

Minutes of the Forsyth Amateur Radio Club Business Meeting--20 January 2014
By Terry Brown, Secretary Forsyth Amateur Radio Club

1. Call to Order: Meeting was called to order by President Jerry Minor, K4GW, at 1925 hours. Meeting was held at Elizabeth's Pizza on 2824 University Pkwy.

2. Attendees: Jerry Minor- K4GW, Don Edwards-WS4NC, Henry Heidtmann-W2DZO, Jim Adkins-W4UX, Terry Brown-AK4D, Raymond Taber-WX5AAA, Doc Holliday-WB4QIZ, Steven Mierisch-KG4GWU, John Kippe-NOKTY

3. Reading of Minutes from Previous Meetings: Motion was made and seconded to bypass reading of minutes.

4. Treasurer Report: Henry Heidtmann, W2DZO, reported the club balance to be \$3218.72. This amount does not include about \$600 in club dues collected which is about half of the typical \$1200 collected each year. Henry also reported that he had done the 501(c)3 Federal IRS filing on 1 January. He had received confirmation of this filing on 13 January. All unclaimed prizes won at the recent hamfest have been shipped out.

5. Miscellaneous Old and New Business Discussion:

a. Hobby Park: Henry asked for a motion to contact City of Winston-Salem to reserve Hobby Park for Field Day this year. Motion made, seconded and approved.

b. Work Day: Henry had called Larry Horne with Pyramid Crane. Larry will be at the tower work day at the Red Cross on 26 April. This date supercedes the 12 April work date which had been mentioned in previous discussions. Work will start at 0730 and should finish about noon. The previous day, 25 April will be a staging day, a critical effort to make the most efficient use of the time and crane resources. Henry suggested that folks reserve their schedule from noon to early evening on the 25th to help with the staging day efforts. Also critical will be the planning work and discussion on what needs to be done at both the March and April club and business meetings. Communication needs to be made with the Red Cross on our efforts and the benefits to them.

c. Firstfest Hamfest: David Shoaf was thanked for his leadership in the recent hamfest and for all of the volunteers who helped make the hamfest a success despite the bad weather conditions.

d. Discussion on Date, Location and Testing at Classic Hamfest: Discussion was held on what date will be best for the FARC Classic Hamfest. Current planned date was 14 June but there was interest in moving the date, possibly to 7 June. Concerns were made on making sure that there no major conflicts with either date for maximum attendance by both vendors and attendees. A concern was the potential date of the Three Mountain Madness event, not currently scheduled but possibly could be held on 7 June. Graduation date is scheduled for 14 June. Jerry Minor discussed getting the Classic Hamfest date firmed down so flyers for the hamfest could be printed and distributed at hamfests prior to the Classic Hamfest. Manassas Hamfest is scheduled for Sunday, 8 June. Henry pointed out that DBJ said they would do both the Classic and the Manassas hamfests if scheduled on the same weekend.

Motion was then made, seconded and approved to move the Classic Hamfest to 7 June, pending making sure that Summit School cafeteria is available for our use on 7 June and investigating to see if there were any other major conflicts. Henry would verify availability of Summit School cafeteria the next day. Final confirming vote would be held via email after further investigations.

Discussion was also held on if the hamfest could be expanded beyond the Summit School cafeteria location. Going to the gym location would be an extra \$300 in rent, so better to outgrow the cafeteria first.

Discussion was made on testing at the hamfest. All were in favor of this providing Dale, WB9SZL, could do this and enough VE's present to assist with testing. The room off to the side of the cafeteria will be perfect for testing.

Discussion was made on promoting the hamfest. Raymond would investigate advertising. The board will determine who will print up flyers, how to distribute flyers, print up a limited number of complimentary PR tickets to Charlotte, Durham and Raleigh ARC's, total of six tickets.

e. October Hamfest: Continued concurrence with previous board decision to forgo the October hamfest. The date of the October Hamfest could be open to anyone else who may want to use that date, such as the Vagabonds. Old history on this: FARC picked up the October date years back when the High Point ARC stopped holding their hamfest.

f. Briarpatch Website Links: Jerry Minor stated that the Briarpatch ARC was interested in our Arduino project and asked for permission to link to our website from their website and vice-versa. Affirmative discussion was held on this.

g. Electrical Work at the Red Cross: Jerry Minor stated that he had talked with Larry Sharp on the electrical work that is needed at the Red Cross to install a projector. Larry is currently busy but will let Jerry know when he is available. Discussion was made on which side of the room for the projector and electrical box to be mounted. Henry stated that is a non-issue as projector can be rotated up to 360 degrees, so box needs to be mounted in center of ceiling. Discussion was made on any additional work that may need to be done when the electrician is there such as a generator outlet in radio room or a generator outlet in the Red Cross director's office. Don or Henry will coordinate with Tom Dunn about emergency electrical service is already in place. Henry asked Jerry to find out from Larry Sharp on what type of mount is needed now for a ceiling mount. Codes may have changed. If a special mount is needed for this work, Henry can order and have it ready for installation.

h. Meeting Programs: Jim Adkins, W4UX, asked about programs. Potential programs are Lanie Pope, Curtis LeMay, Gerald Seers, Antennas, Show and Tell. Jim would approach Lanie Pope to see if she could do the February meeting. (Secretaries Note: Lanie Pope will do the March meeting. We need to help her with a topic?? February meeting will be on cutting the cost of tv, internet and phone service).

i. Social Media Marketing: Raymond, WX5AAA, schooled the board on how Facebook works in his recent efforts to advertise the recent hamfest. Actual advertising cost in doing this was \$157.18.

Ads were created for the event and interest in this was noted by the number of likes and impressions that were clicked. Discussion was held on the benefit/cost. A suggestion was made to make a you-tube video and have it placed on Facebook or on our website giving attention to the club and to the next hamfest. Henry stated that he thought this would be a better use of funds. Discussion was made on how difficult it is to assess any outreach effort. But most important is that we use reasonable outreach to get local hams interested and who may be able to attend, not someone outside the US who may click on a Facebook link and run up a cost of online advertising. Main point with limited dollars is to figure out best approach to advertise, the need to develop a reasonable budget for social media, print flyers and determine the best way of distribution.

Raymond also talked about W4NC live. He is looking for a better medium to use that will increase interaction with club meetings. A possibility is involve.com, possibly a no-cost solution.

j. Outreach Efforts: Henry discussed getting other hams aware of W4NC Live. Felt there must be a way thru either ARRL or Dayton Hamvention or other means to make other radio clubs aware of our “expanding the walls” of our meeting space each month via W4NC live. Henry requested that either Don or Ramon develop a paragraph for him to send to Carl Bowman, new Section Manager for North Carolina. The paragraph could then be put into the monthly North Carolina Section News that Carl sends out.

k. Riley Hollingsworth: Idea was fronted to invite Riley Hollingsworth from the FCC to speak at the Classic Hamfest. A speaking area would be available for this, possibly the testing room adjacent to the cafeteria, providing we schedule the testing to be finished by a particular time.

l. Meeting Adjournment: Motion was made, seconded and approved with President Jerry Minor adjourning the FARC business meeting at 2046 hours.