

## Minutes for November 21, 2024 Board Meeting

**Present at the Board meeting were B Zidel, D. O'Neill, J. Nemnich, D. Hillard, B. Taylor, S. Fuller, D. Golde, T. Trudnowski, and Steve Joyner. The meeting was held virtually via Goto Meeting.**

The meeting was brought to order by President Tim at 5:08 PM. Just prior to the meeting being called to order Bill Zidel, Sec. reminded Tim that he would be receiving 4 copies of the Everett Saturday Board minutes with signature blocks for Bill Zidel, Tim Trudnowski and Dave Hillard. These letters are required for access to NPRHA Bank information as well as deleting some signatures and adding the new officers. Bill stated he had signed his copies and when Tim received them, he was signing the 4 documents and passing them on to Dave Hillard for signature. The additional copy is in case John Nemnich needs a document to transact with his Wells Fargo Branch.

Dave Hillard gave a final update on the Everett Convention. There were 134 participants and the final cost of the convention was a net loss in excess of \$16,000. He noted Tacoma which was last year was about \$4500 to the good. This was due to many factors. The primary reason for the loss was we did not make our number of required rooms. We chose for 100 rooms and we came up about 25% short. Because the room rate was high that translate to a significant amount of money to make up. The venue and food were excellent and Everett is a boutique market. We had the same contract as the GNHS however they had over 200 participants. NPRHA history shows our west end conventions are usually well attended. The NPRHA also suffered from the fact that many of the participants were locals or within driving distance. The lesson is you could go to a less upscale location, The Hotel requires minimums and if we asked for fewer rooms the expense would need to be made up elsewhere. The costs of convention rooms are going to continue to rise so as Dean and Bill T. pointed out we may be looking at convention format after the Toppenish convention. The Hotel contracts in a closed environment such as Everett are going to continue to climb. Dean is getting some people together to discuss future convention formats and venues. Several people contributed to the Convention Discussion. A comment from every board member.

Dean asked if a contract has been signed in Toppenish and what is the room rate. He also asked about St Paul and that room rate. That convention could see 350 people. More about St Paul with Steve Fullers report.

Deans question is how do you fix the archive. The conversation went many ways to include volunteerism, membership engagement, and how to reach multiple audiences. A primary access to potential help is the Telltale group. You have a group of already interested people. How do we expand that to take advantage of our group. Dean gave a good example in that if we ask for help, we need to be specific. Bill Taylor pointed out that we must keep in mind that our group is getting older and we need to find a way you reach alternate age groups. The NPRHA has approximately 1,500 members while there are over 5,000 members in the NPRHA Discussion Group on Face Book. The discussion took a short turn to membership as members are a good source of people who do the volunteer work at the archives. There is the Face Book group, and those who view the many NP videos on You Tube in addition to the Instagram accounts. By our own admission we lack the tools to reach out to those potential members. Dean suggested we hire an on-line Marketing group. Suggestion well received.

There was a suggestion of a Volunteer column in the Mainstreeter defining some of the current and future projects. We could talk to Kurt Armbruster to make that happen. Dean suggested that he provide some slides at St. Paul convention that talk to volunteering. Since St Paul was brought up Dean has been assembling a list of individuals who will help do inventory and clean up at Jackson Street. He had a concern on access and Bill Z said he would get him a set of keys. Dean recognizes that there is little or no presence on the East end so getting help in Jackson is difficult. Maybe find a way to incentivize people to help. Will continue to look into it. We continue to lack a good inventory. Dean talked about a committee to come up with a game plan to address the east end issue.

Next up was Steve Fuller with a St Paul Convention update. This is the joint convention with the GNHS and the SP&S historical societies. Steve said you can go and book your rooms. It was tested and worked. He said throughout the convention there will be circulating shuttle buses that will take people to the local main attractions. There will a train ride and it will be a day before the convention so as to not take up a whole day. Expenses and such will be shared based on the % of people signed up for each historical group. The

convention will truly be shared as the only separate activities will be the Societies General Meetings as well as their Board Meetings. Steve reminded Dave Hillard that the initial \$5,000 deposit has almost been exhausted and another payment is due. Many aspects of the St Paul convention could become the pro forma for the future.

The next agenda item is membership. This discussion was part of the volunteer comments. We need to find a way to tap into the many people on the internet who share common interests with the NPRHA. It is a different generation not only a function of age, also on how they communicate and form their own groups or affiliations. Steve Joyner who is within close driving distance to Bill Z suggested we contact his son who is in the on-line marketing business. Additionally, Steve's wife Sue added comments and insights using Instagram as a tool. Bill Z will contact Steve's son as well as engage an on-line Marketing company to determine costs for their service and how they can help the NPRHA. When I am next in Burien I will talk to Deans interns. I met one, who is bright and a historian and would like to see what she thinks about tapping into the bigger and younger audience.

Dean and the group agreed that we should keep the VDP price as is. There was also a discussion concerning the seventeen 1883 members who, if they wanted the VDP, should pay just as everyone else.

Dean raised a concern about collateral duplicate documents. books and such that are at the Burien archive. He says there is approximately 1 banker box of duplicate material. Bill Z explained what he and his cohorts do with the duplicate documents and material at their membership stands when they do different show. There has never been an issue with someone complaining that we are giving their stuff away. I will have a conversation with Virginia and see if there are any other issues surrounding the handing out of duplicate material. There was also talk of contacting other archives that may benefit for the duplicate material. I will do a follow-up with some of the museums to see if they would like to see some of the material.

The board spent time on discussing how we could recognize people who have contributed significantly to the NPRHA similar to our recognition of Jack Christensen at the Everett convention. Since the NPRHA has no brick and mortar, my suggestion, upon recognition of the person by the NPRHA Board, would be a letter to the person, a write up in the Mainstreeter and their name entered on a plaque that would be hung in Burien. Here would be a write up at the top of the plaque stating the reason for the recognition of the names and each name would be added via a name plate. We would work with Doug Andreassen on the plaque as he and Dave Saldana helped with Jacks.

Tim called for any other items for the good of the order. John Nemnich asked if there could be someone who could cover events in and around Tacoma and Seattle as Bill Z and John has most of the south of Tacoma and Bill the north and west of Tacoma covered. Suggestion to run add in the Mainstreeter.

Meeting was adjourned at 7:16.

Submitted by Bill Zidel  
Secretary, NPRHA