

FEATHER RIVER RAIL SOCIETY

DATE: September 2018
ITEM: Director Report
FROM: Eugene Vicknair

FUNDRAISING MAILER

The mailer went out and should have been received by the membership. Have not heard if anything has come back yet.

LOCOMOTIVE TRADE and DISPLAY

Brett Tallman informed me that he will likely be at the museum this weekend (updated: Sunday). I have requested he confer with Greg Elems and Charlie Spikes on the loco swap and placement of the display locomotive along Highway 70.

MUSEUM TOUR IMPROVEMENTS

I have placed sample QR codes on 4 pieces of equipment: WP 608, WP 805-A, WP 501 and WP 2001. These will be used to test the concept and operation of the codes.

LEGAL, PROMOTION and GRANT WORK

I regret that I cannot be at the museum this weekend, but I am starting on a batch of legal documents and grant applications for the Society. I estimate I have about 45-60 hours of document work to complete in the next 3 weeks. In addition, based on last meetings discussions, I am working with Big Fish on new RAL promotion ideas. Finally, I am working on additional high dollar fundraising projects and presentations.

INFORMATION

I want to again thank Ethan Doty for tracking the RAL numbers and thank Paul Finnegan and the Ops Department for doing the same with passenger train numbers. Along with the special event forms I created and we started using last year, we are getting better hard information on our attendance and what people are doing at the museum. This information is very helpful as it gives us a better guide on how to focus our marketing and promotion efforts. The RAL discussion last meeting uncovered a lot of information that I and the Big Fish team were not aware of. We need to make sure we keep information flowing and we keep related departments and efforts aware of what is going on with the Society. In particular when we are working on marketing and public relations, we need to know what is going on, what is possible to do and what needs to be avoided.

Thank you to everyone who is working to track this data and make sure it is shared.

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2019 WP-PCR CONVENTION

Registration is open for the convention! The website is up at <http://pcrnmra.org/conv2019/registration>. Paul Finnegan has the links up on the WPLives.org site. Now that I am back from vacation, I will start working on more promotion, including Train Sheet and social media. I am also working with the PCR staff on vendor invites and door prize donations. I also have requests out for convention presentations.

If anyone wants to do a presentation or clinic, please let me know.