

FEATHER RIVER RAIL SOCIETY

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

GRANTS and FUNDRAISING

I have reached out to several members and they have agreed to serve on the audit committee for the Whitman Grant application.

Talking with David Elems about how to use the grants from county of Plumas and the UP Foundation. Also talking to several other folks about UP Foundation grant funds. Hope to have proposal for November meeting.

MUSEUM STORE

Moving into the end of the year we have made a last few purchases to have popular merchandise for Pumpkin Trains and Santa Trains. Store sales are running close to last year but merchandise costs are about half as we have been stabilizing stock levels and dropping unpopular products. Also wages are down slightly from last year. Planning to have a pre-holiday sale on the web store once we set up how to handle sales with Ann out from her surgery.

ADVERTISING and MARKETING

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.

RAL and FARES CONCEPT

Looked over Nick Manos' thoughts on RAL and overall I like the idea. I think we need to tweak some of the costing suggestions but going on a per locomotive basis would make a lot of things easier, including if we revive the on-line scheduling software I tried to implement several years ago. This received a less than stellar reception from several RAL engineers along with some technical issues, so I dropped it. I still think this is a good idea and revising the RAL structure may help revive this and allow us to again look at partner packages with the local hotels and resorts.

EVENT PRICING

I also think it is time to review our pricing for Pumpkin Patch and Santa Trains for 2024. Should we look at raising the admission prices for these, going to a per person cost model, etc.