

## FEATHER RIVER RAIL SOCIETY – AGENDA REPORT

DATE: May 30, 2013  
FROM: Gail McClure, Gift Shop Coordinator  
ITEM: Department Report  
SUBJECT: Gift Shop Operations

The season is in full swing and with few exceptions, we are open 7 days per week from 10 am-5 pm. New and restock merchandise is on order and items are arriving daily. We are focusing on expanding our selection of gift and girls items.

The Memorial Day weekend was light on visitors, but they spent decent money between the gift shop, train rides and RAL's. Gross income for the weekend was in excess of \$4,000.

I still have reservations regarding visitorship this summer – we have not had many people through the gate; we have been booking RALs later in the season, but June remains light. We need to take a serious look at advertising in the Reno/Sparks/Carson City/Lake Tahoe Basin. FYI – V&T has been advertising on the Reno/Sparks talk radio station...

We are changing the merchandising footprint of the gift shop to increase visitor flow to the back of the store. We will also be increasing signage denoting item specific areas (i.e. – Toys, Gifts, Railroadiana, Girls). This should allow us to better utilize the nearly 50% of gift shop shelf space currently unused.

Operations are not without challenges. Stephanie Parker will likely be out for the rest of the summer and Matt Elems has obtained employment limiting his availability severely. That currently leaves David Elems and I covering the operations. Physically, I cannot handle more than 3-4 days per week. It is for this reason, I propose hiring David Elems three days per week at a rate of \$10 per hour to cover those days I cannot for the season. Should the situation with volunteers change, we can re-evaluate this course of action. He is willing to accept this offer with the understanding that he is not to work other projects than gift shop related ones while on the clock. And there's always something to do in the gift shop!

Action: Consensus direction in support of report and recommendations.