

THE MINNESOTA STREETCAR MUSEUM

Meeting Minutes

Board of Directors Meeting

Saturday - May 1, 2010

Linden Hills Park Recreation Center Building

Minneapolis, Minnesota

Directors Present: Aaron Isaacs Jim Vaitkunas
 Chris Heck Darel Leipold
 Scott Heiderich Bob Bayers
 Bruce Kobs

Directors Absent: Dave French

Others Present: Rod Eaton Russ Olson
 Bill Graham

Call to Order. The meeting was called to order by Board Vice Chair, Aaron Isaacs at 9:10 AM. Isaacs reported that Chair Dave French was ill and could not attend the meeting.

Approval of Agenda. The agenda for this meeting was approved with the following amendment: add a report from Bob Bayers on the Linden Hills Festival.

Approval of Minutes of the Board meetings held on 1/9/10 and 3/10/10. The minutes of the Board meetings held on January 9, 2010 and March 10, 2010 were approved with no changes.

Treasurer's Report. Treasurer Scott Heiderich made a report on the Museum's current financial status by distributing the QuickBooks profit and loss summary report and the cash balances report for the period 1/1/10 to 4/30/10. Heiderich gave the Board the update on the sale of the two Mitsubishi Electric traction motors and the receipt of payment for them.

Heiderich reported that Karl Jones did a great job with the alarm system and he needs to be commended for what he has been doing over the last 6 months to a year in working on the new alarm system at CHSL.

Heiderich then briefed the Board and explained the IRS form 990, which is the Museum's annual tax return and report to the US Internal Revenue Service. After the Directors reviewed the Form 990 distributed by Heiderich, and Heiderich answered a few questions, the following motion was made.

Motion: Made by Bob Bayers , 2nd by Chris Heck.

To approve the 2009 IRS tax return, IRS Form 990 as to form and content as presented by the MSM Treasurer.

Motion passed unanimously.

Scott also gave a brief report on the Museum's outside phone line. It will be now going to the ESL carbarn but will not ring at the carbarn. This line is strictly for voicemail purposes.

Corporate Secretary's Report. Corporate Secretary Jim Vaitkunas gave a brief presentation of the proposed MSM policy No. 8, Membership, Personnel and Administration. The purpose of the policy is to consolidate and document policies and procedures that the Museum had instituted and had followed since the reorganization of MTM and MSM in 2005. Vaitkunas opined that it was time to get these policies and procedures in writing for both historical purposes and to assist with continuity of these functions and tasks in the future, as volunteers responsible for accomplishing them change. This new policy also allows this kind of important member information to be accessible to all Museum members when it is put on our Museum's website.

Motion: Made by Bob Bayers , 2nd by Scott Heiderich.

The proposed policy No. 8 is approved except for paragraph 3.4.4 which, when corrected, will be considered by the Board at the next Board meeting.

Motion passed unanimously.

General Superintendent's Report. General Superintendent Rod briefed the Board and discussed the following items.

- Operator shortage problem will be critical again this year. Hopefully the new Operator trainees will help when they finally become certified by our Trainers.
- Eaton commented that he thought recertification went very smoothly this year. It seemed to be easier and quicker than in past years. He thanked and commended our Trainers for their fine work.
- Eaton reviewed his plans for revising our general information brochure. We don't have many of the old ones left so when we do have to reprint them, we'll leave off schedule information from the brochure and put that info on an insert that will go into the more generic brochure.
- Eaton discussed the major goals he has set for 2010, highlighting the two most popular events: PJ party at CHSL and Story Time Trolley at ESL. He commented that these have become very popular.
- Eaton further elaborated on the proposed Bill the Motorman Streetcar Adventure special event. This will be the most ambitious event we've had so far. He described the concept of the event—weave the history with some fun stuff with a scripted scenario involving several actors/players, very similar to the ghost trolley. The event will be sponsored by Bayers hardware. Bill Arends and Mike Helde have agreed to participate. John Dillery has friends who are actors that could also help out. This will have the same business model as the PJ Party trolley.
- Rod is considering operating a streetcar camp for kids half-day event at the CHSL carbarn and on the line. Jim Willmore has agreed to help as he does something similar at the Science Museum in St. Paul. Concept is that the participants will do things in groups, examine track and the streetcars, examine air brakes and controllers, etc. The event culminates with operating the streetcar under adult supervision. If it works at CHSL then we would consider doing it at ESL.
- Train show is now kind of iffy. Lots going on and Mike Helde is busy as well.

Board of Directors Meeting Minutes
Saturday - May 1, 2010

- Increase revenue by doing more with merchandising. Eaton revised the merchandise presentation in the Linden Hills station with the assistance of Eric Neumann. Most of the merchandise was moved to the NW corner of the station which was cleared and now much more inviting.
- Have done a lot more in special merchandising—father's day and other special sales.
- Eagle scouts doing cottage city this summer under supervision of Bruce Gustafson.
- ESL overhead repairs planning is moving along.
- Concrete block on east wall of the Isaacs carbarn has deteriorated badly. Keith Anderson is working on planning repairs now. Keith also working on bathroom and sewer installation.
- Scott Heiderich & Chris Heck are also working on the 42nd street crossing rebuilding project. Cost estimate is 15-20K.
- Eaton briefly discussed the name plates that will recognize volunteer years of service. Issue will be design of the plates and ensuring that volunteers are correctly credited with their years of service.

Electronic Vote Approval. There were no electronic votes conducted by e-mail since the last Board meeting.

Excelsior Streetcar Line Superintendent's Report. Bruce Kobs, the ESL Superintendent gave a brief update to the Board.

- Library work still in limbo. There is still talk of building the Library in Lyman Park or in the space currently occupied by Gary's car care. Not sure where this will go.
- South Lake Minnetonka Historical Society (Formerly Excelsior-Lake Minnetonka Historical Society) is spending \$5,000 to redo their museum grounds (former M&StL Excelsior depot). We might want to consider helping with some finances since we share the area with our Water Street platform.
- ESL's operating permit to be approved by city council at their meeting on May 3rd.
- *Minnehaha* cooperation: announcements on boat; sign on the boat; and, our brochures are on the boat, 1/3 cut flyer. We're also handing out *Minnehaha* brochures on the streetcar.
- Working on putting a new banner on carbarn front and maybe another on hiway 7 side of the building.
- Kobs talked about the importance of having correct and timely information on our website. We need to update our website immediately.
- Kobs said that he will have printed 1500 brochures and distribute them in all the Excelsior businesses.
- Kobs briefed the Board on the work needed to repair, power wash and repaint the Excelsior carbarn. Cost estimates are: \$1,275 quote for carpentry work; and, \$1,350 for painting work. Painting will be done by a person who comes highly recommended by others. Total cost for the job around \$3,000. The Board approved the plan by consensus and directed the Treasurer to move \$4,000 from unrestricted fund to barn paint fund to support this project.

Board of Directors Meeting Minutes
Saturday - May 1, 2010

- Bruce invited all Board members to take a cruise on his boat on Lake Minnetonka to Big Island and take a walking tour. Consensus was that he would select a Sunday afternoon maybe at 1 PM sometime this summer and spread the word.
- Bruce gave the Board an update on the Winona 10 restoration.
- Bruce informed the Board that starting in 2011 he will be gone from January through April each year. He will be a "snow bird" living in Naples, Florida during that time. All agreed that should not affect his position as ESL Superintendent.

TCRT Employees Reunion. Aaron Isaacs gave the Board a report on this major event. The event will involve a reunion of as many former TCRT employees, primarily streetcar Motormen and Conductors, as we can contact. Aaron has received a list of these former TCRT employees drawing a pension from the union local. He also will establish a publicity campaign to reach out to those former employees who did not accumulate enough years to retire. This event will be similar to the Motorette reunion held in the early 1990s. Tentative date for the event is August 22nd. Aaron doesn't see this event as a revenue generating event but strictly a gesture to a dying breed. The Board concurred that this was an excellent idea and told Aaron to proceed with planning the event.

Grant Application Report. Aaron Isaacs gave the Board an update on the grants that he has obtained from various sources. We received the \$7900 from Winona foundation for Winona No. 10 motor work. This meets matching requirements for getting the funds we received from the 20th Century Electric Railway Association. There followed discussion on use of grants from other funds. Money will go towards the grade crossing project. Isaacs also reported on the Minnesota Legacy Cultural Heritage Grant program that will be administered by the Minnesota Historical Society and approved by the State Legislature. We can apply monthly on smaller grants. Aaron asked for suggestions and several Directors suggested the 42nd Street grade crossing rebuild project We will need maybe more funds for that project.

Free rides and charters. Director Chris Heck requested that the Board establish official policy granting the MSM General Superintendent and ESL Superintendent the authority to issue free rides and free charters as rewards to individuals and groups who have performed a special and valuable service to the Museum. Heck explained the purpose of this request. The Board approved by consensus that the General Superintendent and ESL Superintendent have the authority to issue free rides and free charters to selected individuals and groups who have performed a special and valuable service to the Museum.

Discussion on Mesaba Railway No. 10. Museum member Bill Graham made a brief presentation to the Board on the history and background of the body of Mesaba Railway interurban coach No. 10, acquired in 1977. He explained why the Museum should not consider deaccessioning the carbody: It is the only known Minnesota interurban car known to exist; it would be relatively easy to restore; the carbody itself is sound, contrary to popular belief; and, we have the correct Baldwin curved equalizer trucks needed to restore the car. Bill requested that the Board reaffirm the value of the car and that the Museum retain the carbody and that it be a priority for restoration after the restoration of Winona

Board of Directors Meeting Minutes
Saturday - May 1, 2010

No. 10 is completed. Discussion then ensued on this issue including issues of storage of Fargo & Moorhead No. 28 and Mesaba No. 10.

Rod Eaton then commented that the Mesaba No. 10 situation is actually a part of a bigger issue that the Museum faces, which is the issue of long range planning. This is something that MSM has avoided doing and we need to start thinking about it as a Board. He described how this whole issue of what gets worked on next, Mesaba No. 10 or Fargo & Moorhead No. 28, is really about good long-range planning.

At the conclusion of the discussion, the Board reaffirmed that MSM will not dispose of the body of Mesaba No. 10. But the Board reserved to a later date the decision as to what car will be restored after Winona No. 10 is finished.

Other Business. Bob Bayers talked about the up-coming Linden Hills festival. It will be a two-day event again this year. Bob described the concept and suggested that having a table at the Saturday event in downtown Linden Hills would be of great benefit to the Museum. In addition to the Saturday event we will also have a table on Sunday in the Linden Hills park. After some discussion, Aaron Isaacs will help staff the Museum's table on Saturday.

Date and Location of Next meeting: The next Board meeting will be held in late August or early September on a date and location to be coordinated by the Board Chair and the Secretary.

The meeting adjourned at 11:15 AM.


James A. Vaitkunas
Corporate Secretary