records are poor and he recommended if someone said they paid we accept that answer. Gregory A. Peterson, Mark Flitton, Chuck Stutts, and Geoff Robinson had posted deposits for front row containers. Emails were sent to them to determine if they were still interested in a container. Peterson and Flitton said they would wait for containers. The emails to Stutts and Robinson were returned as undeliverable. He will attempt to contact both.

Chuck will work with Richard and Dustin to determine how much track space in the backshop will be available for lease.

Old Business:

8. Suggested Road Names (North side). Steve, Tom, Russ and Dennis will chose the names.

9. Purchase of Oregon Non-Profit Corporation Handbook. Jim has ordered the handbook and will submit an invoice for reimbursement.

10. Purchase of TMRR Directors and Officers Liability Policy. The policy has been issued and is in force. The policy has a \$1,000.00 deductible and includes court cost. The annual premium is \$840.00. To expedite the issuance of the policy the Board, by email, had agreed with the \$840.00 premium. The policy will be issued on a CD. Motion to approve the \$840.00 annual premium. Crane/Watson. Approved 5-0

11. Accounting Needs. Dennis stated his accounting skills are limited and recommended an accountant review the Chart of Accounts for the Friends custodial books and the TMRR books. This review will provide assurance that the books are in an acceptable format.

New Business:

12. Extending Disputed Equipment Testimony. There was a bad email link in the December Gazette that may have prevented comments from being received. A request for comments will be in the January Gazette. John recommended no action be taken beyond receiving comments until at a minimum a “handshake” approval is received from the IRS. The aggregate amount of the disputed equipment is estimated at less than \$100,000.

13. Gazette – January and Beyond. Jim will discuss with Russ about publishing the next issue of the Gazette after the Polar Bear meet. This will allow the inclusion of Polar Bear meet photos. The time between the Board meeting and the publish date must be sufficient to allow for the submission of articles and the final review of the Gazette. Two weeks has been suggested, but this issue must be resolved. John requested there be no articles regarding the TM property until after closing. Jerry will draft a series of facilities related articles.

After discussion about who should receive the Gazette, the consensus was to send it to the short list (past and present TM members, Friends members, TMMA members, and K&W members). It was suggested the Gazette only be sent to TMRR members after closing. Jerry favored the continued use of the short list for a few months after closing. No resolution was reached.

14. Other New Business. The items to be included in the membership packet were discussed. It was agreed that a name badge(s), pin and map were to be included. The membership roster will be online. The Board members were

requested to send an email to info@tmrr.org prior to January 21, 2013 listing the items they believe should be included in the membership packet.

15. Next scheduled Board meeting. Wednesday, February 13, 2013 at 7:00 pm (Pacific Time) was set as the day and time. It will be telephone meeting.

14. Meeting adjourned at 8:54 pm.

Minutes taken and submitted by Chuck Barnes, Secretary.

The TMRR Board approved these minutes on February 13, 2013.