

FEATHER RIVER RAIL SOCIETY

DATE: March 2017
ITEM: Old Business 1
FROM: Eugene Vicknair
SUBJECT: **Report of Strategic Planning Meeting**

On January 28, 2017, the FRRS held a Strategic Planning Meeting in Davis, California to discuss priorities for the next two+ years. Attending this meeting were the following directors and managers:

Kerry Cochran – director, general superintendent
David Elems – assistant CMO
Steve Habeck – president, director
Greg Elems – vice-president, director
Eugene Vicknair – secretary, director
Paul Finnegan – webmaster, operating department supervisor
Frank Brehm – director, archives
Patty Clawson – Big Fish Creations marketing
Leisa Wesch - director
Rick Gruninger – RAL coordinator, insurance liaison
Charlie Spikes – director, facilities manager

The following is a summary of the priorities recommended in that meeting and submitted to the Board for approval.

MAJOR PROJECTS

2017

1	WP 165 Restoration	continue support for operational restoration	C.Allan
2	Archives Facility / Reorganization	begin work on research room in baggage car and reorganize archives	F Brehm K Cochran
3	WP 1503 Repaint	complete painting and restoration work	
4	WP GP7 705 Contact	contact donors on paint scheme, inspect loco	K Cochran D Elems
	Perimeter Fence	complete fencing on funds available basis	E Vicknair
	Welding Gas Bunker	design plan, budget and ready permits	D Elems
	SN 712 Repair	perform inspection and draft restore plan	Mechanical
	Troop Sleeper	retouch lettering, get budget for mattress replacement	G Elems
	WP 917 / 921 Restore	body / cosmetic inspection, budget and work plan consider bulk radiator purchase for F-units	G Elems Mechanical
	Traction Motor Swap	inspect and get motors under cover	Mechanical
	SN caboose 1642	prime car for painting	G Elems

	Silver Hostel / Lodge	get budget and funds to wrap and cover both cars	L Ross
	Rock Island caboose	quick paint job	E Vicknair S Habeck
2018			
1	WP 165 Restoration	continue support for operational restoration	C Allan
2	Archives Facility / Reorganization	continue work on research room in baggage car and reorganize archives	F Brehm K Cochran
	CCT caboose 24	restoration work	
	WP GP9 Restorations	full inspections and mechanical report	Mechanical
Future			
	Caboose repainting	WP 483, MP caboose, CCT 24	
	Caboose Train vista flat	design and reconstruction work	
	KCC RS2 908 restoration	work plan and budget	P Schmierer
	Zephyr F Nose	relocate to final position and plan exhibit	E Vicknair
	Annual Car Repainting	develop and implement freight car repaint program	
	WP caboose 428 repairs	on-going repair work to return to service	D Elems

Priorities for 2018 and Future, as well as any unfinished 2017 projects, will be reviewed at 2018 Planning Meeting.

MARKETING and REVENUE

	Increase exposure in national and regional magazines and websites – work ongoing		P Clawson E Vicknair
	Public Service Announcements for radio sports – in contact with Todd Russo		E Vicknair
	Marketing follow-ups	using guest book and RAL database for contacts	P Clawson
	New Revenue Generators	sales of photos – research on-line store method	E Vicknair
		new and republish books – need to review costs and rights for republish – explore for 2018	F Brehm E Vicknair
		weddings and events – research and present business plan for Board approval	P Clawson R Gruninger E Vicknair
		package deals with local lodging / restaurants – review costs / options and present plan – test run Sept 2017	P Clawson E Vicknair
	Increase Grant Applications / Funding	two grants in progress for mid 2017 submission	E Vicknair
			L Wesch
	On-Line presence	expand YouTube, open Flickr account	M Clawson
	Seek specific project sponsors	develop packet, meet with potential sponsors	E Vicknair

Improve Museum Store	new POS system and on-line store – report Mar 2017	E Vicknair
	improve sales with special featured items, improve mix	staff
	review shipping and handling capture, sales velocity	staff

FACILITY RELATED IMPROVEMENTS

Improve flammables cabinets	D Elems			
Improve safety and warning signage	D Elems	E Vicknair		
Replace water heaters in shop and shower	D Elems	C Spikes		
Repairs to UniMog and Truck Crane	Mechanical			
General Shop Safety	Mechanical	Operations		
Improve structure of safety meeting, all departments				
Improve / Refresh safety gear: kits / extinguishers / wash stations				
Set up Safety Response Committee, submit to Board				
Add free WiFi to museum	K Finnegan			
Improve releases and safety docs – April	K Cochran			
Set up compliant forklift / vehicle training	Managers	C Spikes	E Vicknair	S Habeck
Create plan for crane training and cert	S Habeck	D Elems	R Stabler (if willing)	
Shower Car repairs and upgrades	C Spikes	E Powell		
Edenwold heat and repairs	C Spikes	R Gruninger	E Powell	

PUBLICATIONS and ARCHIVES

Improve frequency and material input to Train Sheet and Headlight

- Contact convention presenters for articles adapted from shows
- Get plan for reprint / expansion of Headlight 17 and 18
- Emphasize Train Sheet submissions to managers / directors, encourage member submissions
- Expand pool for Headlight articles – local museums
- Provide greater support and visibility to Train Sheet and Headlight staff

Exhibit Room upgrades for 2017

Room plan and layout	K Cochran	F Brehm	E Vicknair
Scan Keddie map			
Install security camera			
Add monitors with videos and info			

Reciprocal exhibits / shows with other museums

- Travelling History exhibits

There was also discussion of various other topics including:

Projects needing wrap-up: Moving ties and tamper from CCT Stockton

Moving turntable from Virginia City

EPA Waste Oil Permit F Brehm

Old Batteries for recycling E Vicknair

Magnolia Tower removal

Review of permits and releases for special events:

Food Trucks / On-site cooking

P Clawson

Special Events for 2017 – 2018:

Chili and Beer Festival E Vicknair

Portola RR Days

Mohawk Valley 4th E Vicknair

Pumpkin Patch Express E Vicknair

Santa Trains S Habeck

Railfan Day – rebrand

WP 165 First Steam Up

Long Term projects:

Whitman building fundraising and construction E Vicknair

Archives Access and Utilization

Parking Lot Track

Charles Sweetwood restoration

Walkway expansions

Zephyr exhibit

Diesel Shop improvements