



TEXAS PHILATELIC ASSOCIATION, INC.
"Friendship through Philately"

TEXAS PHILATELIC ASSOCIATION, INC.
Board of Directors Meeting
Saturday, September 19, 2009, 9:26 a.m.
Greater Houston Stamp Show
Humble, Texas

Minutes

Call to Order

The September 19, 2009 meeting of the Texas Philatelic Association's Board of Directors was called to order at 9:26 a.m. by President Arthur P. von Reyn .

Members Present

Arthur P. von Reyn, President	Denise Stotts, Director (2010)
Thomas M. Koch, 2 nd Vice-President	George I. Woodburn, Director (2010)
Lyle C, Boardman, Sec'y-Treasurer	Robert I. Benner, Director (2012)

Approval of Minutes

Tom Koch, seconded by Denise Stotts, made a motion to accept and waive the reading of the minutes of the February 15, 2009 meeting of the Texas Philatelic Association's Board of Directors. The motion passed.

Reports

President's report presented by Arthur P. von Reyn:

- See attached report.
- Regarding item 3 of the President's Report, Tom Koch agreed to investigate the possibility of the Publication Fund being considered as a tax-deductible donation for the members of the Association.

Secretary's Report prepared by Lyle Boardman:

- See attached report.

Treasurer's Report prepared by Lyle Boardman:

- See attached report.

Membership Report presented by Arthur P. von Reyn:

- See attached report.

Webmaster's Report presented by Arthur P. von Reyn:

- See attached report.

TEXPEX report presented by Tom Koch:

- The Southwest Philatelic Foundation no longer exists.
- TEXPEX will be run by the Collectors Club of Dallas.
- ASDA show in NYC is scheduled for the same date as TEXPEX 2010. Pursuing resolution with APS. Some dealers have opted for the ASDA show.

***The Texas Philatelist* report presented by editor Arthur von Reyn:**

- See attached report.

New Business

Item 4.a *Investment of Journal Publication Fund Donations and reserve for Life Membership.* Treasurer offered to maintain value of Publication Fund and apply interest from the Money Market account to the Publication Fund. No action recommended for Life Membership reserve.

Item 4.b *Appointment of editor for The Texas Philatelist due to resignation of Douglas C. Moss.* After brief discussion, Bob Benner made a motion to name Arthur von Reyn as editor; Tom Koch seconded the motion and it passed unanimously.

Item 4.c *Appointment of First Vice President to complete unexpired term of Douglas C. Moss.* Members in attendance agreed to leave the office vacant pending elections in the Spring.

Item 4.d *Status of developing standard operating procedure lists for officers.* No action taken. Procedures for Secretary-Treasurer exist.

Item 4.e *Membership drive efforts in 2010.* A motion put forth by Lyle Boardman to continue mail-outs to APS members who are not TPA members was seconded by Denise Stotts and passed.

Item 4.f *Recognition of members with 25 years of continuous membership.* Lyle Boardman agreed to review membership lists to determine members with 25 or more years of membership and to determine the costs of a 25-year pin.

Item 4.g *Association sponsored program at TEXPEX 2010.* Arthur von Reyn agreed to add a note in *The Texas Philatelist* about TEXPEX program to be associated with the annual meeting.

Item 4.h *Forcheimer Philatelic Literature award committee.* Denise Stotts agreed to chair the committee and to complement the committee with members of the Houston Philatelic Society.

Item 4.i *Swapping times of board of directors and annual meetings at TEXPEX.* It was agreed to have the General Meeting prior to the Board Meeting at TEXPEX 2010.

Next Board Meeting

The next meeting of the TPA Board of Directors will be held at TEXPEX 2010 on Saturday, April 17, 2010 in the Ebony Room at the Doubletree Hotel Dallas Near the Galleria, 4099 Valley View Lane, Dallas, Texas. Officers and Board members are encouraged to attend this meeting and to send “regrets” if unable to attend.

Adjournment

Robert Benner made a motion to adjourn the meeting. George Woodburn seconded the motion and it passed unanimously. The meeting was duly adjourned at 10:36 am.

Respectfully submitted,

Lyle Boardman,
Secretary-Treasurer
Texas Philatelic Association

PRESIDENT'S REPORT

By Arthur P. von Reyn

1. This spring, our membership level reached the highest point since the late 1980s, thanks to a successful recruiting effort at AmeriStamp Expo, one that included a pre-show awareness mailing and then a table at the show where that featured a catalogue giveaway and a sales point for Jim Stever's *Republic Post* book.
2. Your president is again donating a new *Scott Specialized Catalogue of United States Stamps and Covers* for a drawing prize for those registering at the TPA table the Greater Houston Stamp Show, the Mid-Cities Stamp Expo and TEXPEX.
3. In 2007, the Journal Publication Fund was launched to help fund the publication of *The Texas Philatelist* in future years in the current full-color format. The goal was to accumulate a reserve of \$15,000 by the end of 2008 and \$150,000 in ten years, but as of this date just over \$8,000 has been raised.
4. As was noted in the President's Report that was presented at the board meeting at AmeriStamp Expo, there are really only four ways to keep the current journal format and not raise dues astronomically. To repeat, these are:
 - a. Double membership to 1,000.
 - b. Triple journal advertising space.
 - c. Increase life memberships greatly.
 - d. Build the Journal Publication Fund
5. The TPA/OPS Summer Auction was the most successful yet, with just over \$1,600 in realizations. Although there have been no exclusive donation auctions so far, donation lots are accepted. For the summer auction, Warren Crain donated auction lots with a catalogue value of \$2,800 that brought \$726.50 for the Journal Publication. Lots donated by your president garnered \$286.50 and there were \$154.50 raised from other donated lots. Donors designated all but \$21.00 of proceeds the benefit the Journal Publication Fund. It might also be noted that this was the first sale where the auction results were posted on the TPA website, and that was accomplished the day after the sale ended.
6. For the TPA to thrive in future years, it is imperative that the leadership of the organization work to sustain the benefits the organization currently offers and perhaps expand them. Probably the greatest reason for the failure of various initiatives in the past has been a lack of proper promotion and inadequate "growth or development" time. Also, it must be remembered that the vast majority of members will not take advantage of benefits like auctions, sales books, help lines, corresponding with other members, and so forth, but just the knowledge that these benefits are available keeps some members from dropping out. One of the great disadvantages of a state-wide organization is getting volunteers to accomplish tasks that need to be done; this is partly a geographical issue.

7. Douglas Moss has resigned as the editor of *The Texas Philatelist* and as first vice-president. His resignation notice follows:

“With deep regret I must resign as editor of *The Texas Philatelist* and my position as first-vice president. I have enjoyed serving the Texas Philatelic Association the past five years. Family and work commitments keep me from giving all that I can to this very important organization. I will continue to support the TPA and the journal in any way I can in the future. Thank you for letting me share this great hobby with you.”

SECRETARY'S REPORT

By Lyle C. Boardman

MEMBERSHIP STATUS:

Membership, February 15, 2009	537
<u>Membership, August 15, 2009</u>	<u>574</u>
Net Gain	37

Note: The normal attrition rate each year is usually about 10 percent, with about 75 percent of that from “non-payment of dues.” For the dues collection cycle that ended this spring, there were only 23 drops for “non-payment of dues,” about half what would normally be expected. One explanation for this improvement may be the fact that we now offer the option of paying for two years of dues at one time instead of just one year; this seems to be an option that quite a few new and current members prefer.

TEXAS PHILATELIC ASSOCIATION
STATEMENT OF ACTIVITIES (Unaudited)

Revenue and Support:	YE 12/31/2008	YE 12/31/2007	YE 12/31/2006
Membership Dues	\$8,228.00	\$5,286.50	\$6,637.00
The Texas Philatelist ads	1,139.15	404.50	1,114.85
Interest Income	427.36	404.88	370.42
Gifts	1,039.58	890.71	337.61
Auction	32.08	0.00	0.00
Publication Fund	3,943.68	1,072.00	0.00
<u>Other Income</u>	<u>0.00</u>	<u>0.00</u>	<u>10.00</u>
Total Revenue and Support	\$14,809.85	\$8,058.59	\$8,469.88
Expenses:	YE 12/31/2008	YE 12/31/2007	YE 12/31/2006
Archive Maintenance	\$0.00	\$0.00	\$26.78
Auction Expense	109.82	44.16	0.00
Board Expense	123.60	92.20	108.25
Credit Card Fees	250.23	19.45	0.00
Directory Expense	0.00	169.73	552.20
Dues Collection Expenses	503.64	24.89	62.36
Editor's Expenses	75.69	28.55	51.97
New Member Recruiting	1,066.15	1,788.95	2,289.08
Prepare The Texas Philatelist	3,975.52	3,701.71	3,285.19
The Texas Philatelist postage	1,447.54	1,664.39	789.12
Secretary's Expense	75.32	0.00	134.46
Treasurer's Expense	0.00	0.00	0.00
<u>Miscellaneous</u>	<u>0.00</u>	<u>5.00</u>	<u>101.89</u>
Total Expenses	\$7,627.51	\$7,539.03	\$7,401.30
Increase (Decrease) in Net Assets	\$7,182.34	\$519.56	\$1068.58

STATEMENT OF ASSETS (Unaudited)

Assets:	12/31/2008	12/31/2007	12/31/2006
Cash and Equivalents	\$28,616.27	\$20,127.93	\$19,608.37
<u>Bulk Mail Deposit</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
Total Assets	\$28,616.27	\$20,127.93	\$19,608.37
Liabilities:			
<u>Payable to TPA Foundation</u>	<u>\$1,306.00</u>	<u>\$0.00</u>	<u>\$0.00</u>
Total Liabilities	\$1,306.00	\$0.00	\$0.00
Net Assets:			
Unrestricted	\$13,174.59	\$9,935.93	\$10,488.37
Life Membership	9,120.00	9,120.00	9,120.00
<u>Publication Fund</u>	<u>5,015.68</u>	<u>1,072.00</u>	<u>1,072.00</u>
Net Assets:	\$27,310.27	\$20,127.93	\$19,608.37
Total Liabilities and Net Assets	\$28,616.27	\$20,127.93	\$19,608.37

TEXAS PHILATELIC ASSOCIATION FOUNDATION

STATEMENT OF ACTIVITIES (Unaudited)

Revenue and Support:	YE 12/31/2008	YE 12/31/2007	YE 12/31/2006
Donations	\$3,146.22	\$2,747.40	\$2,747.40
Auction Donations	339.50	0.00	0.00
Interest Income	436.19	415.75	415.75
Dividend Income	186.00	210.00	210.00
<u>Grant for Stever Book</u>	<u>9,852.00</u>	<u>0.00</u>	<u>0.00</u>
Total Revenue and Support	\$13,959.81	\$3,373.15	\$2,112.89
Expenses:	YE 12/31/2008	YE 12/31/2007	YE 12/31/2006
Support for TEXPEX	\$1,000.00	\$1,000.00	\$1,000.00
Donations	500.00	500.00	500.00
Awards	50.00	50.00	50.00
TEXPEX Awards	265.84	326.70	386.92
Website Rental	119.50	119.50	115.40
TPA Xmas Contest	102.34	710.36	227.05
Treasurer's Expenses	0.00	5.00	0.00
<u>Publication of Stever Book</u>	<u>9,852.00</u>	<u>5.00</u>	<u>0.00</u>
Total Expenses	\$11,889.68	\$2,711.56	\$2,279.37
Increase (Decrease) in Net Assets	\$2,070.13	(\$399.23)	\$1,093.78

STATEMENT OF NET ASSETS (Unaudited)

Assets:	12/31/2008	12/31/2007	12/31/2006
Cash and Equivalents	\$20,157.91	\$19,393.78	\$19,793.01
Investments	2,160.00	0.00	0.00
<u>Receivable from TPA</u>	<u>1,306.00</u>	<u>0.00</u>	<u>0.00</u>
Total Assets	\$23,623.91	\$19,393.78	\$19,793.01
Liabilities:			
<u>Liabilities</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>\$0.00</u>
Total Liabilities	\$0.00	\$0.00	\$0.00
Net Assets:	\$23,623.91	\$19,393.78	\$19,793.01
Total Liabilities and Net Assets:	\$23,623.91	\$19,393.78	\$19,793.01

MEMBERSHIP REPORT

By Arthur P. von Reyn

1. At the board meeting at AmeriStamp Expo, it was reported that the following efforts would be made to grow the membership in 2009:
 - a. Mailing *The Texas Philatelist* to APS members who are not TPA members, along with a letter and membership application.
 - b. Again trying to leave copies of *The Texas Philatelist* and membership materials at more TSDA bourses.
 - c. Staffing society tables stamp shows in Texas. Volunteers are always needed for this activity.
 - d. Promoting a program to have chapters to buy pages in the journal and have their members join.
2. Of those, only the first and third items have been successfully implemented. However, while we do have a fully staffed table at all three major shows in Texas, it is usually the same two or three people at each show who staff the table for 80 to 90 percent of the time. Lack of time and volunteers is the main reason little was done on the second and fourth items.

WEBMASTER'S REPORT

By Arthur P. von Reyn

1. The website needs substantial upgrading; Four improvements needed as soon as possible are the addition of:
 - a. "drop down menus" to aid in user navigation
 - b. a secure "shopping cart" section to allow members more versatility in paying dues, donating to the TPA Foundation or Journal Publication Fund, making payments on auction lots, buying books like Jim Stever's *Republic Post*.
 - c. a password-protected "members only" section.
 - d. greater security for contact addresses on the website in order to reduce the inflow of "spam" to listed e-mail addresses.
2. Since your president is also the webmaster, time constraints continue to limit the frequency of website updates and also implementing improvements like those listed in the previous paragraph
3. Visit counts for recent years are:

November 6, 2008	17,853
September 17, 2009	21,169

The monthly average of visits over the 10 2/3 months period was 307.

THE TEXAS PHILATELIST REPORT

By Arthur P. von Reyn

1. Due to the resignation of Douglas Moss as the journal editor in early September with virtually nothing being done on the September-October edition, the file for the current journal was not delivered to Norman Cohen until Thursday, September 17. With great luck, it may arrive in members' mailboxes around October 1.
2. To maintain production of a quality journal in its current format and publication frequency, there must absolutely be more member involvement. Currently, the editor's role is that of editorial manager, advertising manager, and pre-press manager, an overwhelming task, especially if that person happens to be fully employed elsewhere!
3. As has been stated numerous times in the past, Norman Cohen of Adventure Graphics continues to subsidize the production costs of the journal to the tune of about \$1,500 an issue. It should also be noted it would cost about \$3,000 to \$4,000 additional per issue to have the journal professionally laid out, assuming relatively error-free articles and acceptable images were furnished. This is all currently done for free.
4. In order to have the journal printed and delivered in a timely manner, 80% of the journal should be fairly complete a month before the cover date. This could be accomplished by having:
 - a. a backlog of feature articles.
 - b. volunteers take over compiling specific features such as "Chapters in Action," "Crain's Corner," "Texas Connection," "Calendar of Events," etc.
 - c. deadlines of the first of the month for all features except the membership report and certain news events that occur in the month preceding the cover date (i.e. stamp show award listings, first day ceremonies, obituaries, etc.).
5. The November-December issue is the last chance for an article to appear in the journal and qualify for the Forcheimer Philatelic Literature Award for 2009.
6. *The Texas Philatelist* was recognized at the 2009 National Philatelic Exhibition of Washington D.C. (NAPEX) with a silver award.