

FEATHER RIVER RAIL SOCIETY

DATE: November 2023
ITEM: Director Report
FROM: Eugene Vicknair

MUSEUM STORE

The 2024 Historical Photo Calendar is being printed and should arrive end of next week. We already have many orders for it.

We did pretty well in the store during Pumpkin Trains. We are going to finish out the year with an on-line store sale and Santa trains, then do our end of year inventory. We will start restocking in March – April 2024 for the new season and have some new products in the pipeline, including more Zephyr materials.

Janet and I along with Ann are going to work with Kerry to get the Keddie Wye layout into the store soon and have it become part of the store experience for 2024.

ADVERTISING and MARKETING

A reminder from my last month's report: 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.

RAL and FARES CONCEPT

I note we passed motion creating RAL pricing committee. I hope to look closer at the other price, ride fares and signage issues discussed and talk with some of the other directors and department heads about this so we can discuss at the January and February 2024 meetings.

FINANCIAL AUDIT

We have our audit committee together to perform the audits requested by the Whitman Building grant. Hoping to lock in time with Susan and Cheryl in the next week or two and perform the on-site portions of the audit in later November or early December.

SPECIAL EVENTS

I think we need to quickly discuss doing a special event for our season opening and also move forward on talking with the Chamber of Commerce on this Railroad Days situation.

SAN LUIS OBISPO MUSEUM

Greg Elems, Janet Steeper and myself are in San Luis Obispo this weekend picking up some signals and signal parts, plus other tools and items donated to the FRRS by the SLO RR Museum. We are also assisting the Nevada-California-Oregon museum in loading an N-C-O boxcar donated to them by SLO.