

**Feather River Rail Society**  
**Board of Directors Meeting – January 9, 2016 – 1:00 PM**  
**WPRM Meeting Room – Portola, CA**

Vice-President Steve Habeck called the meeting to order at 1:10 PM.

The following Directors were present

Eugene Vicknair (phone)	Kirk Baer	Charlie Spikes	Steve Habeck
Kerry Cochran (phone)	Wayne Monger (phone)	Greg Elems	

**Attendance**

Bil Jackson - CMO	Matt Parker	Ellie Barbato
Patty Clawson – Big Fish	David Epling – 2016 Election Chair	Ethan Doty
Michael Clawson – Big Fish	David Elems	

**Correspondence**

- Fundraisers are continuing to come in.

**Consent Calendar**

Approval of the minutes of the November and December 2015 General BOD Meetings.

Motion 01-16-01

Motion to approve the Consent Calendar as presented, November and December 2015 Minutes.  
Vicknair / Spikes. Aye – 7, Nay – 0, Abstain – 0. Motion carries.

**Marketing Report**

Report from Big Fish Creations on marketing / advertising status.

Patty and Mike Clawson presented images (72 photos) and feedback from Santa Train.

Big Fish worked on social media and distributed posters and marketing, added info to websites, did print / news advertising campaign for Santa Train.

Feedback from Habeck is that Santa Trains this year were the best attended we have ever had. Income exceeded Railroad Days 2015. Gross income was over \$9,300. Third night was biggest with 217 cars. Other two nights were over 150 cars. Collected 1,074 cans and 109 packages of food were donated to EPCANN. Gift Shop did very well. Over \$700 in sales on third Saturday.

Lots of volunteers came out and assisted. One person drove all the way from Winnemucca due to Deals and Wheels ad. Lots of people from Reno and Sacramento.

Comments from visitors that event was cheaper and more accessible than Virginia City Santa Train.

Patty saw lots of areas for opportunity. Suggested we bring in food service, more activities, bring in service groups / local business (high school kids making hamburgers as fundraiser, local restaurant donating 30% of profits back to FRRS).

Next year is 25<sup>th</sup> anniversary of Santa Train. We should start planning soon. Offer commemorative ornaments. More fundraising. Look at expanding at least some weekends to two days.

Suggestion to clarify some ad copy: length of ride, unlimited rides.

We also had someone making videos we can use.

Patty wants to follow up with press release on Santa Trains for newspaper.

Discussed ideas and priorities for 2016 marketing. Include cross / cooperative marketing and packages, weddings and other events, fundraising and membership drives, email outreach, promoting events and equipment anniversaries (Charles Sweetwood blood car), auto and motorcycle clubs, improve baggage and Silver Plate cars for events. Don't manage events, just provide facility for weddings, fundraisers for outside groups, etc.

Discussed priorities. Patty and Eugene will regroup and continue to refine list and priorities and methods. Need for follow-up and sending of information. Bring in service groups to increase volunteer base for events.

Thanks to Big Fish for all their work.

**Old Business**

none

## **New Business**

none

## **Good of the Order**

### **Vice-President's Report**

- Written report provided
- Santa Train was big success.
- Donations from mail out fundraiser are at 45 donations and about \$2,500.
- Pulled court copies concerning Morgan equipment. Settlement was approved April 2011. He was supposed to remove a lot of small equipment, plus UP GP30 849 locomotive. All needed to be removed by July 1, 2011. Any and all items not removed shall become and remain property of FRRS based on court ruling. Western Rail has expressed interest in buying UP 849. Our attorney concurs that 849 ownership reverts to us. Boxcar is not mentioned and Morgan retains ownership. Boulder City / NSRM is also interested. 849 has 16-645E3A prime mover. Suggestion to start offer at \$70,000. Request that we discuss with the committee and seek their input on price if decision is to not access into collection. Director Vicknair to review with Chris Allan.
- Two RAL upgrades have been sold based on certificates handed out at Santa Train.
- Greg Elems is now Roadmaster.

### **Financial Reports**

- Reports and Financial summary provided.
- 2016 Budget and summary provided
  - Approval of budget requested by motion
- Four year burn / income analysis presented
- 2016 Proposed Budget presented
  - Checks and balances incorporated into budget

Motion 01-16-02

Motion to approve the proposed budget for 2016 as presented and have review in April 2016.

Vicknair / Elems. Aye – 7, Nay – 0, Abstain – 0. Motion carries.

### **Director's Reports**

*none*

### **Event Reports**

- *2016 Convention* – written report provided. Registration form shown, approved by committee.

### **Department Reports**

- *Website and Marketing* – written report provided. Downloads of Santa Train poster showed much more interest over last year. Director Elems expressed that Paul Finnegan is doing well with website. Director Cochran is working on policies for posting on website. Will be working with Rick Gruninger and Paul on new additions concerning members, operations and policies.
- *Mechanical* – written reports provided at meeting. Will be emailed by Secretary once received.
- *Maintenance of Way* – written report provided at meeting. Will be emailed by Secretary once received.

### **Committee Reports**

*none*

### **Legal / Insurance Report**

- Insurances are renewed and in place. Good until end of 2016.

### **Status of Surplus Property Report**

- UP 849 to be referred to Collections Committee.

### **Safety Report**

*none*

## **Public Comments**

*Matt Parker* – Thanked Steve Habeck for his work filling in due to President McClure's illness. Feels he is doing a fine job. Expressed issue at the behavior of a director at the last meeting concerning Confidentiality Policy. Reminded Board that by Robert's Rules of Order, directors are obligated to support the will of a Board majority and act in a civil manner without accusations and theatrics. Directors supporting a minority position that is not approved by the Board do not have the right to work against majority decision. Also stated that he will band together with other members to ensure that directors do not act in a disruptive or contrary manner to the will of the Board.

*David Epling* – Expressed opinion that any director who feels they cannot support the Board or work with them should resign.

*Kirk Baer* – Expressed approval for results of Santa Train and thanked all the volunteers who made it happen.

*Greg Elems* – new Train Sheet issue is at the printer. Should be out to members shortly.

*Wayne Monger / Steve Habeck* – Mike Mucklin reports new Headlight is nearly done.

## **Notices**

*none*

## **Closed Session**

*none requested*

## **Adjourn**

Meeting adjourned at: 2:22 PM  
Next meeting: February 13, 2016 – 1:00 PM  
Location: WPRM Meeting Room - Portola, CA

Respectfully Submitted, Eugene Vicknair -- Secretary, FRRS