

FEATHER RIVER RAIL SOCIETY

DATE: December 2023
ITEM: Director Report
FROM: Eugene Vicknair

ADVERTISING and MARKETING

A reminder from my last two months' reports: Next year is the 75th Anniversary of the California Zephyr. I highly support the plans to get WP FP7 805-A back in service and am discussing with Big Fish and several directors the idea of a major volunteer / member and then a visitor marketing push for early 2024, using the CZ anniversary as a backbone. Also want to explore a WP History event early in season featuring 805-A.

Big Fish and I are continuing to work on new marketing concepts for 2024.

FINANCIAL AUDIT

Audit Committee Chair Des Powers is reviewing the audit parameters. Unfortunately he had a big of an injury so he has been laid up. Hoping to lock in time with Susan and Cheryl soon and perform the on-site portions of the audit in December.

SPECIAL EVENTS

I think we need to discuss doing a special event for our season opening and also move forward on talking with the Chamber of Commerce on this Railroad Days situation.

SAN LUIS OBISPO MUSEUM

Greg Elems, Janet Steeper and myself received help from the SLO museums folks in loading several signals and signal parts onto Janet's truck and trailer. I understand those were unloaded yesterday (Friday, Dec. 8).

SEEKING NEW VOLUNTEERS

I have talked to several people about a drive in 2024 for new members and volunteers. In light of this, it has been suggested that we remind our current volunteers to avoid conduct that may hinder the retention of those volunteers, and seek improvements in several areas, including volunteer organization and coordination, and also conduct of volunteers. I would ask everyone to remember that we are a public facing organization and that we have policies in place that govern behavior of members and volunteers, including a Code of Ethics. These can all be found online at https://wplives.org/museum_policies.html. If we attract new members and volunteers and then they are subjected to behaviors they find offensive, abusive and / or derogatory, this will reflect poorly on the organization, deter new volunteers and could even result in more serious issues.