

FEATHER RIVER RAIL SOCIETY

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

INCOME IMPROVEMENT / MARKETING

On July 21, Patty Clawson and I had a great meeting with Andy Norris, the head of Grizzly Ranch, and one of his assistants. Also, Robert Meacher came to provide his support and the manager of Chalet View also attended. Mr. Norris expressed that the WPRM is the main tourism draw in the area and that he was impressed with our plans for the future. We will be having ongoing contact with the Grizzly Ranch folks to find new avenues of mutual benefit.

I have heard that we are getting a lot of RALs from the Reno – Tahoe – Truckee area. This appears to be tied to our radio advertising, so this is working. We will be keeping the advertising focused on RAL until about mid September when we will switch to the Pumpkin Trains.

GRANTS

As per the Board decision last meeting, we have engaged Grant Management Associates and are putting together a grant strategy and research package. I have had several phone meetings with GMA and we are proceeding with the work.

LAND ACQUISITION

Continue to have productive discussions with the owners of the 192 land. They are open to some donation but to gain the major part of what we want will take a purchase. However, we have worked out one possible path that could present an opportunity to purchase the land we want with little or no direct cost to the Society. I am also pursuing discussions with the city on a joint venture to develop the land as a park / open space with the FRRS owning our track right of way and the rest going to the city.

ZEPHYR PROJECT

I have been working to get a set of samples for the table top material for the Silver Plate with an eye toward restoring the tables.

LIGHT THE FIRE WP 165 FUNDRAISING DINNER

We have the tickets in hand and EventBright set up. We also have posters designed. Promotion will start this weekend. Posters will cost \$200 plus tax and shipping for 50. These will be placed around the county.

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ITEM: Event Report
FROM: Eugene Vicknair

PUMPKIN PATCH EXPRESS

I am working with Big Fish on marketing for the Pumpkin trains, including a poster and new radio marketing, as well as on-line / social media.

David Epling and Bart Hansen are working on the pumpkin acquisition, and Ali Barbato is working on the decorations.

Patty Clawson has been following up on some providers for light plants that I and Leisa Wesch found. Hopefully have some info by the Board Meeting. Goal is to acquire the light plants and have night trains on the 2 Saturdays.

Dates are confirmed for October 14-15 and 21-22. We will be finalizing times once we confirm the light plants will be available. I am working with Steve Habeck and the ops department on this.

Invitations are going out to the Volunteer Fire Department and other community groups for haunted railcar and other events. Patty is handling bringing in a food truck.

Our goal is to make this an even better event than last year. It would be great to double our attendance.

Costs will be for poster printing (\$200 plus shipping and tax for 50 13" X 19" posters), pumpkins (TBD), food truck permit and adding some new decorations (plan is to keep under \$300). We also will need some new haybales.

We have \$2,300 in the Pumpkin Train budget. I would like consensus direction to proceed with poster and decoration purchase for \$500 max. I will have costs for pumpkins, haybales and other items at the September meeting.