

FEATHER RIVER RAIL SOCIETY AGENDA REPORT

DATE: December 31, 2005
FROM: Director Vicknair
ITEM: Old Business 1
SUBJECT: **Train Sheet Format and Expenses**

After reviewing the Train Sheet publication expenses and newsletter policies of other museums, I would like to propose the following changes to the publication:

1. Institute an "opt-in" downloadable PDF option for members. In the January-February issue, members would be given a contact point to request receiving an e-mail notice for downloading of the Train Sheet and be removed from the mailing list for the newsletter. We would also create an option box on membership applications for receipt of the Train Sheet.
2. Institute paid advertising in the Train Sheet. This would be limited to a maximum of 2 pages total (ads can be divided among several pages for layout purposes but combined ads would cover no more than 2 complete pages) and would not include covers, only interior pages. Rates to be defined in conjunction with the Headlight staff for a unified advertising policy and submitted for Board approval. Estimated revenue is about \$400-475 per issue.

We would maintain 6 issues per year.

Combined, the advertising and PDF options could reduce the annual Train Sheet cost by up to 60%.

I am also exploring ideas for reducing both cost and lead time. My first inquiries show that we are actually getting pretty good pricing from Feather Publishing, although a joint contract with the printer of the Headlight might lower our costs. The big issue is lead time. Right now, it is taking Feather Publishing about 2 weeks (10 working days) to print the Train Sheet when other printers report a turn of 4-7 days. A further 2-3 weeks are taken up at the mailing house and a total of approximately 3 days is taken up in mailing the issues from Feather Publishing to the mailing house.

This would mean members receiving the mailed version would get their Train Sheet roughly 4-6 weeks later than its on-line release. While this makes the PDF option enticing, it penalizes our members who want a paper copy. Feather Publishing has recommended we explore a different mailing house and has given me contact info.

I would like Board approval to institute the Train Sheet recommendations listed above.

ACTION: Discussion, Possible Action