

FEATHER RIVER RAIL SOCIETY

DATE: July 2025
ITEM: Director Report
FROM: Eugene Vicknair

STORE SALES INDEPENDENCE DAY WEEKEND

Including the Monday following the weekend, when we had an RV club visit in the morning, the Museum Store did \$6,056 over the long weekend. Most of this was on Friday, July 4 when the store did \$2,777. Some of this was deposits for RALs, but we still had a good number of visitors and sales.

STORE COMPUTER

The store computer is starting to show some behavior that indicates it is likely to fail soon. Also, it is on Windows 7 and not compatible with Windows 11. I have purchased a new computer with extra RAM and USB capacity along with Windows 11 Pro. I am going to set that up and sub out for the old Store computer next time I am up at the museum.

ICE MACHINE

Thank you to Steve Habeck and everyone else who helped. The ice machine I donated is now operating. Early reports are that the access door is a bit finicky. You need to lift it slightly to start the open motion. DO NOT FORCE THE DOOR. It will open.

MARKETING

Our Facebook follower count is nearing 12,000. With the help of Big Fish, we have been ramping up promotion. I am posting more videos on Facebook and YouTube. Also trying to pay more attention to Instagram.

PRIVATE EQUIPMENT CONTRACTS

We still need someone to be the point person on managing the Private Equipment, but I am going to be sending out the new contracts and cover letters soon and handling the details as I can.

2026 HISTORIC PHOTO CALENDAR

I have started gathering photos for the 2026 Calendar. My goal is to have it to the printer by end of August so we have calendars for Portola Railroad Day. I would like to open pre-orders by August 11 to help off-set printing cost. Unless I hear a viable objection, I will plan for pre-orders.