



## **MINNESOTA STREETCAR MUSEUM**

COMO-HARRIET STREETCAR LINE  
EXCELSIOR STREETCAR LINE

P.O. Box 14467  
University Station  
Minneapolis, Minnesota 55414-0467

May 1, 2010

Policy No. 8

### **MEMBERSHIP, PERSONNEL AND ADMINISTRATION**

#### **1.0 General**

1.1 **Purpose.** The purpose of this policy is to—

- 1.1.1 Establish basic membership levels, dues structure, application and renewal procedures, and other administrative requirements for the Museum.
- 1.1.2 Establish basic Museum personnel policies.
- 1.1.3 Prescribe policies and procedures by which the Museum's records keeping and administrative business activities will be conducted.
- 1.1.4 Prescribe policy on the design and use of the Museum's two logos and associated logotypes.

1.2 **Policy Conflicts.** If any policy or procedure set forth in this document conflicts with the MSM By-Laws, the By-Laws shall take precedence.

#### **2.0 Membership**

2.1 **Purpose.** To establish a uniform policy on the membership levels, the membership dues structure and the administration of new membership applications and renewals for the various classes of membership as outlined in Article 3 of the MSM By-Laws.

2.2 **Responsibility.** The MSM Membership Services Director is responsible for all aspects of the Museum's membership program and reports directly to the Museum's Chair of the Board. He can be assisted by other members as necessary.

2.3 **Membership Levels and Dues Structure.** The four levels of regular membership and basic dues structure for the Museum shall be as follows.

2.3.1 ***Individual Membership.*** This membership level is for a single person and the dues shall be \$30 for a one-year membership.

2.3.2 ***Household Membership.*** This membership level is for a family or household consisting of up to two adults and all dependent children 18 years old or younger. Dues for a household membership shall be \$45 for one-year.

2.3.3 ***Lifetime Membership.*** This membership level is for an individual, family or household. Dues for a lifetime membership shall be a one-time fee of \$500.

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- 2.3.4 ***Associate or Affiliate Membership.*** This membership level is designed for a corporation, business, historical society, educational or scientific organization, whether for profit or non-profit (see sections 3.04 and 3.05 of the MSM By-Laws). The dues for an associate or affiliate membership shall be \$60 per year.
- 2.4 **Membership Benefits.** Benefits for being a member of the Museum are as follows.
- 2.4.1 Receive a wallet-sized member's pass (card) that signifies membership in the Museum.
- 2.4.2 Unlimited free rides on the Museum's streetcars on both demonstration railways.
- 2.4.3 Receive copies of the MSM newsletter, the *Streetcar Currents* and *Twin City Lines*, the Museum's history magazine.
- 2.4.4 Vote at the annual election if qualified (see section 3.02 of the MSM By-Laws).
- 2.4.5 Invitation to all members-only events.
- 2.4.6 Operate our historic streetcars after successfully completing the operator training program.
- 2.4.7 Ten-dollar (\$10) discount on streetcar charter--\$20 discount if also an active volunteer.
- 2.4.8 Discounts on selected merchandise.
- 2.5 **Membership Administration.** Membership applications and membership renewals will be managed and processed as follows.
- 2.5.1 ***New Member Application.*** New members will submit a membership application form (sample at Appendix A) and mail this form, along with their dues payment to the Museum's business address.
- 2.5.2 ***Membership Period.*** Memberships are valid for one year. Membership expiration date will be one year from the last day of the month in which the membership was initially received.
- 2.5.3 ***Membership Card.*** New members will receive a membership card (sample at appendix A). On a label affixed to the reverse of the card will indicate the member's name, membership level, member number and membership expiration date.
- 2.5.4 ***Temporary Membership Card.*** A temporary membership card (sample at appendix A) will be issued to the new member if the member joins at one of the Museum's demonstration railways. This temporary member pass is valid for thirty days. The new member **must** give to the Museum crewmember accepting the new membership a completed membership application along with their dues payment before a temporary membership card can be issued.

- 2.5.5 ***Lifetime Memberships.*** Upon joining the Museum, Lifetime members will be presented with a special membership certificate and card. Samples of the lifetime member certificate and Member Pass are at Appendix A.
- 2.5.6 ***Membership Renewals.*** Membership renewals will be processed as follows.
- 2.5.6.1 The MSM Membership Services Director, or his designee, will send a renewal notice in the form of a letter (sample at appendix A) on or about (o/a) the first of the month in which the membership expires. The first renewal notice will include a renewal form and a #9 size envelope with the Museum's business address printed on the front, for the convenience of the member.
- 2.5.6.2 If the member has not sent in their renewal forty-five (45) days after the first notice, a second notice will be sent to the member along with the renewal form. This second notice will include a separate colored flyer or form to bring to the member's attention the fact that this is their second renewal notice.
- 2.5.7 ***Suspension of Benefits for Non-Renewals.*** All membership benefits listed in paragraph 2.4 shall be suspended the day following the membership expiration date except for the receipt of the *Twin City Lines* magazine and the *Streetcar Currents* newsletter. A member who has not renewed their membership 90 days after the date of expiration will receive only one additional issue of *Twin City Lines* published after their membership expired.
- 2.5.8 ***Very Late Renewals.*** If the member "renews" their membership at any time after 180 days from their original membership renewal date, their membership will be considered a new membership. The member will be issued a new membership expiration date, which will be one year from the last day of the month in which they re-joined the Museum.
- 2.5.9 ***Membership Benefits for Very Late Renewals.*** A member who rejoins the Museum more than 180 days from their original membership expiration date will not be sent any *Twin City Lines* magazines or *Streetcar Currents* newsletters they might have missed during the time they were no longer members, unless they agree to pay the single copy price and the extra postage expense incurred by the Museum to mail them the copies of the issues they missed.

### **3.0 Member and Volunteer Personnel**

- 3.1 **Purpose.** The purpose of this section is to establish policy for the management, supervision and recognition of the Museum's volunteer personnel.
- 3.2 **General.** Volunteers are the lifeblood of our Museum. Without a dedicated core of volunteers to operate the streetcars, work in our shops or out on the lines, or perform the myriad behind the scenes management and administrative tasks, the Museum would cease to function in short order. Therefore, all members, and those who supervise and work with our volunteers, must treat all of our members

and volunteers with respect. In addition the Museum should make a special effort to recognize our volunteers who give of their valuable time to the Museum and who sometimes go above and beyond the call of duty to volunteer at our Museum.

**3.3 Volunteer Qualifications and General Policies.** The following policies will govern volunteers working on Museum projects on or off Museum property.

3.3.1 Volunteers working on Museum projects shall be Museum members in good standing.

3.3.2 Volunteers shall be at least 18 years old. Volunteers younger than 18 years old can volunteer with the Museum but they must be a Museum member and be under the direct and constant supervision of another active Museum volunteer.

3.3.3 Museum non-members are permitted to work for limited amounts of time on specific Museum projects with the permission of the General Superintendent, a Museum Department Chief, or another Museum Officer.

3.3.4 Volunteers agree to comply with all Museum rules, regulations, policies and procedures and to comply with any reasonable directions given by a Foreman, work crew leader or any other Museum officer.

3.3.5 Volunteers must be in good enough mental and physical condition to manage operations, operate the streetcars or motorcars safely, and to work in our shops or on the track or overhead wire. Museum Officers, Department Chiefs, Foremen and work crew supervisors will observe volunteers while they are working and if they observe someone whose mental or physical condition impairs the ability to operate or work safely, they will reassign the volunteer to other duties. Personnel who have been reassigned or relieved of duty because of physical or suspected mental conditions will be reported immediately to the General Superintendent and to the Superintendent of Transportation.

**3.4 Volunteer Recognition.** It is very important that the Museum recognize the efforts and the service of its volunteers. The Museum will do this in several ways.

3.4.1 ***Successful completion of the Operator Basic Training Program.*** Upon successful completion of the MSM Streetcar Operator Basic Training Program, the new graduate will receive a personal letter congratulating them, the training completion certificate, one of the Museum's publications, and one each of the uniform shoulder patches. (Samples of these items are at Appendix B.)

3.4.2 ***Successful completion of 12-hours of volunteer service.*** For all volunteers who successfully volunteer for 12 or more hours during their first year as a volunteer, the Museum will present to the volunteer a personal letter thanking them for their service. Accompanying the letter will be a special patch in appreciation for their volunteer efforts with the Museum. (Sample of the letter and patch is at Appendix B.)

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- 3.4.3 ***On Track Award.*** At the discretion of the Chair of the Board, a special award called the *On Track Award* will be presented to a select individual for dedicated service to the Museum that clearly exceeds what would normally be expected from any volunteer. The form of the award will be at the discretion of the Board Chair. (Sample of a previous On Track Award is at Appendix B.)
- 3.4.4 ***Recognition of Continuous Volunteer Service.*** This paragraph will be inserted into this policy once we decide how this program will be developed and administered.
- 3.5 **Other Personnel Policies.** The Museum has issued several other policies that govern the conduct of Museum Volunteers. These policies are:
- 3.5.1 ***Member Conduct Code and Disciplinary Policy: MSM Policy No. 1.*** The purpose of the member conduct code and disciplinary policy is to ensure that the Museum carries out its mission safely and productively in an atmosphere of consensus and cooperation and that members' experiences as volunteers and the public's experience as visitors are enjoyable. It is intended to define generally accepted behavior, which is further described in the operating rules. Please refer to this policy for specifics.
- 3.5.2 ***Conflict of Interest Policy: MSM Policy No. 3.*** The purpose of the conflict of interest policy is to ensure that the Museum carries out all aspects of its business in a lawful, ethical and fair manner. In their capacity as directors or officers, the individual leaders of the Minnesota Streetcar Museum, Inc., must act at all times in the best interests of the Museum with no preferential treatment given to any director, officer or any other interested party associated with the Museum.
- 3.5.3 ***Whistle Blower Policy: MSM Policy No. 5.*** The Museum requires its directors, officers, administrative officers, other representatives, and volunteers and members acting in an official capacity on behalf of the Museum, to observe high standards of business and personal ethics in the conduct of their duties and responsibilities. All personnel are required to exercise honesty and integrity in fulfilling their responsibilities or in performing their activities, and must comply with all applicable federal, state, and local laws, ordinances and regulations, and MSM policy and procedures.

#### 4.0 Museum Administration and Record Keeping

- 4.1 **Purpose.** The purpose of this section is to establish policy and procedures for the management of the various administrative and record keeping functions of the Museum.
- 4.2 **General.** Like any other organization, the Museum is required to establish and maintain records and files of its management, administration, personnel, training, maintenance and other activities. Some of this is done because we are required by State and Federal law to do so. In other cases, it makes sense that the Museum maintains certain records for historical purposes such as copies of the *Twin City Lines* history magazine, the *Streetcar Currents* newsletter, streetcar maintenance records, copies of annual planning calendars, monthly schedules, etc. This section will establish uniform policies and guidelines for maintain the records required by law or statute or by agreement of the Board of Directors, the Museum's Department Chiefs and other Officers and by other personnel.
- 4.3 **Museum Record Keeping System.** The Museum shall maintain its records and files in a central location that is easily accessible to the Board, Museum Officers and any other persons who have the authority for access to these records. Most of the records and files will be contained in file cabinets located in the George Isaacs carbarn, in Minneapolis. However, certain specific records and files will also be kept and maintained at the Museum's Excelsior carbarn, located in Excelsior, Minnesota.
- 4.4 **Records and Files.** The Corporate Secretary is responsible for maintaining the official records and files of the Museum and for updating the records and file list as necessary.
- 4.4.1 Appendix C contains the list of the Museum's records and files that will be kept and maintained in the Museum's official records/file cabinets. This list is constantly changing and the list seen here might not reflect the latest version of the file and record list. The most up-to-date list of records and files maintained by the Museum is located in the first folder on the top drawer of the fire-proof cabinet located in the George Isaacs carbarn.
- 4.4.2 All critical records and files, such as approvals of 501c3 status by the IRS, leases and agreements with governmental entities, financial obligations and other financial documents, must be protected from damage or destruction by fire or other causes by keeping these records and files in a suitable fire-proof cabinet
- 4.4.3 The Museum Vice-Chair, Treasurer, Department Chiefs, and other Officers are authorized to keep and maintain their own working files and records for the purpose of conducting the Museum's business. However, certain records and files the Museum is required to maintain by law or regulation or should be kept in a secure place for safe keeping and reference or for historical purposes should be kept in the appropriate file cabinets in the Isaacs carbarn or the Excelsior carbarn. Therefore, Museum Officers should make copies of certain critical or important documents that they might need

to conduct business from their home while keeping the original in the central records location.

- 4.4.4 It is preferable that some records or files be maintained or filed in hard copy for ease of access and for quick reference and readability. However, certain records, such as QuickBooks financial records and reports can be kept on a compact disk (CD) or DVD disk or on a flash/jump drive, for archival purposes and to maintain a historical record of the Museum's business.
- 4.4.5 If Museum files and Records are kept on media such as a CD, DVD disk, or a flash/jump drive, the media should be labeled and the content identified by a list of the files and documents that are contained on the media. The media and list should preferably be inserted into a manila envelope.
- 4.5 **Records of Board of Directors Meetings.** The Corporate Secretary shall be responsible for maintaining the official records of all meetings of the Museum's Board of Directors. The official Board records shall be as follows.
- 4.5.1 ***Minute Book.*** The Corporate Secretary will maintain the official Corporate Minute Book which will contain the minutes of each Board meeting. The minutes shall be inserted into a three-ring binder with the minutes filed in tabs corresponding to the year in which the meeting was held.
- 4.5.2 ***Board Meeting Files.*** A separate file shall be maintained for materials that were distributed and discussed or referred to during a Board of Directors meeting. These materials should include the meeting agenda as amended, financial reports, handouts, charts and graphs, drafts of proposed policies, etc.
- 4.5.3 ***Board Minutes on the MSM Website.*** A copy of Board of Directors meeting minutes will be put in the appropriate location on the Museum's website so all Members and other interested parties can refer to these minutes.
- 4.6 **Articles of Incorporation, By-Laws and Policies.** The Corporate Secretary will maintain a binder in the Museum's official files that will contain a copy of the Museum's Articles of Incorporation approved by the Minnesota Secretary of State, the current version of MSM's By-Laws, the current MSM Organizational Memorandum and Policy, and any other policy that has been approved and issued by the Board of Directors.
- 4.6.1 The Board shall periodically review all approved policies to ensure that they reflect current operating and administrative policies and practices and to ensure that they are still relevant.
- 4.6.2 All Museum policies and other important documents shall be placed on the Museum's website in the appropriate location so all Museum members can have access to these important policies and documents.

- 4.7 **Museum Forms.** The Corporate Secretary is responsible for administering the Museum's blank forms program and for any other standard documents needed to conduct Museum business. All new proposed blank forms shall be submitted to the Corporate Secretary for initial review, assignment of a form number, and for eventual presentation to the Board for approval. The current list of approved Museum blank forms and samples of these forms can be found at Appendix D.
- 4.8 **Museum Letterhead.** All correspondence from the Museum's Directors, Officers and Department Heads will use the standard letterhead (sample at Appendix D).
- 4.9 **Documents to be placed on the Museum's Website.** The following documents and other items will be put on the Museum's website.
- 4.9.1 The IRS Form 1023 with all schedules and attachments and the IRS letter granting the Museum its non-profit status under section 501(c)(3) of the US Internal Revenue Code.
- 4.9.2 The IRS Form 990 or 990EZ annual tax returns for all years.
- 4.9.3 Minutes of the Museum's annual meetings with the Board Chair's "State of the Museum" presentation, if one was prepared and given at the annual meeting.
- 4.9.4 A copy of all Board of Director Meeting Minutes.
- 4.9.5 Financial statements and reports as of December 31<sup>st</sup> of the most recent fiscal year: Profit and Loss summary report; Profit and Loss report by accounting class; balance sheet; and, the cash balances report.
- 4.9.6 The MSM Articles of Incorporation, the MSM By-Laws, all Museum numbered policies, the Operating Rules and Regulations Governing the Operations of Streetcars at both demonstration railways, the MSM Organizational Memorandum and Policy, the Museum Organizational Chart and Telephone List, and the Long Range Strategic Plan.
- 4.9.7 All copies of the *Streetcar Currents* newsletter and all *Streetcar Currents* photo supplements.
- 4.10 **Document Retention and Destruction Policy: MSM Policy No. 4.**
- 4.10.1 In accordance with the Federal Sarbanes-Oxley Act, which makes it a crime to alter, cover up, falsify, or destroy any document with the intent of impeding or obstructing any official proceeding, this policy provides for the systematic review, retention and destruction of documents received or created by the Museum and its operational entities.
- 4.10.2 This policy covers all records and documents, regardless of physical form, contains guidelines for how long certain documents should be kept and how records should be destroyed. The policy is designed to ensure compliance with federal and state laws and regulations, to eliminate accidental or innocent destruction of records and to facilitate the Museum's operations by promoting efficiency and freeing up valuable storage space.



4.10.3 Please refer to MSM Policy No. 4 for specific policy and procedures regarding our responsibilities under the Sarbanes-Oxley Act.

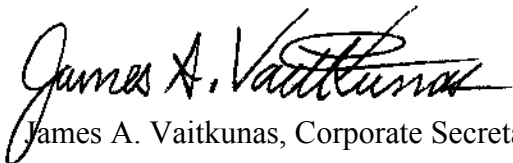
### 5.0 Museum Logo and Logotype Policy and Style Guide

- 5.1 **Purpose.** The purpose of this section is to establish policy and procedures for the design and use of the MSM logo and the logotypes and symbols that represent the Museum's demonstration railways, the Como-Harriet Streetcar Line and the Excelsior Streetcar Line.
- 5.2 **General.** There are a variety of logos, logotypes, and graphic marks used by the Museum. These are used in materials prepared by a variety of people in-and outside of the Museum. The section's purpose is to establish a policy and standard approach to the design and use of these elements and discourage their misuse.
- 5.3 **Policy.** Museum volunteers who develop flyers, brochures, newsletters, magazines and other official documents will follow the guidelines contained in appendix E. If they need to deviate from these guidelines they should coordinate that with the Museum Chair or the General Superintendent.

APPROVED BY THE BOARD OF DIRECTORS:

DATE: May 00, 2010

ATTEST:

  
James A. Vaitkunas, Corporate Secretary

APPENDICES:

- A – Membership Forms and Letters
- B – Volunteer Recognition Awards and Forms
- C – MSM File List
- D – MSM Approved Blank Forms
- E – MSM Logo and Logotype Style Guide



# MINNESOTA STREETCAR MUSEUM

We Make Minnesota's Electric Railway History Come Alive!

## Membership Program and Application

By joining the Minnesota Streetcar Museum you help to fund preservation and restoration of our historic Minnesota streetcars, the maintenance and operations of our exhibit sites and railways, and the presentation of the heritage of Minnesota's streetcar era to the general public. Your dues also helps support necessary administrative functions such as membership services, newsletter printing and mailing and essential financial operations. Please help us by joining the MSM. Membership is for a one-year period and expires on the last day of the month that you join, except for lifetime members.

With membership come privileges. Below are the various levels of MSM memberships.

### All Members receive and are entitled to:

- Copies of our newsletter, the *Streetcar Currents* and *Twin City Lines*, our history magazine on the electric railways of Minnesota (with some trains, boats and buses thrown in occasionally)
- Unlimited free rides at both MSM railways
- Vote at the annual election
- Invitation to all members-only events
- Operate our historic streetcars after training
- \$10 discount on streetcar charter -- \$20 discount if also an active volunteer

**Individual membership** – (for one person) -- **Annual Dues: \$30.00**

**Household membership** – (for two people living in the same household and dependent children under age 19 (18 or less)). **Annual Dues: \$45.00**

- Up to two votes if adult members volunteer twelve or more hours per calendar year each.

**Lifetime membership** – **One-time dues payment: \$500.00**

- Lifetime unlimited free streetcar rides.
- Lifetime *Twin City Lines* subscription (four issues per year).
- One vote for up to two adult persons in household.

Please complete the slip below, cut on the dotted line and return along with your check or money order. Do not send cash through the mail. Make Check or money order payable to: Minnesota Streetcar Museum.

I have enclosed membership dues as indicated below.

- Individual: \$30 per year
- Household: \$45 per year
- Lifetime: \$500

Please mail your application to:  
Minnesota Streetcar Museum  
P.O. Box 14467  
Minneapolis, MN 55414-0467

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

- I would like to receive my copy of the *Streetcar Currents* as an e-mail attachment



**MINNESOTA STREETCAR MUSEUM**  
COMO-HARRIET STREETCAR LINE  
EXCELSIOR STREETCAR LINE

P. O. Box 14467, University Station  
Minneapolis, Minnesota 55414-0467  
952-922-1096  
TrolleyRide.org

April 00, 2010

Dear MSM Member:

Welcome to the Minnesota Streetcar Museum We value your support. Over the years the real strength of the Museum has been its members, especially those who volunteer to do one of the many tasks that have made our organization a going concern. If you are willing and able we can always use more operating personnel at Lake Harriet or Excelsior. Do you have other “hidden talents?” We can always use more help with Museum administration, maintenance of our track and overhead trolley wires and with streetcar restoration. If you are interested in becoming more active in our Museum please call us at the above phone number or visit our website to print out our volunteer interest form.

You’ll find your MSM membership card accompanying this letter.

All MSM members receive unlimited free rides except for the Halloween Ghost Trolley and Holly Trolley. For household and lifetime memberships, free rides are included for up to two adults and four dependent children living in the same household. In addition to free rides, MSM members will, of course, receive copies of our newsletter, the *Streetcar Currents*, as well as our new magazine, *Twin City Lines*.

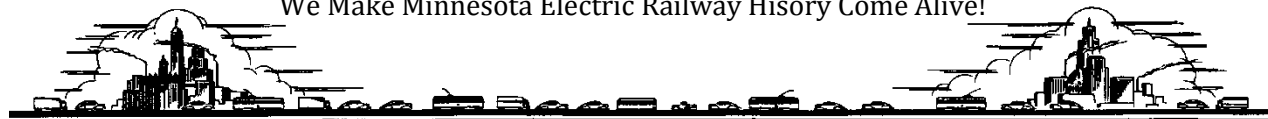
Again, thanks for joining MSM and for your continued support of our efforts to preserve Minnesota streetcar history.

Very truly yours,

**THE MINNESOTA STREETCAR MUSEUM**  
**Como-Harriet and Excelsior Streetcar Lines**

JOHN DEWITT  
Chair, Membership Development and Services Committee

We Make Minnesota Electric Railway History Come Alive!





**MINNESOTA STREETCAR MUSEUM**  
COMO-HARRIET STREETCAR LINE  
EXCELSIOR STREETCAR LINE

P. O. Box 14467, University Station  
Minneapolis, Minnesota 55414-0467  
952-922-1096  
TrolleyRide.org

April 00, 2010

Dear MSM Member:

Thank you for renewing your membership in the Minnesota Streetcar Museum – and thank you for your continued support. Over the years the real strength of the Museum has been its members, especially those who volunteer to do one of the many tasks that have made our organization a going concern. If you are willing and able we can always use more operating personnel at Lake Harriet or Excelsior. Do you have other “hidden talents?” We can always use more help with Museum administration, maintenance of our track and overhead trolley wires and with streetcar restoration. If you are interested in becoming more active in our Museum please call us at the above phone number or visit our website to print out our volunteer interest form.

You’ll find your MSM membership card accompanying this letter.

All MSM members receive unlimited free rides except for the Halloween Ghost Trolley and Holly Trolley. For household and lifetime memberships, free rides are included for up to two adults and four dependent children living in the same household. In addition to free rides, MSM members will, of course, receive copies of our newsletter, the *Streetcar Currents*, as well as our new magazine, *Twin City Lines*.

Again, thanks for joining MSM and for your continued support of our efforts to preserve Minnesota streetcar history.

Very truly yours,

**THE MINNESOTA STREETCAR MUSEUM**  
Como-Harriet and Excelsior Streetcar Lines

JOHN DEWITT  
Chair, Membership Development and Services Committee

We Make Minnesota Electric Railway History Come Alive!



Appendix A – Membership Forms and Letters



Lifetime Member's Pass



Temporary Member's Pass – Obverse



Regular Member's Pass



Temporary Member's Pass – Reverse



**MINNESOTA STREETCAR MUSEUM**  
COMO-HARRIET STREETCAR LINE  
EXCELSIOR STREETCAR LINE

P. O. Box 14467, University Station  
Minneapolis, Minnesota 55414-0467  
952-922-1096  
TrolleyRide.org

July 14, 2009

Mr. Joe Member  
1313 Blue View Terrace  
Minneapolis, MN 55410

Dear Joe:

The purpose of this letter is to congratulate you on your successful completion of our Museum's Streetcar Operator Training Course. In recognition of your graduation to regular streetcar operations enclosed is a graduation certificate and two of the Museum's shoulder patches that you can use on your grey uniform shirt.

We are pleased and thankful that you have chosen to volunteer your time and energies with our Museum. Your willingness to volunteer at the Minnesota Streetcar Museum, and to operate our historic streetcars, is very commendable and materially contributes to the fulfillment of our Museum's mission which is to preserve and interpret Minnesota's Transportation heritage.

Now that you have graduated you are assigned to MSM's Transportation Department. If at any time you have any questions or concerns regarding your volunteering with our Museum please call Chief of Operations, Jim Vaitkunas at 952-688-7255 or send him an e-mail to [jvaitkunas@msn.com](mailto:jvaitkunas@msn.com).

Sincerely,

Rod Eaton  
General Superintendent

Clyde Hawkins  
Superintendent of Safety and Training

We make Minnesota's Electric Railway History Come Alive!





Operator Training Course Completion Certificate



MSM Logo Shoulder Patch



Twin City Lines "Cloverleaf" Logo Shoulder Patch



MSM Volunteer Recognition Patch



**MINNESOTA STREETCAR MUSEUM**

COMO-HARRIET STREETCAR LINE  
EXCELSIOR STREETCAR LINE

P.O. Box 14467 – University Station  
Minneapolis, Minnesota 55414-0467  
952-922-1096  
TrolleyRide.org

January 2, 2010

Mr. Joe Member  
1313 Blue View Terrace  
Minneapolis, MN 55410

Dear Joe:

I am writing this letter to offer our sincere appreciation for the great work you did during our 2009 operating season as a new volunteer with the Minnesota Streetcar Museum. To show our appreciation for your willingness to pitch in and help out, I am enclosing a special volunteer recognition patch. You may put this special patch on any article of clothing or a ball cap but we ask that you not wear it on your standard streetcar Operator's uniform.

Volunteers are the heart of our Museum and our demonstration railways. As you know, the nature of our weekday and weekend operations requires a large number of faithful volunteers. We all appreciate your willingness to help out—help that was vital to the success we enjoyed during the 2009 operating season. There were no operating shifts cancelled because of lack of operators and virtually all shifts were fully staffed. This is a tremendous achievement given our large staffing requirements.

If you would like to purchase additional volunteer patches please go to our website ([www.TrolleyRide.org](http://www.TrolleyRide.org)) and you can order them there. Or you can wait until next April and get some when you recertify as we'll have some then.

Again, on behalf of all the other Museum volunteers, thank you very much for your willingness to volunteer. Your dedication to service makes our continued good work at Lake Harriet and Excelsior possible. I look forward to volunteering with you during our 2010 operating season.

Sincerely,

James A. Vaitkunas  
*Superintendent of Operations*







Sample of a Previous **On Track Award**

**Appendix C – MSM File List**

This appendix will be published later.

Appendix D – MSM Approved Blank Forms

This appendix will be published later.



# MINNESOTA STREETCAR MUSEUM

## Logotype & Logo Style Guide



March – 2010

There are a variety of logotypes, logos, and graphic marks used by the Minnesota Streetcar Museum, and they are used in materials prepared by a variety of people in- and outside of the museum. This Guide's purpose is to create a standard approach to the use of these elements and discourage their misuse.

### **Section One: Minnesota Streetcar Museum Logotype**

The Minnesota Streetcar Museum's logotype uses a font called Cambria, a serif typeface designed in 2004 by Dutch typographer Jelle Bosma. It is included with Microsoft Windows Vista and Windows 7, Microsoft Office 2007, and Microsoft Office 2008 for Mac. The copy you're reading is set in 12-point Cambria regular. Cambria includes a complete family of styles, including bold and italic. This provides a consistent typeface for copy when introducing too many fonts in a layout might become distracting.

Our logotype uses Cambria bold and begins with all upper case:

**MINNESOTA STREETCAR MUSEUM**  
(12 pt. Cambria bold)

Then, to create a more distinctive look, the initial letter of each word is enlarged. This is a very quick, simple step and easily accomplished in Word and graphic design programs:

**MINNESOTA STREETCAR MUSEUM**  
(22 pt.)

The first letter of each word is 125% of the "lower case" letters: divide 22 pt. by 4 = 5.5; add 5.5 to 22 = 27.5. This formula works with any size type. Here are two additional examples:

**MINNESOTA STREETCAR MUSEUM**  
(18 pt. "lower case", 22.5 pt. initial caps)

**MINNESOTA STREETCAR MUSEUM**  
[www.TrolleyRide.org](http://www.TrolleyRide.org)

(12 pt. lower case, 15 pt. initial caps; URL 12 pt.)

Although traditionally used on one line, if necessary the logotype may be split onto two or three lines:

**MINNESOTA STREETCAR  
MUSEUM**

When used on two lines, Museum should be centered below Minnesota Streetcar.

## **MINNESOTA STREETCAR MUSEUM**

If the logotype is split onto three lines, the individual words should be aligned flush left as shown above.

Our logotype should normally be black. If it isn't closely associated with the MSM logo in a layout, it may be a shade of gray (example above). It may also be reversed (white or light gray) out of a dark background. It should never be used as a graphic effect, as in a wallpaper or repeat design.

Although our legally incorporated name is The Minnesota Streetcar Museum, "the" is never used as part of our logotype. In a sentence, "the" may be used with our name, but it is never capitalized unless it's the first word in the sentence, or you are referring to our legally incorporated name (as in a legal document).

The logotype should be used only as a stand-alone print object, never as part of a sentence. When our name is included in a sentence, it should appear in the same font as the rest of the sentence, and use traditional initial caps with lower case (see the first sentence on this page).

No other words -- "Schedule", "Calendar", "Profit & Loss", "Invoice" -- should ever be appended onto our logotype. Words of this nature should appear on a separate line of the layout, typically below the logotype (see the header at the beginning of this PDF). Cambria can be used in these applications, but enlarged first letters should be reserved for our logotype.

When the logotype is used with our web address, the URL should be set in Cambria regular and be positioned below the logotype (example above).

### **Section Two: Como-Harriet Streetcar Line & Excelsior Streetcar Line Logotypes**

## **COMO-HARRIET STREETCAR LINE Excelsior Streetcar Line**

The Como-Harriet Streetcar Line logotype uses a font called Lewisham Shadowed. The Excelsior Streetcar Line uses Western. Here are both logotypes set in 14-point:

### **COMO-HARRIET STREETCAR LINE Excelsior Streetcar Line**

When set to the same point size, "Excelsior Streetcar Line" appears considerably smaller than "Como-Harriet Streetcar Line." This can be partially adjusted by increasing the point size for Excelsior, but the line length will never be equal. When used separately, this doesn't present any problems. But when the two logotypes are used together, the disparity becomes obvious. To correct this, a design program like Illustrator or Photoshop can be used to adjust the size of each logotype to make them appear equal. If the program you use can't provide these adjustments (I'm not sure Word can without an elaborate work-around), or just to save time, you can drag the combined logotypes into your layout from a supplied TIFF file.

When used with the Minnesota Streetcar Museum's logotype, the Como-Harriet and/or Excelsior logotypes should be positioned below MSM and be smaller in size, roughly two-thirds the size of MSM. The logotypes may be aligned flush left or centered beneath the MSM logotype (as shown). In some applications, a thin line may be centered below the MSM logotype to separate the elements.

# MINNESOTA STREETCAR MUSEUM

COMO-HARRIET ST  
Excelsior Str

When used together in this way, all three logotypes may be black or the same shade of gray, or the two lower logotypes may be lighter than the MSM logotype (shown).

Neither the Como-Harriet nor Excelsior logotypes should be split onto multiple lines. All the other guidelines for using the Minnesota Streetcar Museum logotype also apply to both the Como-Harriet and Excelsior logotypes.

## **Section Three: MSM Internet Address (URL)**

Although our website URL may be set in any font, depending on where and how it appears, it should be set in Cambria regular when used in conjunction with our museum logotype:

**MINNESOTA STREETCAR MUSEUM**

[www.TrolleyRide.org](http://www.TrolleyRide.org)

The first letters of Trolley and Ride should be capped, which makes it easier to read and understand. Since URLs aren't case sensitive, this will work fine when entered into a browser.

## **Section Four: Minnesota Streetcar Museum and Twin City Lines Logos**

The Minnesota Streetcar Museum's logo reflects its Twin City Lines heritage in its shape and colors. The red, gold, black and white of both the MSM and Twin City Lines logos (as well as the gray in the black & white version) are the same. Other colors should never be substituted.



The Minnesota Streetcar Museum logo may be used alone or with type elements. It may also be used with the Twin City Lines logo. Here are some examples of proper usage:



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## MINNESOTA STREETCAR MUSEUM



Although there is flexibility in relative size and placement, the MSM logo should always appear to the left of the MSM logotype. If the TCL logo is also used, it is placed on the right. When used together, the two logos should be of equal size. Both should be color or black and white, never one each. Neither logo should ever be used for graphic embellishment, decoration, border, pattern, or “bullet” point.

### **Section Five: Other Graphics, Logos & Marks**

Our publication *Twin City Lines* uses a modified version of the original TCL logo:



These are versions of an original TCL graphic. The first appears on the bottom of the Minnesota Streetcar Museum’s official letterhead.

