

# FEATHER RIVER RAIL SOCIETY

DATE: January 2019  
ITEM: Director Report  
FROM: Eugene Vicknair

## FUNDRAISING

The first donation thank you letters are being stuffed and prepped for mailing. I am donating the paper and printing (as well as my labor) and will try to donate the mailing cost.

I have two grant applications (one for WP 165 and one for roof work on the "Charles O. Sweetwood") that will be sent in the next 2 weeks.

Work continues with Big Fish on a mailing to the Blairsden / Graeagle area to promote visitor and memberships. We are working on how to do this for minimal cost.

## 2019 PHOTO CALENDAR and IRON FEATHER SALES

We nearly sold out of the "Iron Feather" and sold about ½ of the calendars in December last I heard.

## WP PFE REEFER 55069

Had a meeting on Wednesday with a housemover who has done extensive work with History San Jose, along with the donors and a rep from CTRC. Plans in place for how to lift the car onto a trailer. I have previously received quote for trucking.

Housemover is working on quote for lift and will also be outlining tasks that can be done with volunteers to lower cost. Donor of the car is still planning to donate funds and also has secured additional donors to the movement and restoration. Also, they would like to work with us on a Go Fund Me campaign for the car. Quote for move is expected Friday or Monday and then I plan to start working up Go Fund Me with the car donor. Arrangements for placement at CTRC restoration site in place.

## RAL BOOKING PROMOTIONS and IMPROVEMENTS

As discussed in the Marketing Report, Big Fish is working on ways to improve RAL booking and promotion. We also want to start the joint marketing with the Pullman House and perhaps other lodging venues.

In looking at ways to make this workable, I found an on-line booking software that integrates with Vend and provides an instant booking calendar that the store staff, customers and RAL engineers can view on-line. It will take bookings, payment and even create a waiting list in case someone cancels. It looks like it can be set up to provide wait times between bookings, set up for specific time blocks and can have blackout times / days. Cost for unlimited bookings is \$30/month. Cost for 50 bookings per month is \$20/month. Previous to the meeting, I sent information on this with KC Dunn, Ethan, Patty and Kerry for feedback.

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## **2019 CONVENTION**

We have 16 Zephyrettes tentatively scheduled to join us at the convention. We are cleared to promote their appearance and this has been started.

We're still looking for about 2-4 more shows on the WP / FRRS side. We are focusing on California Zephyr related shows.

Layout work has started for recreating issues 17 and 18 of the Headlight. With Frank Brehm scanning images and Kerry, Frank and I working on revised text, I am handling the new layout for printing. The plan is to recreate the issues with updated information but retaining the layouts of the originals. We will also be adding some additional features. The plan is to publish this in time for the convention.

Registration is still slow for the convention. More promotion is in progress.

## **2019 SPRING WORK WEEKEND**

April 13-14 is scheduled for a work session to clean and prep the museum for the 2019 season. This year, I would like to start soon to invite community groups such as the Rotary and Boy Scout troops to join us in the work session in addition to FRRS volunteers. I will work with Charlie Spikes, Loren Ross and the rest of our regular folks to determine a work list and have defined tasks.

My hope is these will include clean up / repairs to the buildings and grounds as well as cleaning some key pieces of equipment. If there are no objections, I will start working with the managers on the list and start sending out invites shortly.