



BAGRS Board Meeting

Sunday April 10, 2022

Called to order at 10:03- Mick Spilsbury, Larry Silverman, Channing Cheng, Gregory Hile, Ray Turner, Lynn Gerber in attendance. Director Richard Murray was absent.

Action Items:

Mick: Verify Richard Murray's contact information

Mick: Setting up Google Drive for BOD

Mick and Lynn: will work to get minutes on DRIVE and/or on BAGRS Website

Mick and Larry: to discuss offline -- automatic vs manual payments

All Board members: that want a Wild Apricot session (and maybe Google Drive) to contact Mick

Mick to research how automatic features set up and work in Wild Apricot

Ray: to research possibility of offering an automatic renewal option

Ray: work on changing initial email to new members be more welcoming

All Board Members: to send Pix and short two paragraphs to Greg for T&T article

Mick: sending email to 24 *archived* former members

Mick: following up with Chicago GRS about how they help members with RR construction guidance

Channing: is working on holding an Open house or SWAP Meet on his office premises
develop a Monkey Survey for members on club experience

Minutes:

Mick discussed purpose of meeting as 'organizational'. Discussions on roles, what to expect and the upcoming year.

1. Communication:

- Verified each board member and attendees email address and phone. Ray requested that emails other than membership applicable go to his personal email so they can be responded to quickly. The membership email receives numerous emails.
- Discussion on using Google Drive to save important documents. Critical to ensuring we can find key documents when necessary. Mick will control uploading the documents and send out an invitation to review to the board (and any others as appropriate) once in the folder.
- Suggested we need more than one person familiar with Google and Wild Apricot. Colin Camarillo is familiar and still willing to help. Mick indicated he too knows the applications



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Sunday April 10, 2022

2. Wild Apricot (WA):

- Because it is so integral to our functioning as an organization, it is important that all board members have a familiarity with its functions and the areas over which they have responsibility.
- Mick led a discussion on each of the sections of the application and asked for members to indicate if they need orientation.
- It was determined that we should have a better understanding of how they work and which automatic features have been already set up in the app.

3. 2022 Initiatives: The Board reviewed a list of possible 2022 initiatives which is attached to these minutes

- Discussion on what the application process looks like from the applicants view
Problems when it comes to payment, what does Wild Apricot due when applicant takes certain steps (needs research), updating questions or fields
- Talked about new member experience. Wild Apricot makes it difficult to track who left after first year.
 - Need change email to be more welcoming and informative and less about “approval” and completing profile.
 - Greg will add a welcome and the names of new members to the appropriate T&T
 - Did not get to discussion on contacting them around 6 or 12 months to see how they are doing
- Discussion on renewal experience included a question on whether we can give members the option of ‘automatic’ renewal. Why do so many wait until Annual Meeting?
Supervisors should contact the non renewing members.
 - Discussed 24 members who went into “Archive” status. Mick will send them each a personalized email covering how we are opening-up and the new, exciting activities on tap
- How do we address or provide guidance to members on construction of their railroads?
Mick suggests that he found a resource, Chicago GRS that might help.
- The question was raised – should we support open RR hosts by providing signs and cash to offset costs. It was brought up that we used to do so. No action steps to implement.
We will revisit
- The issue of Subscription notifications was again brought up. They count against our WA subscriber’s limit. Should we ‘save’ them outside WA. Should we do more and again the question of what we do.

In general, the Board agreed that the proposed initiatives were worthy of consideration.

Mick then noted we need more facts before taking any action on most of them. So, this will be a work-in-progress during this Board's term of office.



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Sunday April 10, 2022

4. Greg discussed the Open RR Schedule. Much as published in current T&T. One change is the SF Golden Gate district which has decided on July 16th/17th. He is waiting for Tri Valley and SNY Santa Clara to indicate if they will be open and the dates.
 - Just Trains and the Diablo district will be open the same weekend (10/2)
 - Greg suggested holding an open RR weekend in October for anyone who wants to be open. Perhaps it would encourage folks who saw the previous layouts to open. The board thought it was a good idea, so Greg will proceed with this.
 - The new district supervisor for Tri Valley is Jim Rowson
5. Channing proposed that his office would like to hold something similar to Just Trains. It was then suggested that it might be a good opportunity to hold a swap meet. A tentative date of May 14th was suggested. It needs to get in the T&T in time. Channing will get back to the board.
6. Larry mentioned he found a way to get out Thank-You's to folks who donate to the club. He also brought up the issue of combining club regular operating funds with the convention funds. It will require a separate discussion.
7. A Survey Monkey was discussed to elicit new member's thoughts about their initial BAGRS experience. It was agreed that it would be beneficial. Mick will share a survey draft before the next Board Meeting.
8. Prior to the meeting, Ray had sent all Directors an email proposing to eliminate the step of "approving" new members applicants and had provided reasons for his recommendation. A motion to eliminate the approval step in the members application process was proposed, seconded, and passed unanimously.

NEXT MEETING:

The next meeting of the Board will be on Sunday May 22, in person, at the residence of Larry Silverman.

Meeting Adjourned at 11:35



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POSSIBLE 2022 BOARD INITIATIVES

MEMBERSHIP APPLICATION EXPERIENCE

- What does the application process look like from the applicant's POV?
- Can we improve it?
- Can we streamline it?

NEW MEMBER INTEGRATION

- What is the 'survival rate' of new members?
- How do we welcome new members?
- Do we check in with new members after 6/12 months to see how they are doing?

MEMBERSHIP RENEWAL EXPERIENCE

- Why are so many renewals tardy?
- How do we deal with non-renewing members?

RAILROAD CONSTRUCTION GUIDANCE

- What do we do to assist members building a railroad?
- What do other clubs do?
- Can we do more?

SUPPORTING OPEN RR HOSTS

- Other clubs provide signs/cash to offset some costs
- What do we do?
- Should we do more?
- Can we use them to 'market' BAGRS?

SUBSCRIPTIONS

- Do they count against our Wild Apricot 'subscribers' limit?
- How often have we notified subscribers of something – anything?
- Should we do more?
- Should we save these 'subscriber' email addresses outside of Wild Apricot?

WILD APRICOT

- Review and refine our Wild Apricot settings for auto email generation and routing.

WEBSITE REDESIGN (AN ONGOING INITIATIVE)

- Storyboard for visitor experience was approved by prior board
- Storyboard for member experience needs to be done/adopted
- Implementation needs to be planned and executed