

FEATHER RIVER RAIL SOCIETY

DATE: July 2017
ITEM: Director Report
FROM: Eugene Vicknair

INCOME IMPROVEMENT / MARKETING

As part of the wider discussions of grants and immediate cash needs brought about by the damaged from the winter storms and recent battery failures, I have been working with Patty Clawson of Big Fish on some concepts for marketing outreach and new income streams.

On Sunday, Patty and I will be meeting with a local music and event promoter to discuss options and liability issues for holding music and other public events at the museum. Our discussions will include crowd management, elimination of liability risk to FRRS, possible locations for events and income options for the Society. On July 21, Patty and I will be meeting with the principals of Grizzly Ranch to discuss joint marketing, assistance with donations and other business opportunities with the Society.

We are also looking at possibilities for group packages for car and motorcycle clubs and corporate events. We will be conferring with the appropriate department heads on these items.

The goal is to present a preliminary business plan outline for enhanced revenue by the August Board Meeting, leading to a full business plan by the fall.

WP 106 - CHARLES O SWEETWOOD 100th ANNIVERSARY

September 2017 will mark the 100th anniversary of the construction of WP 106, the "Charles O. Sweetwood". Also, August 31 will mark what would have been Charles' 88th birthday, while September 8 will be the 67th anniversary of his death.

Patty Clawson has been reaching out to the Red Cross to see if they wish to participate in commemorating this unique historic story as well as the service of Charles and those who worked the car. I would like to propose that the FRRS acknowledge September 2017 as a month of commemoration for Charles O. Sweetwood and the WP 106 business car. I would also like to talk to Robert Meacher about city acknowledgement. September 9th is the Board Meeting for that month. I would further recommend that we hold some kind of media event on that day and invite members of the Sweetwood family, the Red Cross and veteran's groups to attend the ceremony.

A lot of people associated with car have been contacting me in the last month. On Saturday, July 8, one of the nurses from the Sweetwood's blood drive, Julia Rigutto Pagan, will be visiting with her family and the daughter of former owner Marty Lummis will be visiting probably in late September. I have also been playing phone tag with Bill Sweetwood.

Note that I have created graphics that reproduce the drumhead and side banners for the car. If we can locate a drumhead body, I would like to get the graphics made in time for Charles' birthday on August 31.