

Members Meeting Minutes 04/12/03

[As amended and approved at member's meeting, 11/1/03]

Held in the Legion Hall, North Freedom.

Called to order at 6:10 p.m. by President Bloohm.

A quorum was in attendance, comprised of 41 voting plus 22 nonvoting members.

Larry Myers, new Interim General Manager, was introduced. He gave a presentation of the situation of the financial health in which the Society finds itself, and the need for patronage to increase for visitors to improve in 2003 from 35,000 to 38,000 for the Museum operation to break even. Myers spoke of the need to refinance and the ongoing steps in this direction. We are to expand service with more dinner trains, and more feature activities to generate revenues. Among steps to fix the problems is a Special Appeal Program for Member Initiatives to raise money. At his departure he was given a standing ovation.

Jay Slinde asked about the \$254,000 in the Engine 1385 account. Another member asked about the order of steam locomotive repair. WC&C No. 1 first, 1385 second, and Polson Lumber 2, third.

Al Joyce spoke about attracting "Wing Ding" motorcycle riders. Dave Wantz mentioned polar Express trips. Dan Zedan suggested fund raising by stamping repair parts with the initials of the donors who contributed to pay for the part. Chris (Roeben?) asked about brochure distribution. Brochures are distributed at the Dells, I-90 north and south, at Lake Delton, and at an interactive kiosk. Participatory radio advertising and other promotional media are used, and a Resort Partnership program is starting.

Board Members and officers were introduced. Steve Brist spoke of the need for cooperation among members. We have more in common than in differences. A positive attitude is essential.

The Superintendents were introduced. John Sorrel spoke of need for crews. Mike Wahl reported work to be done on the Montreal. Don Ginter announced the Victorian Society in America award for the restoration of the Lake Shore 63 coach, and the need for help at Spring Fling. Ray Zilvitis asked about the Devil's Lake Limited trains. Larry Myers explained the cost of insurance was \$225,000, which was more than the cost to run the trains and any profit therefrom.

Ken Breher moved and Roger Hugg seconded adjournment at 7:38 p.m.

Paul Swanson projected Mid-Continent's film, *Whistle on the Wind* as entertainment

Respectfully submitted,

James A. Neubauer
Secretary