

**Feather River Rail Society
Board of Directors Meeting – January 13, 2018 – 3:00 PM
Habeck Residence – 541 Delleker Drive – Delleker, CA**

NOTE: Meeting delayed from 1:00 PM to allow members to attend Memorial Service for long time member Ken Roller.

President Steve Habeck called the meeting to order at 3:20 PM

Attendance

The following Directors were present:

Steve Habeck
Charlie Spikes
Kerry Cochran - phone
Greg Elems
Matt Elems - phone
Eugene Vicknair

6 directors present, 1 absent, 2 empty seats – Quorum achieved.

Guests present:

Bil Jackson – CMO
Patty Clawson – Big Fish
Bart Hansen – Treasurer – arrived 3:28 PM
David Elems – Asst. CMO
Ethan Doty – Asst. Roadmaster
Ali Doty
Janet Steeper
Matt Shuman – Election Committee – phone with Officer permission

Correspondence

Habeck – Discussing insurance with 6 departments at Union Pacific. We received a few Christmas cards this year, including some from RAL customers. Also thank you letter to Loren Ross for a great tour he gave in October to a group of visually impaired visitors.
David Elems – Instructor from college that David works for donated 3 sections of rack shelving.

Consent Calendar

Approval of the minutes of the January 2018 BOD Meeting

Motion 01-18-01

Approve the minutes of the January 2018 BOD Meeting as presented.
Cochran / Vicknair. Aye – 6, Nay – 0, Abstain – 0. Motion carries.

Old Business:

OB1 – FRRS Policies Review (Cochran)

Review revisions to policies: Succession, Advertising, Accountability, Agenda Process, Organization and Structure.

- Written reports and draft policies provided
- Kerry has been reviewing policies for updating. Eugene provided input and review.
- Succession Planning. Proposal to create a small committee to determine succession of various positions to accommodate sudden loss of someone in a position.
- Asked for committee to be appointed to brainstorm and create report.
- Accountability Model. Reviewed list of job titles and their general tasks.
- Advertising Policy. Reviewed submitted and updated policy.
- Question about setting ad rates in our publications. We need to look at cost for printing and discuss with publishing staff.
- Agenda Process. Reviewed submitted and updated policy.
- Organization Structure. Reviewed submitted and updated policy.
- Noted we have the ability to review and change when needed.

Motion 01-18-02

Approve the updated four policies as presented: Accountability Mode, Advertising, Agenda Process and Organization Structure.

Spikes / G. Elems. Aye - 6, Nay - 0, Abstain - 0. Motion carries.

- Greg Elems and Kerry Cochran to work on Succession Planning and outline of positions and succession.

New Business

NB1 – 2018 Marketing Plan (Vicknair / P. Clawson)

Renewal proposal for 2018 Marketing Plan.

- Written report provided.
- Overview of advertising proposals.
- Discussed phone campaign for RAL promotion vs. postcard campaign to promote RAL discount for April and May.
- Concerns about getting into phone calls and telemarketing. Noted that a lot of people screen their calls.
- Webstore will be going up after new inventory of store.
- We do have addresses and emails for RAL Gift Certificates.
- Question about how many repeat customers we get for RALs.
- Discussion of promoting it on the website.
- Suggestion to apply discount to Gift Certificates purchased before May 31.
- Question about visitor log book. We could utilize visitor log book for emails, phone numbers and addresses.
- Noted there are some folks who want to run every engine possible. They are repeat visitors.
- Suggested that we add new engine to program for this year.
- Decided to use visitor log instead of RAL log for addresses, emails and phone.
- Send reminder emails and phone calls to Gift Certificate folks who have not redeemed yet. Add discount for upgrading to Plan C.
- Discussion of RAL and admission packages with other venues.
- Distributing marked brochures with discounts for various venues.
- Suggestion of outreach to homeschool groups.
- Reviewed cost proposals for 2018 proposals.
- Costs already programmed into the budget,
- We will approve as part of 2018 budget.

- Steve and Patty will coordinate with KC Dunn on working on some of the promotion ideas.
- Consensus direction on proceeding with modified proposal.
- Budget approval will come with adoption of 2018 Draft Budget.

NB2 – Old Town Portola Event Center (Vicknair)

Discuss possible donation of Old Town Portola Event Center.

- Directors Habeck, G. Elems and Vicknair attended meeting of Old Town Portola Event Center committee earlier today.
- Discussion of Old Town Event Center proposal.
- Plan for the center is to donate it to the FRRS after it is built;
- Review of potential income and costs / obligations.
- Will be a professionally designed venue with asphalt walkway, artificial turf and stages for events.
- Includes electrical, lighting, water, etc.
- Discussion of how to manage, potential costs, obligations for care.
- We would partner with event planners and caterers to provide materials and supplies for events, taking responsibility for those aspects off of volunteers.
- Agreement is to continue looking into this. Positive reaction from directors and members.
- Would be promoted as expansion of the WPRM.
- Consensus direction to proceed. General approval of the concept.

Good of the Order

President's Report

- Written report provided
- Question about how many pounds of cans went to EPCAN from Santa Trains. About 900 pounds of canned goods.
- We did get card from EPCAN thanking us for the donations.
- Discussed Santa Train operations. Final weekend was massive crowds. Overall about an 18% increase in visitors vs. 2017. Tear down of Santa Train completed.
- Mechanical department helping mill at Quincy with some mechanical work. Working on car jacks we store / use that are owned by mill.
- Received preliminary notice to quote from 2 insurance companies. Received preliminary quote from 1 already. Even at current rates, insurance would increase. Going to rates UP wants would increase costs 2X. Insurance cost will increase regardless. Arch did not notify us until after holidays they are dropping policy.
- Policy was dropped due to business decision by carrier. Not caused by any actions on our part.

Financial Reports

- Written reports and summary provided.
- 2018 Draft Budget provided.
- Reviewed and discussed 2018 Draft Budget.

Motion 01-18-03

Approve 2018 Budget as amended.

G. Elems / Spikes. Aye - 6, Nay - 0, Abstain - 0. Motion carries.

Committee Reports – moved up in Agenda by consensus

- *Election* – written report provided. Reviewed report. Thanks to webmaster for his assistance. Will be verifying current nominees against membership list. Noted we need election panel appointed by May 12th. No problems and no issues so far. Eugene to get current membership list to Matt Shuman.

Matt Shuman left the meeting – 5:25 PM

- Janet Steeper and Bart Hansen conditionally nominated. Will be notified by written nomination to election chair.

Matt Elems left the meeting – 5:30 PM

Director's Reports

- *Vicknair* – written report provided: grant work, venue research, local development, Dick Short event, Brett Tallman / CalTrain. Discussion about equipment and collectible shows for June. Discuss security for event. Crossing panels still in process. CalTrain is considering donation of rail.

Event Reports

- *2018 Historic Convention* – written report provided. Update on planning and shows.

Department Reports

- *Webmaster* – written report provided.
- *Mechanical* – written report provided. Will be working on plans for 2018 and paperwork. Seth Adams worked on WP 501 a few weeks before Christmas. Serviced batteries. Having issues with sludge in the fuel. Ethan has been working on the backhoe. Snowblowers at each end of the shop. Unimog running but needs new tires. \$1,600 per tire for 4 tires. David Elems has a line on industrial batteries that can be used in cabooses.
- *General Superintendent* – written report provided.

Legal / Insurance Report

none

Status of Surplus Property Report

- *Collections Committee* – approved O&NW AS-616 3 for deacquisition and discussion with Southern California Railway Museum. Discussion of status of AS-616s. Engines would need some minor brake freeze damage replaced, annual inspection, fuel cleaned and batteries. Discussion of painting the 4 in McCloud as the 34. Restore, repaint and put into RAL service.
- Discussion of putting USSteel Baldwin 20 into RAL service as well.

Kerry Cochran left the meeting – 6:00 PM

- Discussion of status of RAL fleet and future engines for program. Reviewed options and priorities for additional locomotive activation.
- Bart Hansen expressed interest in leading funding for painting / restoration of McCloud AS-616 34.
- Discussion of WP SW1500 1503, WP GP7 705, Army H-12-44 1857, WP SW1 501 and WP replica S1 512.

Safety Report

- We received \$500 donation for fire protection work.

Public Comments

- *Matt Shuman* – Heard from Gail McClure. She is doing well and feeling very upbeat. (made before Mr. Shuman left the meeting)

Notices

none

Closed Session – not required

Adjourn

Meeting adjourned at: 6:38 PM

Next Meeting: February 10, 2018 – 1:00 PM

Location: Private Railcar “Two Rivers” – Woodland, CA

Respectfully Submitted, Eugene Vicknair – FRRS Secretary