

FEATHER RIVER RAIL SOCIETY

DATE: October, 2015
ITEM: New Business 1
FROM: Eugene Vicknair
SUBJECT: **Proposed 2016 Historic Photo Calendar**

For the last several years we or the steam department have put out a historic photo calendar. This is a return to a practice we had in years past.

Last year, we had it professional printed and received a lot of positive comments on the calendar. I am checking on how the sales did, but if we are going to do one this year, we need to approve the expenditure now and being advertising.

The cost would be about \$950, including tax and shipping, for a similar calendar to last year. I already have nearly all the photos retouched and ready and will have them available for viewing on my computer at the meeting. I am doing about 14-16 photos so we can down select some and get a mix of 12 plus cover everyone likes.

Proposed cost is \$16.95 plus tax and shipping, so expected profit per calendar is about \$7.45.

REQUESTED ACTION:

Accept report and approve expenditure of no more than \$1000 from line item 53010 – Gift Shop Merchandise. When approved, advertising will go out to start promoting sales.