

FEATHER RIVER RAIL SOCIETY

DATE: October 2016
ITEM: Director Report
FROM: Eugene Vicknair
SUBJECT: **Meeting with City Council and Rotary, ESPN Radio**

On September 27, I gave a presentation on the Society and its future plans to the Portola Rotary Club. The response was very positive and I received a lot of statements of support. To add to this, the Rotary is providing 6-8 volunteers to help us with clean-up from Pumpkin Trains and to help set up for Santa Trains.

The following evening, I gave a similar presentation at the Portola City Council Meeting, again to enthusiastic response. In the days following, I received several emails from residents and city workers thanking me for the presentation and stating support for the Society and Museum. In particular, Susan Jacobson, who heads the local sports and events group, has asked to work with us on their plans for the old Ballfield property and on coordinating events and space at the museum to work with their group on cooperative ventures.

On Thursday, September 29, I was interviewed on the "Pit Lane" show on the Reno ESPN affiliate. Todd Brusso, a fan of the museum, is one of the hosts and they focuses on some general info about the museum before promoting the Pumpkin and Santa Trains. The interview can be heard on our Facebook page.

Thanks to efforts by Mr. Brusso and Patty Clawson, parent company of the station Lotus Communications has started airing a series of 30 second Public Service Announcements promoting the Museum and Pumpkin Trains. These will change to Santa Trains and then to general promotion as the weeks progress. Patty also sent PSAs to other stations in our area.

These meetings were set up thanks to the efforts of Big Fish and Robert Meacher. I have continued to work with them and we have some more meetings tentatively scheduled to work on fundraising for the Society and the display building.

ITEM: Event Report
SUBJECT: **Pumpkin Patch Express**

Looks like this all pulled together. The Portola Volunteer Fire Department has been working on the Haunted Railcar. Volunteers from Friday Night Live!, the local youth program, showed up to help decorate the train and Diesel Shop and will be coming back to help for the event. And the High School is scheduled for food sales during the event.

Big thanks to Ali Barbota, Ethan Doty, Steve Habeck, Patty Clawson and all the community volunteers who have stepped up to decorate and organize this event. Also thanks to Tom Carter, David Epling and Bart Hansen for their help with signs, pumpkin acquisition and other items.

ITEM: Event Report
SUBJECT: **2017 WP Railroad Historic Convention**

The dates for the 2017 convention are proving problematic. The original dates of April 13-16, 2017 (Thursday through Sunday) turned out to be Easter weekend, so the dates were revised to April 27-30. However, turns out that is when Reno hosts a huge youth volleyball tournament and all hotel venues raise their room rates \$45-\$55 per night.

The next available dates are May 11-14 (the prior weekend is Cinco de Mayo, which is also expensive), but that conflicts with crew training.

Would like some guidance from the Board.

ITEM: Marketing Report
SUBJECT: **Ads and PSAs**

As mention in my Director Report, Big Fish worked with several radio stations to get 30 second PSAs broadcast that will cover first Pumpkin trains, then Santa Trains and other aspects of the Museum and Society.

We have ads and stories in the Portola Report and Deals & Wheels and will be adding ads in the Reno Gazette Journal for Santa Train.

The ESPN station would like me back for another 10 minute broadcast in December on Santa Train and for an hour long show on the Society some time in the future.

ITEM: Surplus Property
SUBJECT: **Feather River and Western Plymouth**

Brett Tallman has paid the \$4,000 for the Plymouth locomotive.