

FEATHER RIVER RAIL SOCIETY – AGENDA REPORT

DATE: September 13, 2013
FROM: Gail McClure, Gift Shop Coordinator
ITEM: Department Report
SUBJECT: Gift Shop Operations

Our season is winding down (quickly) and visitorship has experienced a dramatic drop. Since David Elems has had to go back to school, gift shop personnel is down to me and due to these two factors, the museum will now be subject to the following schedule:

September – Open Friday-Monday 10 am-3 pm, closed Tuesday-Thursday except to RALs

October – Open Friday-Sunday 10 am-3 pm, closed Monday-Thursday except to RALs

November thru Mid-April – Closed

The “bridge” software allowing the Point of Sale system to “talk” directly with the webstore has been installed and is working. I will need to get together with Tom Carter in Stockton to work on development of the new webstore (we now host it ourselves rather than with Homestead) and hope to start merchandise placement in it very soon – should have at least the RAL gift certificates available by mid-October, with the balance of the merchandise to follow as we are able to update the information in both applications. There will be some expense for gas and meals (will stay with Tom and Alicia), but since the board has approved expenses for this project, those expenses should already have approval. Also, we are having some difficulty with the gift shop CPU (memory issues) and it may have to be replaced. We have upgraded the memory to the maximum the motherboard can handle and at this time, it appears that may not be enough. We are trying to identify specifically what is causing the issue and hope to be able to advise further in the next month or two.

Portola Railroad Days and Labor Day both drew reasonable crowds. It rained like crazy on Labor Day, but we still had quite a few visitors come through the gates, rain gear and all!

We continue to update and upgrade merchandise carried in the gift shop. Many new toys and a few new shirt designs have been quite popular, with more to come. We will be reorganizing the layout of the gift shop later this month, and hope to have new signage and displays up for the spring opening.

Not much else to report at this time, but a few acknowledgements are due. Thanks to David Elems for working the gift shop to give me a much needed break as well as covering a number of RALs. Special thanks to Charlie Spikes for covering so many RALs with short notice and a smile. Same for Matt Elems who has bailed me out by balancing volunteer RAL coverage with his employment. Lastly, thanks to Matt Parker who has insisted on covering the gift shop and RALs when sorely needed.

Action: None.