



Board Minutes  
 Monday, 9 Dec 2013  
 The LaMotte's Residence  
 Spokane WA 99205

**SPECIAL SOCIAL MEETING / MINUTES**

Attendees

Board: *Don Cain, Nick Nickoloff, Keith LaMotte, Dick Raymond, and K.C. Traver*

Guests: *Many spouses, friends, and invited guests*

1) Chair's Call to Order: Don Cain, President; 7:05 p.m.

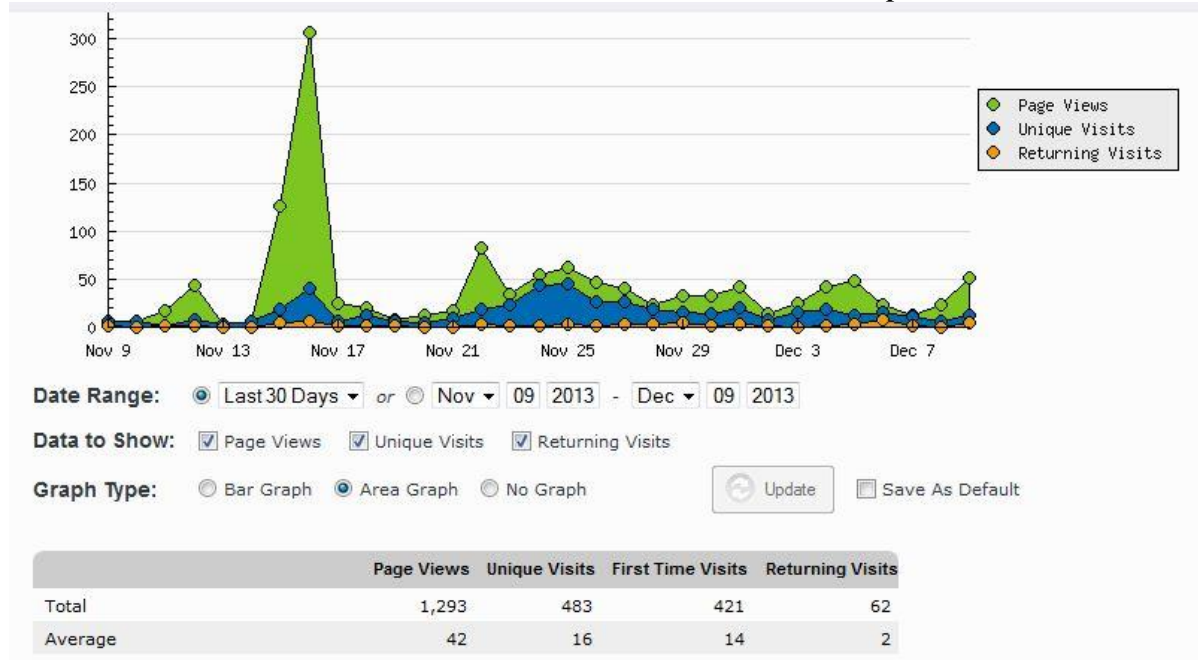
- Welcome board members and guests; *Special thanks to Keith & Caroline LaMotte for hosting the annual Christmas Social.*

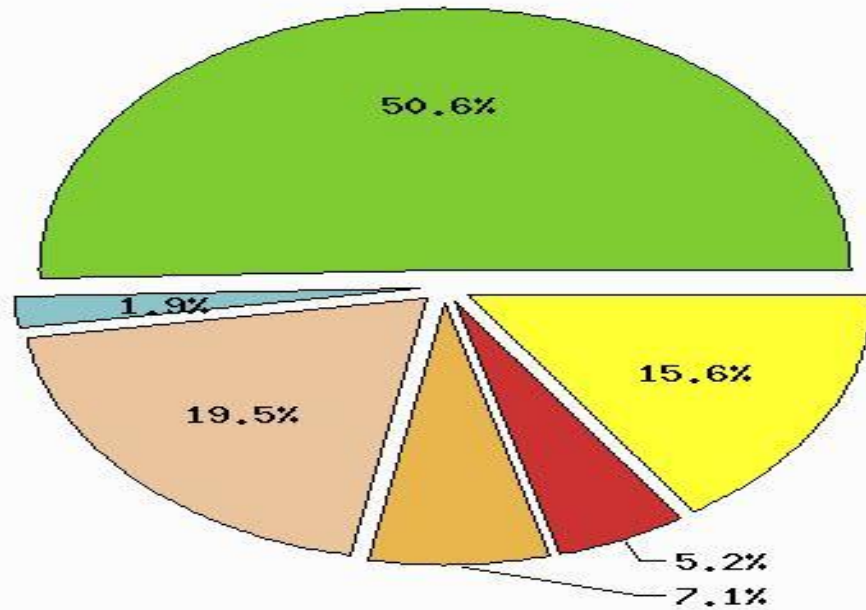
- Administrative Items; *no items reported*

2) VP's report: Dick Raymond

■ *Dick provided graphic analysis of recent website activity, presumably in response to five billboards placed around the region. The paid advertising for InlandRail.org advocates for planning & construction of a regional light rail system.*

*Included below are two screen shots that best illustrate response to the billboards:*





Visit Length		
78 Visits	Less than 5 secs	<span style="color: green;">■</span>
3 Visits	From 5 secs to 30 secs	<span style="color: lightblue;">■</span>
30 Visits	From 30 secs to 5 mins	<span style="color: orange;">■</span>
11 Visits	From 5 mins to 20 mins	<span style="color: brown;">■</span>
8 Visits	From 20 mins to an hour	<span style="color: red;">■</span>
24 Visits	Longer than an hour	<span style="color: yellow;">■</span>

- *The website has experienced 23,149 contact hits from inception to date with a notable spike of 469 occurring since the regular Nov '13 meeting.*

### 3) Treasurer's report: Nick Nickoloff

- *The organization's account balance is \$1,373.22 with all outstanding bills paid, including the billboard advertisement.*
- *Nick reminded board members of our normal fund raising that occurs in January of each year.*

### 4) Secretary: KC Traver

- Approval of Nov '13 minutes

- *Action: The minutes were **approved** by unanimous vote in a motion made by Keith LaMotte and seconded by Nick Nickoloff.*

### 5) Old business:

- Results of Billboard, Radio, and Website Advertising

- *Don Cain led a discussion of the recent advertising efforts. He also reported that he has been in contact with an individual from Radio Station KPBX. The Board encouraged Don to invite them to our regular Jan '14 meeting. Further discussions included suggestions to take advantage of local talk radio shows such as Mike Fitzsimmons, KXLY 920 am.*

6) New business:

- *It was suggested that someone contact Sean Owsley with KHQ television to see if there is any interest in a story on light rail that would potentially play on his Sunday morning show. No specific individual was assigned the task so it is deferred for future discussion.*

7) PR & outreach, Trudy Raymond;

- *Trudy reminded board members to carry the printed business cards to hand out at every opportunity to further promote regional rail transit and increase membership of InlandRail.org.*

8) Friend comments: *None provided.*

9) Board comments:

- *KC Traver encouraged members to refer to the frequently asked questions and answers recently posted on the website. They represent the most common issues associated with a regional rail initiative and allow all board members to provide consistent responses.*
- *Nick Nickoloff suggested the Board consider having the billboard graphic printed on the back of the next batch of business cards for further emphasis. He also requested cards be brought to the next meeting for distribution to members who are running low.*

Next scheduled meeting: 13 Jan '14 / 3:00 p.m. at the Knox Presbyterian Church.

*The meeting adjourned at approximately 8:15 p.m.*