

FEATHER RIVER RAIL SOCIETY

DATE: September 2018
ITEM: Event Report
FROM: Ali Doty and KC Marr - Pumpkin Trains 2018 Committee

Decorations

KC and I have finished ordering decorations for the train, shop, and gift shop. I have been making a lot of decorations from materials I already had on hand to cut down on costs. All the decorations for the train and shop have arrived, Bil Jackson has created some tombstones for the pumpkin patch, I am working on getting those finished and I am hoping to make a few more and get the Cemetery Gate decoration started soon.

Food Vendors

Unfortunately the 4-H group will not be available to sell food at the event, however, we do have a line on another group to do a bake sale, the Co-Op preschool, KC has reached out for an update on that and is waiting on a response.

We will be reaching out to Dennis with the hot dog cart to do food for the event as well, as the food and prices are good.

Volunteers and Haunted Railcar

KC is meeting with the Quincy SWEET leader this weekend to see what they can do with our Haunted Railcar.

She's also meeting this Sunday with the Youth Group at her church to see if they will be able to volunteer at the event instead of the Friday Night Live group. Patty had also mentioned reaching out to her own group to get adult volunteers for the event to help in the event we can't get the youth group to help so Patty will have more info on that.

We are also waiting to hear back from Tracy about the Face Painting. So it's currently a waiting game, but we will update via email as soon as we've got confirmation on these items.

Vendors and Promotion (Eugene Vicknair and Big Fish)

The posters arrived at the museum this morning (Friday). Patty Clawson of Big Fish has taken some to being placing in the area. I heard Greg Elems will also be picking up some.

The webpage is up and Big Fish has put out banner ads on the websites we are advertising with. The radio spots on the two stations we advertise have been scripted by Big Fish and approved for release. Should start airing soon.

Patty has 3 vendors committed for the event, looking at a few more to commit shortly. We have worked out a vendor form and she is getting them signed up. She will need general liabilities for them to sign.

Vendors:

Yellow Dog leather items – will be at the entire event - Oct 20, 21 and 27, 28

Treat Yourself packaged nuts and popcorn items – will be Sundays only Oct 21 & 28

Jeanie Miles wooden toy cars & trains for kids - the weekend of Oct 21 & 21 only

Patty is looking to confirm a jewelry vendor later today.

With approval of KC and Ali, I will be ordering a second 10' X 20' event tent after I confirm if we still have any EZ Ups left. Cost is about \$130. Last I heard, our two EZ Ups were damaged and unusable.

We are waiting to hear if City of Portola will split print ad costs with us. Patty is presenting to the City Council to request funds (including ad funds for Santa Train) next Wednesday, 9/12. Print ads will go out following the city council meeting.

With help from Big Fish, I am going to start pushing social media ads this weekend using the approved graphics.