



HMGS EAST

# Eastern Chapter Historical Miniatures Gaming Society

Tax ID # 52-1463458

## Minutes of Meeting of Board of Directors March 16, 2006

### Call to Order

Fred Hubig called meeting to order at 6:30pm.

A quorum was established with the following Directors and others present:

President Fred Hubig  
Vice President for Convention Operations and Dealer Liaison Fred Haub  
Vice President for Promotions and Communications James Mattes  
Secretary and Vice President for Member Services Bill Rutherford

Historicon 2006 Director Bob Giglio  
Historicon 2006 Deputy Director Neil Brennan

### Secretary's Report

Bill reported that the General Membership Meeting Notice was not sent out, calling for two objectives to be accomplished by the Board during the coming year to ensure that this – and errors like this – don't happen again:

- Each Director needs to have a back-up, i.e., another Director familiar enough with what s/he is doing to fill in, in a pinch.
- The Board needs to embrace the concept of an Operational Calendar – a timeline that will show what Board tasks must be undertaken and when.

By unanimous consent of Directors present, approval of minutes was tabled until Sunday's meeting.

### Promotions & Communications Report

James Mattes reported on:

- Newsletter, recommending moving towards a tailored promotional newsletter focused on upcoming conventions, to members and targeted non-members.

Treasurer James Curtis arrived at the meeting at 6:55pm.

- Incorporation of themes into newsletter.
- Draft FI2006 theme flyer (James Mattes presented the Board a copy).

Amy Chetelat of King Stringfellow Group arrived at the meeting at 6:58pm.

- Current promotions efforts.
- Movement of the newsletter into electronic format, along with distribution channels for such a newsletter.

### VPConOps Report

Fred Haub reported on:

- Need for a new CW Director, as Walt O'Hara's completing his third convention.
- Need for a late-notice refunds policy for Exhibitors.
- Events Management System requirements.



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## Budget:

James Curtis distributed hard-copy budget drafts and called for vote on Sunday.

## Historicon Report

Bob reported:

- Convention planning is on track; everything has planning dates in place.
- Lodging: He handed originals of lodging contracts to Amy; copies were distributed to Directors.
  - Discussed hotel rebates/commissions.
- Discussed Rileighs Convention Services 3-convention proposal for convention tables etc. They're being used for HISTORICON 2006, so further discussion will take place after seeing them in action.
- Lighting Company: Bob distributed and discussed the Premier Production Services contract.
- Promotions: Another new banner ad for The Miniatures Page is being worked on for April.
- Magazine Promotions:
  - HMG Magazine April issue will have full-page advertisement for HISTORICON 2006 and the June issue will have half-page advertisement.
  - Wargames Illustrated will have a full-page advertisement as well.
- Photography: We need pictures of games for developing an archive for print purposes; Bob again emphasised that the Board should hire a photographer for a day or two at each convention to accomplish this.
- Lancaster Visitor's Center: Offers some free services (take advantage of, such as adding HISTORICON to their online calendar, etc.) while others (Dutch Country Guide) cost \$450 for 6 months - much - and thus declined Database culls: Origins, Military History magazine, etc., all sell mail contacts, lists, or in the case of Origins, will trade like. We should take advantage of this to widen our advertising reach.
- HISTORICON 2006 Flyers are ready for distribution at COLD WARS 2006, when exhibitors check-in on Thursday.
- Bob distributed a copy of HISTORICON 2006 Program cover/t-shirt design. Nice!!!
- Events: Bob distributed room layout maps for HISTORICON 2005 and HISTORICON 2006 and took the Board through a comparison of the two, to show how many tables were lost due to adding proper aisles in all rooms, not just the Lampeter.
- Registration Deadlines: They're advertised & on website, and a posting will be sent out on March 20th (the day after COLD WARS) as an alert to various groups and to TMP.
- Guests of Honor: Mike Blake (major 54mm gamer/author/rules writer), Keith Rocco, and Duke Seifried returns! General discussion ensued about convention speakers & adventures in obtaining same. Bob stated that he contacted the DoD's Ofc. of the Sec. of Defense, Speaker's Bureau, and that this will gain us one or more speakers, with all expenses covered by the U.S. Government! Thus the Military Semiar Series should be very active.
- Future Historicons: The Gaylord National Con Ctr discussed (available in 2008).
- SOPs: Bob asked the Board to let him know by June 1st at the latest for anything (reports, etc.) that the convention needs to provide to the Board (besides standard information on attendance for the Membership Meeting and the Board's Sunday meeting). That he did not want to be surprised onsite with this, nor have Board members request such of staff last minute while they were working, as it would not be provided. Bob recommended that these are things that need to go in the SOP!
- April 1st is the deadline for content for The Journal (convention newsletter issue), which is slated to be mailed out in early May so it arrives about the time registration opens and the PEL is available online (May 16th).



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**Fred Haub made and James Curtis seconded a motion to adjourn.**

Passed by unanimous consent of the Directors present.

The meeting adjourned at 8:57pm.

APPROVED \_\_\_\_\_ DATE \_\_\_\_\_  
Fred Hubig, President

APPROVED \_\_\_\_\_ DATE \_\_\_\_\_  
Bill Rutherford, Secretary