

FEATHER RIVER RAIL SOCIETY

DATE: September 2016
ITEM: Director Report
FROM: Eugene Vicknair
SUBJECT: **Meeting with Local Government Representatives, Raffle Prizes**

On Thursday, August 25, Steve Habeck, Greg Elems and myself, along with Patty Clawson and Portola City Manager Robert Meacher met with California District 1 Representative Doug LaMalfa and members of his staff. We discussed the needs of the WPRM and its role as an economic engine for the region, our plans for future growth and how we can work with his office to achieve these goals. We also took Rep. LaMalfa and his aides on a tour of the museum and gave them an RAL ride. They were very impressed and pledged their assistance. Following the meeting, Rep. LaMalfa held a community meet and greet at the museum where he praised our staff and encouraged the public to support us.

Since then, I have been in regular contact with his staff and we are working on funding opportunities and other areas of assistance for the Society.

In conjunction with this meeting, I have a meeting scheduled with the grant finding organization that works with the city so we can coordinate with them as well. Primary areas of focus will be the proposed Whitman building, improvements to the Diesel Shop, the Old Town Extension and WP 165.

I have sent the two raffle prizes for non-present winners from the Railroad Days Raffle. In addition, I have sent thank you letters to the Napa Wine Train and Sacramento RiverTrain acknowledging their contributions and informing them of the winners.

ITEM: Event Report
SUBJECT: **Pumpkin Patch Express**

At the special meeting of August 21, 2016, the Board approved proceeding with the Pumpkin Patch trains with a budget of \$1860. \$400 of this was tagged for advertising and the city of Portola agreed to add another \$200. In the end, the offered media buys in Deals and Wheels and the Portola Reported totaled \$640 and I had a set of posters printed for about \$54. I am donating \$100 to cover this overrun.

Beyond that, I followed through on a promise to the Board and donated all the proposed decorations for the event.

Patty Clawson has worked very hard to bring in community assistance and this has really paid off. The Portola Volunteer Fire Department will not only have a truck on display for the event, but are planning to decorate a railcar as a haunted "house" and run it as a Haunted Rail Car. Steve Habeck and I conferred and decided WP coach 320 would be good for this use. Also, the Portola High School will be selling food

and sharing revenue with us, while the school and possible the Rotary Club will be providing volunteers for set-up, tear down and work during the event dates.

Advertising is going out and we are already receiving questions and good feedback concerning the event.

ITEM: Event Report
SUBJECT: **2017 WP Railroad Historic Convention**

The tentative dates are April 13-16, 2017 (Thursday through Sunday) in Reno, NV. I am talking with three (3) possible venues and hope to have one chosen in the next 2 weeks.

Invitations are going out to presenters and discussions are being held for special events. We are discussing a meet and greet mixer at The Depot Brewpub, located in the former WP / NCO depot in Reno for Thursday night. This would also include tours of the depot and their brewing / distilling facilities.

Big Fish Creations will be working with me to talk to the Reno Aces about a Western Pacific Night at their home game against the El Paso Chihuahuas on Sunday, April 16. The idea is the Society would set up a table and some historic displays for the attendees and promote the Museum. We may also offer some RALs (subject to Board approval) as prize giveaways during the game.

I also have feelers out to the V&T Railroad and Nevada State RR Museum about special tours / excursions for Sunday. I am asking for assistance in contacting any model layout owners in the Reno / Sparks / Carson City area about layout tours on Friday evening.

ITEM: Funding Report
SUBJECT: **Fall Fundraising Letter and Thank You letters, Funding Items**

Attached with this report please find a draft of the Fall Fundraising Letter for 2016. In addition, I have begun writing and sending the donation thank you letters that are outstanding for 2016.

As mentioned in my Director's Report, we are embarking on a higher level of grant application with support of a professional agency and with political support from our local and higher representatives. In addition, Leisa Wesch has been added to the Funding Department to assist in applications and management of grants.

We are working on pulling in more Business Sponsorships as well.