

TEXAS PHILATELIC ASSOCIATION, INC.
“Friendship through Philately”

Board of Directors Meeting
Saturday, November 8, 2008, 9:00 a.m.
Grapevine Convention Center
Grapevine, Texas

Minutes

Call to Order

The November 8, 2008 meeting of the Texas Philatelic Association’s Board of Directors was called to order at 9:15 a.m. by President Arthur P. von Reyn.

Members Present

Arthur P. von Reyn, President	Peter C. Elias, Director (2010)
Douglas C. Moss, 1 st Vice-President	Robert I. Benner, Director (2012)
Thomas M. Koch, 2 nd Vice-President	James Berryhill, Director (2012)
Lyle C. Boardman, Treasurer	

Approval of Minutes

James Berryhill, seconded by Thomas Koch, made a motion to accept the minutes of the April 12, 2008 meeting of the Texas Philatelic Association’s Board of Directors as written. The motion passed unanimously.

President’s Report

Arthur von Reyn discussed raising additional funds for the Journal Publication Fund, leading to a floor discussion in response to member Norman Cohen’s suggestion that obtaining more advertising would provide better funding for the journal. Editor Doug Moss’ noted, however, that several efforts to obtain additional advertisers had not been very successful.

von Reyn also mentioned the need for more lots for the Winter Auction and that TPA meetings had been scheduled on February 21 at the AmeriStamp Expo/TEXPEX show in Arlington, Texas (Attachment 1).

Treasurer’s Report

Lyle Boardman presented the Treasurer’s Report (Attachment 2).

Membership Report

Arthur von Reyn presented a Membership Report that indicated the TPA had a net loss of 24 members since April 3 (Attachment 3).

Webmaster’s Report

Arthur von Reyn stated visits to the TPA website were occurring at about the same rate as in the past (Attachment 4).

Southwest Philatelic Foundation and TEXPEX Report

Tom Koch, accompanied by TEXPEX 2010 pro-tem chair Jeffrey Erichson, discussed the future of TEXPEX after 2009’s combined AmeriStamp Expo/TEXPEX show is held February 20-22 in Arlington, Texas. During an extended discussion, it was revealed that attrition and burnout had taken its toll in the Collectors Club of Dallas, whose members largely staged the show over the past 15 years under the umbrella of the

Southwest Philatelic Foundation. Essentially, the Dallas group desired that the TPA take over the show in some capacity. Further discussion of options was postponed for the “new business” portion of the meeting.

The Texas Philatelist Editor’s Report

Douglas Moss noted *The Texas Philatelist* was awarded a gold at 2008 NAPEX and he would try and enter the journal in APS; Chapter Activity Committee’s Newsletter Competition. (Attachment 5)

Appointments

A replacement for secretary was sought due to the resignation of Secretary Carol Arndt in May. Treasurer Lyle Boardman indicated he would accept those duties to the end of the current term. A motion was made by Bob Benner and seconded by Peter Elias that Lyle Boardman be named secretary until expiration of the office’s term in 2010. The motion passed unanimously.

New Business

Due to an anticipated lack of time, discussion on the agenda topic of increasing dues rates for foreign members was limited to Arthur von Reyn’s comment that the current cost of mailing *The Texas Philatelist* overseas was now about \$4.00 per bi-monthly issue versus the \$12.00 annual dues being collected.

The credit card acceptance program was discussed, with Arthur von Reyn suggesting that credit cards be accepted only on a seasonal basis, i.e. during the dues collection period and membership drives, rather than year-round as is currently done. A \$14.95 monthly fee is now incurred whether there is any activity or not.

Due to an anticipated lack of time, the agenda topic of a liability insurance for officers, directors and TPA Foundation trustees was not discussed.

The status of investing in Certificates of Deposit (CD) was discussed. Lyle Boardman asked for a suggestion as to what terms to select, with a one year period being recommended due to the current interest rate environment. Officers later signed forms from the credit union authorizing the CD investment.

Lyle Boardman indicated he had developed a standard operating procedure list for the office of treasurer and would also do so for the secretary’s office.

Arthur von Reyn sent out an e-mail to board members on October 9, 2008 requesting approval of an expenditure for a member recruitment mailing from a new APS membership list. Eight board members approved the proposal via e-mail response: Lyle C. Boardman, Robert Benner, Jane King Fohn, Thomas Koch, Douglas Moss, Denise Stotts, Arthur von Reyn and George Woodburn. No response or indication of approval/disapproval was received from other board members (Attachment 6).

Due to a lack of time, the agenda topic of volunteers being needed for TPA participation in AmeriStamp Expo/TEXPEX 2009 was not discussed.

Per the suggestion of Jane King Fohn, who was not present at the meeting, President Arthur von Reyn proposed that the Journal Publication Fund be made an “official” activity of the TPA. A motion to that effect was made by Lyle Boardman and seconded by Bob Benner. The motion passed unanimously.

Due to a lack of time, the agenda topic of a TPA sponsored program at AmeriStamp Expo/TEXPEX 2009 was not discussed.

Further discussion on the topic of the future of TEXPEX revealed that the charter of the Southwest Philatelic Foundation had been allowed to lapse, as there was no desire on the part of the Dallas organizers to continue with the organizational structure of the past 15 years. If future shows are to be held, a different configuration will be necessary with the TPA as the most likely sponsor—the TPA's annual convention is held at the event. The only other logical sponsor, the Houston Philatelic Society, is committed to its holding its regional show in September and is not interested in staging/incorporating this World Series of Philately event.

Currently, TEXPEX is under contract to be held at the Doubletree Hotel Near the Galleria in Dallas, Texas, through 2010 with "TEXPEX" being the entity on the contract. Various national societies have agreed to stage their conventions at the show through 2013. It was agreed further discussion on this topic would be accomplished via e-mail, with a possible vote by the board of directors on the future of the show to be accomplished by e-mail once more information is provided.

Old Business

A motion was made by Lyle Boardman and seconded by James Berryhill to publish notice in *The Texas Philatelist* of a proposed change in the bylaws that will allow the board of directors to set Life Membership rates at their discretion instead of the current 16 times the regular dues rate. The motion passed unanimously (Attachment 7).

Adjourn

Tom Koch, seconded by Bob Benner, made a motion to adjourn the meeting. The motion passed unanimously at 10:10 a.m.

Respectfully submitted,

Arthur P. von Reyn
Acting Secretary

PRESIDENT'S REPORT

By Arthur P. von Reyn

1. *The Texas Philatelist* remains to be the major advantage of TPA membership. At some point, probably very soon, member Norman Cohen, owner of Adventure Graphics in Dallas, will no longer be able to subsidize two-thirds of the \$2,300 per issue cost (note that this figure would be more like \$10,000 if a commercial printer did all the pre-press work that is required for each edition). Thus, your president initiated a Journal Publication Fund last fall with a donation of \$500 and a goal of raising \$15,000 in reserves by the end of 2008. So far, **less than one third of that goal** has been received. While your president has donated another \$500 this year, it is essential that this effort succeed if the present quality of the journal is to be maintained. Donations will again be solicited when dues notices are sent out with the November-December edition of *The Texas Philatelist*. For members who do not have extra cash, then donations of decent quality stamps for the Winter 2009 auction would be a great alternative. Another method of assisting is to join the TPA as a "life" member; those fees are also set in reserve.
2. Only one TPA/OPS auction was held in 2008, due to changing the auction schedule from spring and fall to summer and winter in order to publish auction lot listings in *The Texas Philatelist* and *The Oklahoma Philatelist* simultaneously. Like the others, the results were reasonably good although more **quality** U.S. lots, especially of "classic" issue, would help enormously. There is still no "buyer's" premium and the "seller's" commission is only five percent with a \$1.00 minimum. Only about two dozen lots for the Winter 2009 auction have been received, so help is need in this direction; the previously published lot submission deadline of November 9 is being extended to mid-December in order to obtain more material.
3. The TPA has a meeting room at AmeriStamp Expo/TEXPEX from 9:00 a.m. to 12:00 noon. We urgently need to have a seminar of some sort after the annual meeting, probably something related to Texas philately. Any takers?

TEXAS PHILATELIC ASSOCIATION

STATEMENT OF ACTIVITIES (Unaudited)

Revenue and Support:	As of 12/31/2008	YE 12/31/2007	YE 12/31/2006
Membership Dues	\$5,042.00	\$5,286.50	\$6,637.00
<i>The Texas Philatelist</i> ads	1,139.15	404.50	1,114.85
Interest Income	353.83	404.88	370.42
Gifts	1,025.38	890.71	337.61
Auction Proceeds	32.08	0.00	0.00
Publication Fund	1,808.68	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	\$9,401.12	\$8,058.59	\$4,871.45
Expenses:	YE 12/31/2006	YE 12/31/2007	YE 12/31/2006
Archive Maintenance	\$0.00	\$0.00	\$26.78
Auction Expense	89.82	44.16	0.00
Board Expense	123.60	92.20	108.25
Credit Card Fees	206.89	19.45	0.00
Directory Expense	0.00	169.73	552.20
Dues Collection Expenses	125.28	24.89	62.36
Editor's Expenses	75.69	28.55	51.79
New Member Recruiting	1,050.65	1,788.95	2,289.08
Prepare <i>The Texas Philatelist</i>	3,287.80	3,701.71	3,285.19
<i>The Texas Philatelist</i> postage	1,209.13	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	\$6,244.18	\$7,401.30	\$7,401.30
Increase (Decrease) in Net Assets	\$3,156.94	\$519.56	1,068.58

STATEMENT OF ASSETS (Unaudited)

Assets:	As of 11/05/2008	12/31/2007	12/31/2006
Cash and Equivalents	\$23,284.87	\$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	\$23,284.87	\$20,127.93	\$19,608.37
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:			
Unrestricted	\$8,564.19	\$7,215.93	\$8,568.37
Life Memberships	11,840.00	11,840.00	11,040.00
<u>Publication Fund</u>	<u>2,880.68</u>	<u>1,072.00</u>	<u>0.00</u>
Net Assets:	\$23,284.87	\$20,127.93	\$19,608.37
Total Liabilities and Net Assets	\$23,284.87	\$20,127.93	\$19,608.37

MEMBERSHIP REPORT

By Arthur P. von Reyn

MEMBERSHIP STATUS:

Membership, April 3, 2008	544
<u>Membership, November 6, 2008</u>	<u>520</u>
Net Loss	24

The Texas Philatelist was mailed in mid-October to around 1,220 APS members who are not TPA members, along with a letter and membership application. So far, this has resulted in a gain of 15 new members and two reinstatements that are reflected in the above figures. It is hoped that an eventual response will be about 50 new members, including those who sign up when they stop by our booth at the Mid-Cities and Ameristamp Expo/TEXPEX shows.

The lowest published membership level this year was 504. As the typical member attrition rate for the TPA is about 10% annually, around 50 members must be recruited by the end of the membership renewal period in order to maintain the current membership level.

WEBMASTER'S REPORT

By Arthur P. von Reyn

1. Although MasterCard and Visa have been available since the end of 2008 for charging dues, donations and new memberships, the only time periods in which there is charge activity is during dues collection periods and after a membership solicitation is sent out.
2. Recent website visitor counts are:

November 6, 2008	17,853
April 11, 2008	15,813

For the period above, the average of visits on a monthly basis was about 257.

THE TEXAS PHILATELIST REPORT

By Douglas Moss

1. *The Texas Philatelist* was awarded a gold at NAPEX 2008.
 - a. Will try and enter the journal in APS' Chapter Activities Committee Newsletter Competition.
 - b. Will enter journal in the literature competition of some other major show in 2009, as yet to be determined.
2. Dallas-Park Cities Philatelic Society Page
 - a. Will continue in 2009.
 - b. Would like to add more clubs/societies in 2009.

REQUEST FOR APPROVAL OF MEMBER RECRUITMENT DRIVE

On 10/9/08 7:42 AM, "Arthur P. von Reyn" <apvr@texasphilatelic.org> wrote:

>Fellow TPAers,

>

>I would like to do a recruitment mailing from a new APS membership list I have received. There are 1224 names on it of non-TPA members, of whom 257 are former TPA members. The cost would be a bit over 50¢ each for postage. I will donate all other costs for materials plus printing a mailing envelope, introductory letter, return envelopes, etc. We will probably pick up 40 to 75 new members from this, meaning the initial member acquisition cost will be about \$8 to \$15 each, which is about normal. Doing this mailing will also benefit our membership recruitment at upcoming shows, i.e. Mid-Cities Stamp Expo and AmeriStamp Expo/TEXPEX due to a "residual effect." Many of those who stop by our tables at shows say they've been meaning to join and mention our past mailings.

>

>The promotion will mention a membership special of \$20 for two years, which is really the cost of two years non-discounted dues.

>

>Please let me know if this is okay with you. I would like to get the mailing out early next week. That will give the post office almost a month to make delivery before the Mid-Cities show.

>

>I am also attaching the advertisement you guys approved for an appearance in the show program for AmeriStampExpo/TEXPEX. Only black-and-white is available, so it will actually look similar to the free half-page ad we placed in the Mid-Cities program, also attached. If you have any suggestions for improvement, please provide those as well.

>

>Thanks,

>

> Art

PROPOSED BYLAWS CHANGE

May be voted on 30 days after Board of Directors receives notice of proposal.

Change Section 1. c) of Article II of the Texas Philatelic Association bylaws as pertains to Life Memberships (changes marked with strikeouts and *italics*):

Section 1. c) Life Membership. Any Adult Member, currently in good standing, may become a Life Member upon the payment of a sum ~~equal to sixteen (16) times the current annual dues~~, *that shall be determined by the Board of Directors*, and shall thereafter be exempt from annual dues. Any Member who is selected as a Distinguished Philatelic Texan shall be granted a Life Membership.

Texas Philatelic Association Life Membership Rate Proposals

Based on current dues paid with \$2.00 discount

	U.S.	Canada	Other Foreign
Age 18 through 39	305	325	355
Age 40 through 54	265	280	310
Age 55 through 64	225	235	265
Age 65 and older	155	165	195

Based on \$12 dues paid with \$3.00 discount

	U.S.	Canada	Other Foreign
Age 18 through 39	370	390	425
Age 40 through 54	320	335	375
Age 55 through 64	270	285	320
Age 65 and older	190	200	230

Based on \$15 dues with no discount

	U.S.	Canada	Other Foreign
Age 18 through 39	460	485	530
Age 40 through 54	400	420	465
Age 55 through 64	335	355	400
Age 65 and older	235	250	290

Notes: Current life membership cost is 16 times discounted regular dues. This chart is based on the schedule used by the American Philatelic Society.

All amounts rounded to nearest \$5 or \$10