

FEATHER RIVER RAIL SOCIETY

DATE: January 2024
ITEM: Director Report
FROM: Eugene Vicknair

ADVERTISING and MARKETING

A reminder from my last two months' reports: Next year is the 75th Anniversary of the California Zephyr. I highly support the plans to get WP FP7 805-A back in service and am discussing with Big Fish and several directors the idea of a major volunteer / member and then a visitor marketing push for early 2024, using the CZ anniversary as a backbone. Also want to explore a WP History event early in season featuring 805-A.

Big Fish and I are continuing to work on new marketing concepts for 2024.

FINANCIAL AUDIT

Have been talking to Des Powers about the audit process. We will be having another call soon and working to get a date scheduled.

SEEKING NEW VOLUNTEERS

As part of a push to get new volunteers, I would strongly recommend we again look at appointing a Volunteer Coordinator who could function as a single point of contact for filling holes in volunteer needs for events / operations, provide information to current and future volunteers and track volunteer hours, review needs and act as a society ombudsman in case of issues. We have discussed this off and on for years and I think it is very much needed.

2023 GRANTS

I am talking with David Elems and others about the plans to utilize the grants we received from the Union Pacific Foundation and Plumas County in 2024. I hope to bring definite plans to the Board in February.

2023 VOLUNTEER HOURS

Here are my reported hours for 2023:

Board Mgt Board Reports	84
Travel	72
Events (Pumpkin, Santa, etc.)	64.5
Convention	62
Grants and Funding	49.5
Advertising and Promotion	47
Archives and Historical	43
Store Ordering and Management	39
Museum Business Items	28
Budget / Finance	27
Facilities Projects	25.5

Brochures, Signage and Documents	22.5
Proposals and Design Work	21
Headlight	15.5
Clean Up and Maintenance	14
Docent / Media Public Relations	14
Operating Dept	12.5
Membership	12
Governmental Relations	12
Train Sheet	11
Acquisition and Equipment Moves	10
eMails and Communications	8
2023 TOTAL HOURS	694