Feather River Rail Society

2025-2026 Strategy and Planning Meeting

Report and Recommended Actions

Meeting was held on March 2, 2025 at 11:00 AM

Meeting was held at the home of Director Michael Coen in Reno, Nevada

Attending

Greg Elems	Michael Coen	Ethan Doty
Eugene Vicknair	Tom Hervey - phone	John Ryczkowski
Kerry Cochran - phone	Charlie Spikes	
Bob Sims - phone	Matt Shuman - phone	

Meeting was guided discussion and brainstorming on topics relevant to the Society and museum.

Discussion about need for volunteers.

- Need project managers for events and major projects
- Need a Volunteer Coordinator
- Noted that we have not had an Operations Supervisor for a while

Noted that we also need to look at Succession Planning for major positions.

Event Operations

- We need to ensure that there is a Project Manager or Manager team for each event and that event volunteers have capability to contact those Managers.
- Noted that Kerry has created documents on how to run various events.

Additional discussion about Volunteers. How do we get more volunteers?

- Need to formalize a volunteer committee
    - Janet Steeper willing to handle some of the tasks

    - Michael Coen volunteered to work with Janet
    - Janet Steeper and Michael Coen will be designated as Volunteer Committee
    - Ethan Doty suggested his mother may be able to help and has reached out to her
- Reach out to past volunteers
    - Update them on Society / museum status and needs
    - Discuss reasons they stopped volunteering
- Encourage current members / volunteers to bring in new people
- Enhance outreach through Social Media
- Return to having tables / booths at Train Shows and other events
- Reach out to Historical Groups along WP, SN, TS, CCT lines
    - Noted that volunteers do not need to be railfans but have to have interest in relevant history
- Reach out to Model Train Clubs

Fundraising / Income Generation

- Ensure that we have brochures and information out in areas that funnel visitors to Museum
- Bring in more visitors using advertising
    - TV / radio in local markets (working with Big Fish contacts, John Bartell, Reno local)
    - Social media
    - Local outreach
- Hold events that bring in the community
- Be visible in the community
- Reach out to tour and destination vacation guides / companies
- Group visits / events
    - Weddings
    - Interest groups
    - School outreach
- Strategic release of free / discount admission tickets
    - Group buys for event tickets
- Corporate fundraising
    - Eugene Vicknair, Patty Clawson and Michael Coen are in progress on this
- Identify big local donors / supporters
- Grants

How to bring in Group Visits

- We need a Group Event Coordinator
- Weddings

- Business events
- Family gatherings
- Reach out to local businesses with small amounts of free admission tickets

Local Engagement

- We need a local engagement coordinator
- Target local boosters and organizations to engage with the museum / Society
- Political outreach
    - Eugene Vicknair, Greg Elems and Patty Clawson working on this
    - New Portola City Manager
    - Keep in touch with former managers, such as Leslie Chrysler
    - Reach out to county supervisors
        - Dwight Cerrisolla
        - Jeff Engel
    - Tom Hervey volunteered to help with Political Contacts
- Local businesses that can benefit us
    - Cashman – mechanical and equipment
    - Union Pacific
    - Goose Lake Railway
    - Sierra Pacific

Preservation and Restoration Discussion

The recommendation from this meeting is that the model the FRRS will follow is as follows:

- Preservation – keep relevant items from being scrapped and acquire for Society as possible
- Stabilization – bring to the museum or approved space and perform stabilization if needed
- Restoration – restore as time, money, manpower allows

It was unanimously considered important to keep working to preserve WP related equipment and artifacts that can be saved from scrapping within the limitations of money and capabilities.

Discussion of restoration and repair of rolling stock outside of required maintenance.

- Southern Pacific GP9 2873 – plan is to complete paint, body and repair work by May 2025
- At the Western Pacific GP7 705 – we have the funds to paint, just need painting crew / leader
- Western Pacific GP9 – they have mechanical needs and require paint, discussion to consider painting one in green with WP 705

- Western Pacific F7A 921-D – needs major mechanical and body work
- Western Pacific F7A 917-D – consider repainting in 1970s green and orange
- Western Pacific FP7 805-A – needs brake stand rebuild and paint touchups

Recommended Locomotive Priorities for 2025-2026

1. Southern Pacific GP9 2873 – complete work
2. Western Pacific FP7 805-A – repair brakes and touch up paint
3. Western Pacific GP7 705 – repaint into green and orange
4. Quincy TR6A 1100 – retouch QRR grey and red paint
    - Discuss with SPI promoting work on this locomotive and discuss possible SPI employee day at the museum
5. To be determined but could build off WP 705 repainting
    - Locomotives discussed include WP GP9, SN GP7 712, WP F7A 917-D
    - To be decided as WP 705 receives paint work

Recommended Rolling Stock Priorities for 2025-2026

1. Note that Sacramento Northern caboose 1642 is being handled as a personal project by Greg Elems
1. Sacramento Northern covered hopper 5005 – paint work
2. Tidewater Southern boxcar 521 – repair doors, repaint body, Eugene Vicknair to obtain replica logo decals
3. Western Pacific passenger coach 302 – patch body holes and secure car
2. Other cars discussed for work following these:
    - Western Pacific gondola 6424 – repainting / reletter
    - Western Pacific tank car 0291 – repaint blue dome, replace wood walkways
    - Western Pacific caboose 483 – analyze car for restoration and provide report to Board

Recommended Archive Priorities for 2025-2026

1. Display Room – seal doors and leaks, seal and repair windows, hang window film / block, change lights to archive safe styles, update displays
2. Complete Archive Car west end work
3. Complete scanner, computer, printer systems in Archive car

Recommended Facilities Priorities in 2025-2026

1. North side drainage along Diesel Shop
2. Begin ground work for Whitman Building
3. Diesel Shop roof is acknowledged as a priority but requires funding
4. Also suggested that we clean up and repaint the entrance shack to improve appearance and utilization

Upcoming Grants

5. BNSF Foundation – safety equipment for shop
6. UP Foundation – Compliant stairs for UP 6946

Meeting ended at 3:00 PM

Recommendations to the Board of Directors for approval

Event Planning

- Start search for Event / Group Managers and Project Managers
- Start search for Operations Supervisor
- Continue search for Treasurer

Volunteers

- Appoint formal Volunteer Committee of Janet Steeper and Michael Coen
- Provide direction / guidance to committee
    - Reach out to past volunteers
        - Update them on Society / museum status and needs
        - Discuss reasons they stopped volunteering
    - Encourage current members / volunteers to bring in new people
    - Enhance outreach through Social Media
    - Return to having tables / booths at Train Shows and other events
    - Reach out to Historical Groups along WP, SN, TS, CCT lines
        - Noted that volunteers do not need to be railfans but have to have interest in relevant history
    - Reach out to Model Train Clubs

Fundraising / Income / Visitors

- Reapprove Funding Committee as Eugene Vicknair, Patty Clawson and Michael Coen
- Funding Committee to work with Event Planning on various events and promotions
- Look at awareness / visitor encouragement events with other groups
    - Sacramento and Bay Area model railroad clubs
    - Ardenwood / Carter Brothers
    - Historical groups
    - Look at join admission / ride tickets with Virginia and Truckee

Preservation and Restoration

- Confirm that the model the FRRS will follow is as follows:
    - Preservation – keep relevant items from being scrapped and acquire for Society within financial and volunteer capabilities of the Society
    - Stabilization – bring to the museum or approved space and perform stabilization if needed
    - Restoration – restore as time, money, manpower allows

Recommended Locomotive Priorities for 2025-2026

1. Southern Pacific GP9 2873 – complete work
2. Western Pacific FP7 805-A – repair brakes and touch up paint
3. Western Pacific GP7 705 – repaint into green and orange
4. Quincy TR6A 1100 – retouch QRR grey and red paint
    - Discuss with SPI promoting work on this locomotive and discuss possible SPI employee day at the museum

Recommended Rolling Stock Priorities for 2025-2026

1. Sacramento Northern covered hopper 5005 – paint work
2. Tidewater Southern boxcar 521 – repair doors, repaint body, Eugene Vicknair to obtain replica logo decals
3. Western Pacific passenger coach 302 – patch body holes and secure car

Recommended Archive Priorities for 2025-2026

1. Display Room – seal doors and leaks, seal and repair windows, hang window film / block, change lights to archive safe styles, update displays
2. Complete Archive Car west end work
3. Complete scanner, computer, printer systems in Archive car

Recommended Facilities Priorities in 2025-2026

1. North side drainage along Diesel Shop
2. Begin ground work for Whitman Building
3. Also suggested that we clean up and repaint the entrance shack to improve appearance and utilization

Upcoming Grants

1. BNSF Foundation – safety equipment for shop
2. UP Foundation – Compliant stairs for UP 6946