

Secretary Report

February 25, 2023

- Add our Club name and website to your profile on QRZ.
- Broadcastify – Monday night information net is an example (play clip).
- Domains – Brief that working closely with the other Club leadership, a little distant and recent history:
 - Club domain (WB5RDD.ORG) Leo Salas (N5JEP)
 - Moving everything Club related out of individual's names (official address, registered tax address, domains (plural)), all moving to clearly reflect Club and not private ownership.
 - Protecting Club assets, limiting harm due to death and family confusion over ownership, more professional, helps to ensure important notices do not get overlooked.
 - Successfully moved WB5RDD.ORG and also then purchased WB5RDD.COM and .NET and RRVARC.COM, .NET and .ORG.
 - In keeping with the Club officer's goal of clarity in ownership of all Club assets by the Club, we wanted to make sure nobody else bought these domains.
 - The Club name is Red River Valley Amateur Radio Club (RRVARC), not WB5RDD, that is the Club's radio call sign, so going forward we are discussing how to emphasize the name and not the call sign. We believe non-hams will have an easier time associating us with the Club name as opposed to a call sign. Why is that important?
- BOD meeting:
 - We are having a board of directors meeting on March 11th. Business development plan is an agenda item. Corporate sponsorship will require us to have a well thought out plan with a pitch that is concise and thought provoking. Getting our website streamlined, updated and easy to logically navigate is a large component. Sponsors who are perhaps for the first time being told about amateur radio will need to be able to understand what we do, why we do it and why it is in their interest to support us. Clarity of Club ownership, clarity of who we are; those are key components.
 - Possible phone pseudo phone number, forwarding number.
 - Other BOD meeting agenda items - Copyright/Trademark/Registration of Club logo, Business relationship development (i.e. corporate sponsorship), 50th Anniversary preparation, Alternate/supplemental north tower sight.
- Merchandising:
 - Secured local vendor to produce officially sanctioned Club attire.
 - Secured at least two online sources for officially sanctioned Club merchandise.
 - Not a revenue generator.

More on these in the presentation in a bit.