

**Feather River Rail Society
Board of Directors Meeting – December 9, 2017 – 1:00 PM
WPRM Meeting Room – Portola, CA**

President Steve Habeck called the meeting to order at 1:15 PM

Attendance

The following Directors were present:

Steve Habeck
Charlie Spikes
Kerry Cochran - phone
Greg Elems
Eugene Vicknair

5 directors present, 2 absent, 2 empty seats – Quorum achieved.

Guests present:

Bil Jackson – CMO
Patty Clawson – Big Fish
Bart Hansen – Treasurer – phone
David Elems – Asst. CMO
Fred Ellenbaas – arrived 2:30 PM

Correspondence

- *Habeck* – Chris Skow excursion train scheduled for January was going to Cowboy Poetry Convention in Elko, NV. Needed to load and unload on Museum Property. Union Pacific has denied permission. Now planning to run to Paul Bunyan Festival in Westwood July 6-8, 2018. Will run as Amtrak / BNSF train. Will run from Bay Area to Westwood, then have turn from Westwood to Bieber and return. Final trip with west coast based historic CZ cars. Chris asked if he can put an ad in Train Sheet and website as one of the FRRS' business sponsors. Yes, we will facilitate this. Director Vicknair will work with Paul Finnegan and Matt Elems on ads. Asked if we can arrange for WP GP20 2001 to go on train. We will look into it. Offered to let us have a booth at Paul Bunyan Festival.
- *Habeck* – Received matching donation from Seth Adam's employer for \$1,400 lube oil donation.

Consent Calendar

Approval of the minutes of the December 2017 BOD Meeting

Motion 12-17-01

Approve the minutes of the December 2017 BOD Meeting as presented.
Vicknair / Spikes. Ayes – 5, Nay – 0, Abstain – 0. Motion carries.

Old Business:

OB1 – FRRS Private Equipment Policy (Cochran)

Review revisions to the FRRS Private Equipment Policy.

- Written report provided

- Discussion on updating roster of private equipment.

Motion 12-17-02

Approve the update Private Equipment Storage and Rental policy as presented.

Vicknair / Spikes. Ayes – 5, Nay – 0, Abstain – 0. Motion carries.

New Business

NB1 – Radio Advertising Contract (Vicknair / P. Clawson)

Renewal of radio advertising contract.

- Previous 2016 FRRS contract, new 2017 contract offer and standard contract presented at meeting for comparison.
- In new contract, there will be 2 mentions per day plus 1 mention during show, 7 days a week for 10 months on two radio stations: KOH-AM and ESPN Reno. Cost is \$1,400 for 10 months. (Paying 7 months, 3 months free)
- Previous contract was 5 mentions per day, plus 1 mention during show, 7 days a week for 10 months on 1 radio station only. Cost was \$1,800. Standard contract cost is \$6,000.
- We are also getting free Public Service Announcements on KDX radio as well.
- New contract will be less cost than last year and have a broader reach.
- Can pay for this in January.

Motion 12-17-03

Approve the new advertising contract from Todd Brusio on KOH and ESPN for \$1,400 to come from line item 67010 – Advertising.

Vicknair / Spikes. Ayes – 5, Nay – 0, Abstain – 0. Motion carries.

NB2 – Approve Mural Panel Expenditure (Vicknair)

Approve \$3,000 expenditure for Portola historic mural of WP 4-6-0 94.

- Written report provided.
- Mural will be one of 5 panels depicting historic WP locomotives in Old Town Portola park / event area currently being built.
- Cost can be split with \$1,000 down and \$2,000 in April or May.
- Mural panel will depict WP 4-6-0 94 steam locomotive. Other panels already sold.

Motion 12-17-04

Approve the expenditure of \$1,000 down, \$2,000 when painting starts for WP 94 mural panel from line item 67010 – Advertising.

Vicknair / G. Elems. Ayes – 5, Nay – 0, Abstain – 0. Motion carries.

Good of the Order

President's Report

- Verbal report given.
- Still moving house and dealing with health issues.

Financial Reports

- Summary and reports provided.
- \$30,000 from UP 849 sale was received and has been split as directed.
- Mail out fundraiser has brought in \$3,600 to date.
- Local area mailer planned for late January for membership and volunteers. Local mailer for new business sponsorship going out in early January.
- Discussion of RAL levels and plans for promotion and structure of new management.

Director's Reports

- *Vicknair* – written report provided. Discussion of grant funding and applications. Need to approve fire suppression system for inclusion in diesel shop north side roof replacement grant and project. Discussion of Portola 192 development and proposed transit improvements and work force housing grant application. They are proposing bus transit improvements, including stop at WPRM, bike / pedestrian trails. Would like to have notice of support of FRRS. Questions about how to deal with transit stop and paving. Noted that Patty Clawson is on transit board. Concern about park and ride effects on museum, but overall positive opinion on this development. Director Vicknair given go ahead to discuss support notice with 192 developers and share with officers before release.

Event Reports

- *2018 Historic Convention* – written report provided. Update on planning and shows.

Department Reports

- *General Superintendent* – written report provided.
- *Superintendent of Operations* – written report provided.
- *Webmaster* – written report provided. Discussion of hit counter graph. Hits show attention to social media and advertising releases and reaction from audience. Big Fish has been pushing museum info onto local websites and managing ad releases that are feeding back into the website. Paul and Kerry Cochran are working on new volunteer pages with needed information. Paul has also done a lot of new work on Archives pages.
- *Archives / Historical* – written report provided. Archive needs list updated.
- *Marketing* – written report provided. Discussed joint marketing with city. Big Fish and Director Vicknair had meeting with city manager and city economic development committee. Talked about joint marketing and joint collateral brochures / booklets / marketing pieces. Patty Clawson outlined strategy on marketing with city. Need regional information pieces for giving out at shows, conventions, other venues that the city and region are participating in. County is also doing big marketing planning and looking to push regional marketing. Patty is setting up meeting with county point person to discuss joint marketing on that level.
- *Mechanical* – New injectors in WP 2001. Loads well, pulls hard and does not smoke much. Also replaced oil filters and did work on prime mover. Working on getting new / rebuilt radiators into 2001. Thank you to David Elems for all his hard work on this. Discussion about possibility of painting 2-3 engines in green in 2018 and purchasing vinyl cutter. For future discussion.

Committee Reports

- *Election* – appoint election committee. Matt Shuman and Ann Morningstar have volunteered to be on election committee. Ann will be chair, Matt will be on committee. Need 3rd person. Accepted by the Board. Suggested that we approach local business or government person. Suggested we approach Phil Oels.

Legal / Insurance Report

- Just paid property insurance bill for \$4,300.

- Received legal bill concerning actions of former employee. Bill for \$1,144 from Porter-Simon.

Status of Surplus Property Report

- UP 849 work by Western Rail will be in spring.

Safety Report

- Snow and ice in some spots.
- Flammables cabinets being prepped for us.
- Discussion about reconstituting safety committee.

Public Comments

- *Bil Jackson* – suggested that folks going through baggage car be asked where they heard about Santa Train event and if they saw marketing. Future, hand out questions / info cards.

Notices

- Santa Trains operating December 8-9, 15-16.
- Kettle Corn vendor decided to not come to remaining Santa Train nights. Discuss options for different kinds of food vendors in future.

Closed Session – requested by Director Eugene Vicknair and President Steve Habeck
2:59 PM – 3:17 PM

- Property Item – Property Expansion – Event Center, Ball Field and Sharon’s
- Business Item – Museum Donations - Utah / GP35 – 708 lease
- Legal Item – Meeker v. FRRS and Vicknair

The Board heard a report on a Business Item – Property Expansion. Consensus direction given.
The Board heard a report on a Business Item – Museum Donations. Consensus direction given.
The Board heard a report on a Legal Item – Meeker v. FRRS and Vicknair. No reportable action taken.

Adjourn

Meeting adjourned at: 3:18 PM
Next Meeting: January 13, 2018 – 1:00 PM
Location: WPRM Meeting Room – Portola, CA

Respectfully Submitted, Eugene Vicknair – FRRS Secretary