

FEATHER RIVER RAIL SOCIETY

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

GRANTS AND FUNDRAISING

The North American Railway Foundation grant was not approved.

We have some final clean up to do on the UP Foundation ADA improvements, but they are all functional. I am compiling the financial report. UP approved thank you signage that I will install this weekend. The required report has been filed with the UP ahead of the deadline.

I am talking to Shane Starr about some new state grant opportunities. Also have some more grant deadlines coming up.

The Department of Rural Development changed some requirements on the final paperwork for releasing the Whitman grant. I am working on this.

2025 CONVENTION

Continuing to talk with California State Railroad Museum about holding the joint WP-DRGW 2025 Convention at the museum in Sacramento. Kerry and I are discussing with the Rio Grande Historical and Modeling Society. Target time is September 2025.

PROMOTION AND ADVERTISING

Big Fish set us up with a promo / raffle giveaway with two radio music channels affiliated with KOH in Reno. These channels promote regional and local events and venues and give away tickets to them each week. In exchange for several 15 second promos each week, we have given each station 10 vouchers for free Family admission to be given away 2 per week until the last week before operating season ends. I have alerted the store staff to this and given them examples of the vouchers so we can track them coming in. We should also ask visitors where they heard about the museum to see if we are getting traction from this.

In addition, Big Fish is working with me and some advertising companies they know in the Reno area on some low cost / high impact ways to reach new audiences. One new area we are looking at using geofence marketing. This technique basically draws a virtual "fence" around the museum and would share notices and promos for the museum with any mobile device that enters the "fence". For example, we could include Quincy, Reno and Truckee in our fence area and anyone with a tablet or smartphone entering that area would see information on the museum. I am hoping to get more info and costs on this soon and perhaps test it for Pumpkin Trains.

PUMPKIN TRAINS

We need to set up the work committee and start planning and promoting by end of August. I am reaching out to food vendor for second weekend and looking for some group to do the Haunted Railcar.