

FEATHER RIVER RAIL SOCIETY

DATE: December 2017
ITEM: Marketing Report
FROM: Eugene Vicknair

Patty and I have a meeting on Friday morning to discuss some joint marketing opportunities with the city and local community. We will have more information at the meeting.

The Santa Train ads are running in Reno Gazette Journal, Deals and Wheels and the Feather Publishing papers. Also, we have had radio spots running and had posters out around the eastern county and Reno.

We are still working on the 2018 Marketing Plan and evaluating several options for expanding our reach. We will be folding our joint marketing discussion into the plan and are looking to have proposals before the Board in January.