

Feather River Rail Society
Board of Directors Meeting – April 8, 2017 – 1:00 PM
WPRM Meeting Room – Portola, CA

President Steve Habeck called the meeting to order at 1:08 PM.

The following Directors were present

Eugene Vicknair	Charlie Spikes	Steve Habeck
Kerry Cochran	Greg Elems	Leisa Wesch (phone)

Attendance

Patty Clawson – Big Fish	David Elems
Todd Bruso – Fox Sports Multimedia	Bob Sims – 1:37 PM
Matt Shuman	
Ann Morningstar	Noted that Rod McClure and Ron Huey are present in spirit
Bart Hansen	

Correspondence

- *Habeck* – Received letter from Cal Office of Emergency Services. We are still on list for damages from storm events. Steve has received paperwork to submit to get us into the storm repair money from FEMA. Talked to our broker RBC – Dean Rauscher. They recommended we go to non-managed account to save money on fees. We are now confirmed on non-managed account.
- *General* – Received an email from Frank Brehm resigning from the Board but maintaining his other positions with the FRRS.

New Business

Radio Advertising

Review proposal for radio advertising by Todd Bruso – Fox Sports Multimedia.

- Written information provided.
- Todd Bruso hosts a race sports show on Reno radio station called “Pit Lane”. Talk 99.1.
- The show’s primary sponsor is shifting their money in other ads and sponsorships with the show and network. They are now associate sponsor.
- Gave overview of the personalities who host the show.
- Both Eugene Vicknair and Steve Habeck have been interviewed on the show and the Pit Lane team has done a lot to promote the FRRS.
- Offering for us to be primary sponsor for the show for \$300 a month for 6 months plus they would give us additional 3 months for free.
- Would result in prominent mention during the show (open, close and during returns from advertising) and additional advertising on the network. Every day there are 5 promotional mentions for the show. We would also be mentioned during those. Also two 30 second commercials during the show. Would make special promos for Railroad Days, Pumpkin Patch, Santa Train, etc.
- Total would be \$1,800 total. Regular cost would be above \$6,000.
- Fox 99.1 covers Tahoe, Reno, Sparks, Fernley.
- Discussion. Favorable comments for the idea.
- Question about continuing for more than 1 year. We would have right of first refusal, may need to discuss cost if we go full year.

Motion 04-17-01

Approve Fox / Pit Lane advertising offer under Line Item – 67010 Advertising.

Cochran / Vicknair. Aye – 6, Nay – 0, Abstain – 0. Motion carries.

Grizzly Ranch Mailing

Review proposal from Grizzly Ranch to participate in promotion campaign.

- Patty Clawson gave advertising update. Was able to pair PBS auction RAL donation for a Plan C with a \$300 gift certificate from Chalet View for a joint venture. Gave PBS blurbs on the FRRS. Had a meeting with Alex Hickman of Chalet View and they are interested in doing partnerships with us. Had a follow up meeting with Alex Hickman, Steve Habeck and Eugene Vicknair.
- Grizzly Ranch wants to do a promotion to promote their Wolf Creek Cabins. They will be doing a direct mailer to families and are offering discounts on events in the area, Going to Contra Costa and Marin Counties, 10-20,000 pieces of mailing to a specific target audience.
- Includes ATV tours, kayak rentals, guided fishing.
- Want to offer 20% off on RAL. They are willing to donate back some of the discount we extend.
- Would provide WPRM info in the cabins that are rented.
- Goal is to cross market with other companies and attractions.
- Patty recommends we take this offer. No upfront cost for us.
- Deadline is very soon.
- No sense of how it might work, but no up front risk to us. There are more opportunities to come.
- We are looking at having a meeting with owner of Grizzly Ranch soon.
- Noted that the people Grizzly Ranch are targeting are affluent and would likely spend more than average in store. With donation back should cover any loss on discount.

Motion 04-17-02

Approve 20% RAL discount for the Grizzly Ranch mailing and give Patty Clawson and Big Fish authorization to finalize the deal.

Vicknair / Elems. Aye – 6, Nay – 0, Abstain – 0. Motion carries.

- We have received 1 RSVP for the VIP luncheon at the convention from Shane Starr with Doug LaMalfa's office.
- We will also be doing an eBlast to membership and past convention goers for convention registration.
- Lauren Westmoreland of Portola Reporter wants to do story on the WP 165.
- Michael Clawson did video and photos on 165 restoration last Thursday that we will use for promotions.

Consent Calendar

Approval of the minutes of the March 2017 General BOD Meeting.

Correction: Greg Elems found company that sells supplies to do metal sign painting. Correction done in minutes.

Motion 04-17-03

Approve minutes of the March 2017 meeting as amended.

Vicknair / Spikes. Aye – 6, Nay – 0, Abstain – 0. Motion carries.

Old Business

none

New Business

Museum Store Improvements

Porposal for improvements to Museum Store.

- Written report provided.
- Leisa Wesch, Charlie Spikes, Duane van der Veen and Eugene Vicknair has been conferring on improvements
- Discussion on purpose of some of the items such soda counter and chairs.
- Opinion that we should do roof repair first.
- Duane van der Veen is checking costs with a roofer on professional roof sealing.
- Discussion of need for drain. Can we tie into drain near northwest corner of Diesel Shop.
- Look at advertising and offset for gutter installation. Explore cost with gutter pros.
- Look at fabricating ice breaks for roof.

- Noted we need to prioritize roof and getting tint and blinds and windows.
- Discussion to table to May meeting for more information. Roof is priority.
- Window tint and blinds are to proceed as soon as possible.
- Discussion on damage to merchandise in the store due to water from roof.
- Need to get revised cost for drainage for building.
- Review roof information in May.

Almanor Carrbell Snowplow

Review offer to donate Almanor Railroad snow plow.

- Plans for Truckee group to move Almanor plow has been abandoned.
- Written information provided.
- Steve Habeck gave overview of plow. Stated that the plow is an ingenious piece of engineering and rare example of mill home building.
- Habeck communicated with mill supervisor. Collins Pine is happy we may be interested. Primary interest is in preserving plow. Collins is offering to help in moving and investing in moving. Willing to hang on to plow until end of Summer.
- Must move on low boy truck. Is on Central Pacific friction bearing trucks.
- Noted that Almanor Railroad was major interchange partner for the WP on the High Line.
- Is usable and would be useful at museum.
- Discussion of cost / logistics for shipping.
- Consensus direction given for Steve Habeck to proceed with additional discussions and report back to board.

Fundraising Raffle

Review structure and timeline for fundraising raffle.

- Written report provided.
- Consensus direction given to proceed.

May Board Meeting

Approve moving time of meeting to fit with Convention schedule.

- Written report provided.
- Question if Board Meetings must be done in California as per by-laws. Only annual meeting needs to be in California.
- Consensus direction to have meeting on Saturday, May 6 at 9:30 AM.

Good of the Order

President's Report

- Written report provided.
- Review of storm damage to road. Rest of museum came through okay. Culverts for stream held. City lost road into pump plant. Working with FEMA, OES and City of Portola to get repaired.

Financial Reports

- Written summary and reports provided
- Need to switch over POS to new Plumas Bank.
- Starting 2017 in stronger position than in last several years.
- Discussion of missing credit card slips from November model railroad show.

Motion 04-17-04

Authorize bookkeeper Susan Scarlett to write off missing credit card slips from November model show.

Elms / Spikes. Aye – 6, Nay – 0, Abstain – 0. Motion carries.

Director's Reports

- *Vicknair* – Chalet View, entry road, written report provided.
 - Bart Hansen has an acquaintance in charge of acquisitions and deacquisitions of material for Herlong Army Depot. Just replaced all old rail at base with 130# rail and offered to donate as much rail as we could haul away. Bart's uncle handles security for base. Greg Elems proposed going to visit base. Would need to have visitors checked through Army security. Kerry Cochran has security clearance and offered to go as well. Consensus direction to authorize Bart Hansen and Greg Elems to pursue this.
- *Elms* – Spoke to Central California Traction Company about ties, tamper and engine 1790. CCT is intent on selling 1790. Previous sale fell through. Might be some possibilities. Greg is getting info on what cost they are asking. Are willing to let us sort through ties they have for good ties to be donated. Still trying to get info on tamper. Greg will continue his communications.

Event Reports

- *2017 Convention* – written report provided. Discussion about banquet speakers and clinics.

Department Reports

- *Website* – written report provided
 - Using off season to document and clean up the web code. Developed and acquired tools to help validate the code. Working on cleaning up code.
 - Feels we had some moderate success at promoting volunteer sign-ups for recent work parties. Wants to do more of that and wants to remind everyone to get those notices up as early as possible.
 - Entire website except for SN section has both desktop and mobile versions. About 1/3 of visitors are now mobile. On Railroad Days and Pumpkin trains we got more mobile hits than desktop.
 - Website now has pull down calendar showing hours and days open.
 - Discussion on Google hours.
- *Museum Store* – lots of work going on to update store. Getting Vend system on-line but right now running dual POS systems. Previous inventory and sales listings are amiss. Being corrected.
- *Funding* – WP 165, Building grant, other grants
- *Mechanical* – All 3 RAL engines are running. Bil and David still looking at items for 1857. Priced out material for engine air filter materials. \$190 for 260 ft roll for carbody filters. Working on articles for website and Train Sheet. Discussion on work going on with FM 1857. Discussion about other engines for special RALs: 805, 2001, 707.
- *Operations* – had 9 of 12 sign-ups show up despite weather and lack of power. All passed tests. Sunday student showed up early and is testing. Thanks to Kerry for getting locks needed for caboose. Working on electronic sign up for RAL engineers and RAL reservations. Working group being formed to review getting heat in the Edenwold.

Committee Reports

none

Legal / Insurance Report

- Habeck going to hearing on April 12 for hearing on boxcar and UP GP30 849. Hoping that this will be end of this issue.
- Due to positive changes in gift shop and other changes we are saving about \$1,200 on one policy this year.

Status of Surplus Property Report

- *TPL 80 tonner* – Timber Heritage is interested in join parts removal. Exploring other options.
- *MILW U25B 5057* – Still need brake beam and pilot plate back from Cle Elem. Other brake parts returned. Discussion about combining trips.

Safety Report

- *EPA Waste Oil question.*
- *Crane training and requirements* – No regulations for railroad cranes. UP sends operator for 8 hour class once a year. Coast Crane does load test once a year, complete inspection once every 4 years. OSHA and

DOT not involved. Operating entity certifies the operator for rail mounted cranes. One person can be trained, then train others under FRRS auspices. Bragg Crane offers same program as Coast Crane. MW37 has a worn brake. Might need adjustment or new lining. Crane has now been fully lubed and safety issues reviewed and corrected. Derrick looks good at 60 ton level. 200 ton needs new cables.

- Still working on fire extinguisher counts.

Public Comments

- *Rick Gruninger* – on behalf of operating department they want to thank the mechanical department for their great work on getting the equipment running.
- *David Epling* – UP forces preparing the Gerlach Depot for demolition. Coming down April 11.
- *Bob Sims* – Question about 3 open Board Seats. Board will be reviewing this during closed session to being with.

Notices

- Convention starts May 4.
- RAL certificate for high school machining competition was awarded. Competition went well.

Closed Session – requested Director Wesch, Director Vicknair and Steam CMO Chris Allan
4:26 PM – 5:58 PM

- Business Item – WP 165
- Personnel Item – Museum Store
- Personnel Item – Board Vacancies

BREAK 5:58 PM – 6:02 PM

The Board heard a report on a Business Item – WP 165. Consensus direction given, no reportable action taken.
The Board heard a report on a Personnel Item – Museum Store. Consensus direction given.
The Board heard a report on a Personnel Item – Board Vacancies. Consensus direction given.

President Habeck appoints Leisa Wesch to be the Store Manager, Bart Hansen as FRRS Treasurer.

Matt Elems fill director seat of Gail McClure, Rick Gruninger to fill director seat of Tom Carter and Roger Stabler to seat of Frank Brehm.

Motion 04-17-05

Approve the Board seat appointments proposed by President Habeck.
Elems / Cochran. Aye – 6, Nay – 0, Abstain – 0. Motion carries.

All three proposed directors accept nomination.

Adjourn

Meeting adjourned at: 6:06 PM
Next meeting: May 6, 2017 – 9:30 AM
Location: Ormsby Room – Harrah's Reno Resort – Reno, NV

Respectfully Submitted, Eugene Vicknair -- Secretary, FRRS