

FEATHER RIVER RAIL SOCIETY

DATE: October, 2015
ITEM: Department Report
FROM: Eugene Vicknair
SUBJECT: **Website and Marketing**

Website

After some discussions and a phone conference, webmaster Tom Carter is working with Paul and Ken Finnegan to turn over primary responsibility for website management to them. Tom feels the website needs to grow and move with new techniques and technology and his new job is leaving him less time to work on the website and learn the new technologies. He and I have been working with Paul and Ken to effect the switchover and provide guidance. Tom will continue to be involved in offering guidance and thoughts on the site. I would like the Board to thank Tom for his great work in building and maintaining the site for the last few years.

Paul and Ken have jumped in with both feet and are making great progress in updating and improving the site. The design will be retained but the site will be expanded. We have also talked about improving and adding to the SN On-Line portion and getting the on-line store back up in a new form. Thank you to Paul and Ken for the excellent work they have done in a short amount of time!

Marketing

Something I discussed with Director Carter while we were considering the website changes was the idea of structuring a new department tentatively called Marketing and Media. This department would cover all our marketing, media interaction and social media functions, including the website, advertising, media relations, social media and other public marketing. This department would interact with Big Fish Creations (assuming we go under contract to them) and provide coordination among all these related areas. Tom Carter has expressed interest in working as part of this and I would also like to see if Matt Parker, who has often acted as our PR rep, would like to be involved. I would be willing to act as either department head or Board Liaison due to my experience with branding and marketing.

This department would work with the recommendations provided to us by the Harvard Community Partners and also with aspects of the Comprehensive Business Plan (when that is approved) that was started by the Business Practices Committee and which I am working on now.

I ask the directors to consider this idea and we will discuss at a future meeting.