

# FEATHER RIVER RAIL SOCIETY

DATE: January 2017  
ITEM: New Business 1  
FROM: Eugene Vicknair  
SUBJECT: **Strategic Planning Meeting**

In discussing future projects and needs with members, the idea of holding an annual or bi-annual strategic planning meeting has once again been floated.

The idea is to spend 4-5 hours away from the museum and gather the directors, department heads and managers of the Society to create a detailed plan for the coming year, address specific needs of the organization, develop work plans and create a 3-5 year long term plan.

A Guide Document follows on the remaining pages. The format would see the assembled group spending 45-60 minutes on each page of topics, discussing ideas for achieving the goals / ideas presented and ending each section with an outline plan or plans to complete the chosen projects.

Three meeting locations have been suggested:

Sacramento	Silver Palace space in CP Depot	free	no phone or internet, no whiteboards
Davis	Hallmark Inn meeting room	\$270	has conference call, wifi, whiteboards, wall screens – downtown
Roseville	Monument Security	\$200	has conference call, wifi, whiteboards – near Daylight Sales

## REQUESTED ACTION

I would request that we approve a primary and a secondary location and a budget for the event of \$500 to cover space use and refreshments.

We also need to approve a date. Considering the weather, January 28 might be better than a week earlier.

## Guide Document for FRRS Strategic Planning Meeting

Proposed for January 21 or 28, 2017 – Sacramento area, CA

### Restoration Work and Specific Projects

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NOTE: The WP 165 restoration is not included in this as we have already determined that this is a top priority project and it remains on-going.

#	Project	Overview	Volunteer Time Est.	Budget Est.
1	WP 1503 Painting	Repaint WP 1503 into as delivered scheme and return to full operation	3 pers / 4 wknds	\$15,000
2	UP Caboose Res/Pnt	Restore and Repaint UP / Rock Island caboose		
		Note: Board previously approved trading this caboose to Dakota Southern		
3	Archives Room	Relocation of MoP MOW car and begin interior removal for rebuild	4 pers / 3 wknds	\$3,000
4	Perimeter Fence	Complete perimeter fence – hire CCC or other crew	2 pers / 1 week	\$18,000
5	KCC 908 Res/Pnt	Restore and repaint KCC RS2 908 for RAL program		\$30,000+
6	WP GP9 Res/Pnt	Restore and Repaint WP GP9, whichever closest to reliable ops	3 pers / 6 wknds	\$20,000
7	Archives Reorg	Reorganize cars on property and perform top level catalog / inventory	4 pers / 6 wknds	\$2,000
8	Zephyr F nose	Relocation to permanent location and begin wiring / improvements	4 pers / 2 wknds	\$2,000
9	Weld Gas Bunker	Build new welding gas bunker		
10	SN 712 repair	Return SN 712 to operation, touch up paint, new batteries		\$15,000+
11	Troop Sleeper	Touch up paint and reletter Troop Sleeper	3 pers / 2 wknds	\$3,000
12	WP 917 Repairs	Repair WP 917 and repaint		\$20,000

## Marketing, Exposure and Revenue

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Exposure in National and Regional Magazines – travel, railroad and history

PSA campaigns for radio spots

Marketing Follow-ups

- RAL direct contact (use database of past customers)
- Direct contact to members
  - Get more info on member interests
- Guest book (use guest book contacts)

New revenue generators

- Photos (sell prints on-line and in store)
- Books using FRRS archive material
  - Republish out of print books (Portrait of Silver Lady, Feather River Route I and II, D-Day on Western Pacific, Track and Time)
    - What would it take to get rights?
    - Expand them with new archive material
- Weddings and other events
  - Use museum as ceremony site
  - Determine locations, facility fee, contact list, contracts and liability
  - Work with local wedding planner
- Market package deals with local lodging and restaurants
  - Chalet View, Nakoma, Pullman House, River Pines Resort, Plumas Pines

Create WPRM Flickr account

Expand WPRM YouTube account

## **Critical Facility / Operations Improvements**

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- 1 Flammables Cabinets in Shop
- 2 Improve safety and warning signage
- 3 Releases and other paperwork / documentaiton
- 4 General Shop Safety Improvements
- 5 Forklift / Vehicle / Shop training and certification program
- 6 Crane training and certification program
- 7 Shower car repairs and upgrades

## **Permits and Releases**

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Review needs for food permits for events

- Food trucks
- Cooking on-site
- Use of oven for fresh cookies during Santa Train

How to improve getting volunteer releases, other relevant legal paperwork

## Events / Special Projects

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Portola RR Days

Mohawk Valley Independence Day

Pumpkin Patch Express

Santa Trains

Railfan Day

Chili Festival

Excursion for Railroad Days - 2018

Publish / Republish books

- Update of Portrait of a Silver Lady
- Coffee Table books of archives photos
- Update of track plan book

Travelling History Exhibit (cooperative venture with other museums)

- Charles O. Sweetwood travelling exhibit (RR museums, Oakland Museum, History San Jose)
- Western Pacific travelling exhibit
- California Zephyr travelling exhibit

Other cooperative ventures with museums

- Joint admission tickets
- Reciprocal exhibits (Ely, Reno Car Museum, CSRM)

## Long Term

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Whitman Display Building fundraising – construction

Charles Sweetwood fundraising – restoration

- Seek funds from outside usual sources
  - Travelling exhibit
  - Corporate sponsors
- Have restoration done by professional shop

Walkway expansion

Parking Lot track

California Zephyr exhibit building on dock behind F-unit nose (Disney Zephyr)