

# FEATHER RIVER RAIL SOCIETY

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

## **FUNDRAISING**

After the convention, I will be working on additional grant applications with help from Janet Steeper.

With assistance from Paul Finnegan, the Spring Fundraising letter went out as an insert with the current issue of the Train Sheet. Hoping we start seeing donations shortly

## **2019 PHOTO CALENDAR SALES**

We dropped the price to \$10 and have sold about 5 more calendars. I have handled all the shipping from my office.

## **WP PFE REEFER 55069**

The Santa Clara County Fairgrounds Association and CTCRC have requested that we put a quick paint job on one side of the reefer in time for the fair in August. I was already considering covering the best side to protect it while work occurs elsewhere on the car, so this would not be a big issue. I am considering doing a quick housepaint job and painting the side to reflect the original "Western Refrigerator Lines" scheme that WP painted on the first 167 cars it had built.

Currently measuring and photo documenting the car and developing work priorities. Also looking at new fundraising.

## **BOOK PRE-SALES and MUSEUM STORE ITEMS**

With permission of Steve Habeck, I will be posting pre-sales for Jeff Asay's WP book and Janet Dawson's Zephyr Mysteries ahead of the convention. Goal will be to have books delivered for the convention for the authors to sign.

Also, I have been purchasing stickers with custom WP images and WP logo at steep discount from a sticker company I deal with. The WP images are derived from photos by Greg Elems. I have donated these to the store where they will be sold for \$2 each.

## **FEATHER RIVER RAIL SOCIETY**

DATE: April 2019  
ITEM: Event Reports  
FROM: Eugene Vicknair

### **2019 CONVENTION**

We have had some changes in the show line up, but have almost all slots full. Early registration ended March 15. Closest hotels are now booked.

We have 7 confirmed vendors and the vendor room is now full.

I am continuing to work on layout of the issue 17-18 reproduction, but due to issues getting proper images and my workload, it will not be ready for the convention. We hope to have sample prints and be taking pre-orders.

---

## **FEATHER RIVER RAIL SOCIETY**

DATE: April 2019  
ITEM: Department Reports  
FROM: Eugene Vicknair

### **MARKETING**

Social media postings have been placed to promote the RAL program. John Bartell's piece on the Rotary Run and the social media leading up to the event received an immense amount of attention.

Have been discussion marketing issues with Big Fish and as previously discussed, we are looking at more ways to attract RAL reservations and large groups.

Based on recent discussion with Shane Starr, it appears that all venues in the area are experiencing a slow start to the season and depressed visitor numbers. Outreach will be crucial to bringing people in.