

**MINUTES OF THE March 14<sup>th</sup>, 2013 MEETING  
OF THE NATIONAL EXECUTIVE OF THE  
INTERNATIONAL PLASTIC MODELLERS SOCIETY  
OF CANADA**

<b>MEMBERS</b>	<b>POSITION</b>	<b>ATTENDANCE</b>
Bob Migliardi	National Director	P
Kerry Traynor	Chapter/Member Liaison	P (Skype)
John MacDonald	Treasurer & Membership/Circulation	P
Steve Sauvé	Random Thoughts Editor	P
Kevin Smith	Back Issues/Special Products Distribution	P
Mark Heyendal	Secretary/Consigliere	A
Kim Elliot	Webmaster	P (Skype)
Chris Aleong	beaveRTales Newsletter	A (Skype)
Gary Barling	Member without Portfolio	A (Skype)

The meeting was called to order at 7:30pm on March 14<sup>th</sup>, 2013 at the home of Steve Sauvé.

<b>Item</b>	<b>National Director Business</b>	<b>Action by:</b>
1.1	<p>Bob noted that it's been a full year since we started rolling out new IPMS Canada initiatives to increase the value of national membership. Things like:</p> <ul style="list-style-type: none"> <li>• Reduced printing costs which allows us to redirect some of that surplus to other initiatives</li> <li>• A regular e-newsletter going out to the membership</li> <li>• New display banners and brochures have been produced and distributed</li> <li>• <b>Xxxxxx</b></li> <li>• Vendors are helping market IPMS Canada, we are helping with their marketing, some vendors have started offering discounts to members</li> <li>• Museum brochures have been produced and are in distribution across the country</li> <li>• Our new Café-Press virtual store is online with the first of the IPMS Canada branded items</li> <li>• A youth membership price was introduced</li> <li>• Email renewal process has been refined</li> <li>• We have started the dialogue with chapters to help them to help us to improve awareness of IPMS Canada</li> <li>• The decline in membership has been stabilized and is starting to climb again</li> <li>• We are exploring ways of producing our entire RT library on soft media</li> </ul>	Info
1.2	We received a letter from member Bob Shoop of Colorado Springs. We will be supporting awards for the Best Canadian Subject and a regular junior category.	Info

1.3	We have been offered the opportunity to have our flyer placed in the US Nats goodie bag. That will total about 900 units. Question is – what do we want to put in them?	All
1.4	Bob showed an 11” x 17” drawing of a CF-100. 900 of these would cost of about \$210 plus shipping. Other ideas were IPMS Canada marketing items like trading cards, fridge magnets, door hangers (e.g., Do Not Disturb – Modeller at work). We need to reach a decision in the next month or so and have them in Colorado by early July. These might also be used for the UK Nats in Telford.	Info
1.5	To highlight some of the member confusion out there at the chapter level, Bob quoted a letter from an IPMS Ottawa member who wanted to know the difference between local and national membership. Coincidentally, Kerry Traynor recently did a 20-minute PowerPoint presentation to his own home chapter, as a way to market IPMS Canada to the locals. Clearly we can improve the information out there. CML will look at developing a national PowerPoint presentation to help chapters raise awareness and understanding of IPMS Canada and IPMS Chapter membership.	Info Kerry
1.6	Kerry will also look at developing a ‘boilerplate’ summary of what IPMS Canada is and does and how it benefits members. This will be offered out to our local chapters and its use on the club websites will be encouraged and appreciated.	Kerry
<b>Item</b>	<b>RT Editor</b>	<b>Action by:</b>
2.1	RT 35/1 (mailing in April) has been proofed and approved for production.	Info
2.2	RT 35/2 (mailing in July) is about 50% laid out.	Info
<b>Item</b>	<b>E-Newsletter Editor</b>	<b>Action by:</b>
3.1	The next issue of beaverRTales will be emailing out in mid-May .	Info
<b>Item</b>	<b>Treasurer</b>	<b>Action by:</b>
4.1	We now have two bank accounts and a functioning PayPal account. Scattered amongst them are about \$6K worth of operating funds.	Info
<b>Item</b>	<b>Membership and Circulation</b>	<b>Action by:</b>
5.1	Before we re-order any new RT mailing envelopes, John will be checking into the format needed by Canada Post if and when we figure out a way to take advantage of their bulk mailing service.	John Steve
5.2	Since the last RT mailing we have: <ul style="list-style-type: none"> <li>• 90 renewals</li> <li>• grown by 13 new members,</li> </ul>	Info

	<ul style="list-style-type: none"> <li>a small but encouraging number of former members who have rejoined IPMS Canada. John's follow-up email to lapsed members is apparently working well.</li> </ul> <p>The membership 'bleed' has slowed down and we are pleased to see a small increase up to 424 active members.</p>	
5.3	The email renewal system has proven to be very popular with the members and it is reducing the number of lapsing members. John will start sending queries out with the next renewal cycle, asking members if they prefer this to the vulgar paper-based method.	John
5.4	Regarding junior memberships – no one has taken one out yet.	Info
5.5	Some members have asked about taking out multi-year memberships. John and Kim will explore if this is feasible or feaseless and report back. Either way, we will not be able to offer a discount price for multi-year renewals but we do appreciate the members' interest.	John Kim
<b>Item</b>	<b>Marketing</b>	<b>Action by:</b>
6.1	Ambassador Gary Barling has made initial enquiries of the Canadian Embassy in London, in a search for free merch that we can hand out at the UK Nats in Telford.	Info
6.2	We now have six museums across Canada who have been happy to have IPMS Canada flyers on display in their establishments.	Info
6.3	Sunward Hobbies of Toronto is the latest hobby shop to include our flyers in their mail-order packages to their customers.	
<b>Item</b>	<b>Chapter and Member Liaison</b>	<b>Action by:</b>
7.1	Kerry is finishing off a CML communiqué for circulation to the chapters. It will: <ul style="list-style-type: none"> <li>include a notice about our new Café Press items</li> <li>request more BT and RT modelling or reference article contributions</li> <li>ask for help in promoting national membership within the chapters</li> <li>open the dialogue, "What do the Chapters want from IPMS Canada?"</li> <li>ask for more 'people and chapter stories' for BT</li> </ul>	Kerry
7.2	Kerry is considering trying to organize Skype sessions with interested chapters. The plan would be to have a set of agenda items to discuss so as to keep the dialogues productive.	Kerry

7.3	Further to the ongoing issue, to date we have received no request for funding for IPMS Winnipeg's Valourcon contest in April.	Info
7.4	Steve asked Kerry to put a request out to the CML contact list in Quebec to see if there is any interest or potential in putting a text summary of the articles in RT on the website to allow our francophone members (and others, for that matter) to run a translation of desired material to have a reasonable shot of getting something that could be somewhat readable in the preferred language.	All
<b>Item</b>	<b>Webmaster</b>	<b>Action by:</b>
8.1	The site has been stable and no crashes of problems have been noted lately.	Info
8.2	For the discussion area it was thought to be maybe a good idea to allow more 'read only' to non-members to see if the website helps entices people to join. Which areas would be open for viewing by the public was not discussed.	Paulo Kim
8.3	Reminders about the website are to be dropped into our media (BT, RT, CML)	Bob/Chris Steve Kerry
<b>Item</b>	<b>Secretary</b>	<b>Action by:</b>
9.1	Absent.	
<b>Item</b>	<b>Back Issues and Merchandise</b>	<b>Action by:</b>
10.1	A few orders have come in.	Info
10.2	Published reminders about the extremely limited number of back issues on hand, are to be dropped into our media (website, BT, RT, CML). Delay renewing at your peril, folks!	Kim Bob/Chris Steve Kerry
<b>Item</b>	<b>New Business</b>	<b>Action by:</b>
11.1	The idea of 'What does IPMS mean?' came up and it was thought that the Exec members going to Telford and to the US Nats this year might arrange for opportunities to sit with our UK and US Exec counterparts to discuss these matters.	Bob Steve Mark
11.2	The idea of a national online model contest for members is deader than a doornail. No members contacted us with any hint of support for such a venture, so we're letting it go as yet another great idea that just isn't going to work.	Info
11.3	Ideas for IPMS Canada's 50 <sup>th</sup> Anniversary – bigger RT, decal sheet focusing on	Bob/Chris

	Canada, 1964. Ideas will be solicited from the members via the Forum, BT, RT, CML	Steve Kerry
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The meeting ended at 10 pm. The next meeting is scheduled to take place tentatively chez Steve to be arranged later.

Steve Sauvé  
IPMS Canada  
March 27, 2012