

Appendix B

Discussion points for the Jan 11 Advisory Council Meeting

1. Communications, Communications, Communications. Nothing is more important than improving communications with our chapters and members. Email is ubiquitous and we should use it to the maximum extent possible. Continue the push to get email addresses for all members – not just through the chapters but also through all other mailings. Establishing and maintaining the email list can be expensive but is a cost of doing business in this electronic age. Send the *Telegraph* to all NRHS members who have given us their email address and have opted in to receive it.
2. Publish summary financial statements in the *News* (pie charts showing income and expenses could be useful) and detailed financial statements and the annual audit report in the *Telegraph*.
3. Encourage chapters/chapter members to become more engaged with National, by among other things, becoming active in the Advisory Council and serving on NRHS committees. I know attempts to do this have not resulted in the desired response. Enhanced personal contact from National may improve this. Establish a committee to make recommendations on ways to improve the response.
4. Provide a report on the health of each of our chapters at BOD and Advisory Council meetings. Regional Directors would be responsible for obtaining current chapter health information. The idea is no one should be surprised when we hear a chapter is disbanding, or worse, doing quite well but just opting to disaffiliate with the NRHS. Ask Regional Directors to comment on chapters at risk at BOD meetings.
5. Conduct a survey of members and chapters that have left over the last three years to find out why they left and what it would take to bring them back. Establish a committee to construct and conduct the survey and analyze responses to determine things we could be doing differently or better.
6. Establish a new class of organization membership for museums and RR Attractions who would see a benefit in affiliation with the NRHS. They would not be chapters per se and NRHS membership would not be required for members of these organizations. This would put the NRHS more in front of the public and may gain membership where the public did not know we existed. There would have to be real benefits to those organizations that would choose to affiliate and we would have to charge a fee for the privilege of NRHS affiliation. Establish a committee to study this concept in depth and make recommendations to the BOD.