

FEATHER RIVER RAIL SOCIETY

DATE: September 2020
ITEM: New Business Item 1
FROM: Eugene Vicknair and Janet Steeper

MUSEUM STORE IMPROVEMENTS and NEW ONLINE STORE

Janet and Eugene have been reviewing the sales and velocity numbers for the museum store merchandise and the current inventory in stock. They are working on some shifts in the product mix with a goal toward having the store restocked for April 2021.

In the last month, Vend dropped its own ecommerce platform and recommended going with a third party vendor called BigCommerce. Eugene began experimenting with BigCommerce and has found that the system is much easier to use than the Vend platform and has already completed a basic store with several products in it. There are a couple technical questions that Eugene is reviewing with BigCommerce, but the hope is to have a store ready to open to public by October 1. The monthly cost for the basic BigCommerce site is \$22.

With that in mind, we have worked up a product list to support the first phase of the online store. They are trying to keep any new purchases within the \$5,000 budget limit already proposed, but right now the product buy list is about \$5,500 plus shipping. Mainly the stock being looked at is filling in small quantities of missing sizes on popular shirts, restocking some other popular products like hats and some pins, and restocking WP related books. As part of this, Eugene has negotiated book purchases for Jeff Asay's "Iron Feather" and Steve Hayes' "WP Depot Book".

In addition, Janet and Eugene have been looking at revisions to the physical store. There have been discussions with Greg Elems about getting a roofer to seal the entire north lean-to roof with silver elastomeric road coating after sealing the various gaps and holes to prevent the recurring roof leaks. We are also looking at new drainage to keep water out of the doors and putting in tinted plastic insert panels inside the windows to create an insulation gap and lower the sun glare.

Following on to these improvements, they are getting a quote for an insulated drop ceiling in the store with new LED dimmable panel lights, HVAC and a refinished epoxy floor. Finally, they propose to rearrange the store as shown in the attached proposal diagram. They have already spoken with Bob Sims about moving the Z-scale layout and Kerry Cochran about the HO-scale Keddie diorama. Also spoke with Steve Habeck about removing stove and adding ventilation to the side room so it can hold ice machine and soda refrigerator. As quotes come in for the roof, windows, ceiling, HVAC and floor, these will be presented to the Board. Goal would be to complete all work by April 2021.

Would like feedback on the proposed reset layout, online store and approval to increase the 2020 merchandise budget item by \$1,000 to \$6,000 to cover extra merch and shipping.

REQUESTED ACTION: Approve raising the budget item for merchandise to \$6,000, line item 53010 - Merchandise.

