

# FEATHER RIVER RAIL SOCIETY

DATE: March 2022  
ITEM: Director Report  
FROM: Eugene Vicknair

## **RAL DONATION REQUEST**

We received a request to donate an RAL Gift Certificate:

"We coordinating the school auction for John Swett Elementary in Martinez. The Western Pacific Railroad Museum has graciously donated a Rent-A-Locomotive Level A in years past and I am hoping you'd be willing and able to support this fundraiser again. The PTA works really hard to create an event with a variety of activities and items that appeal to all types of families. We also like to think that by donating not only are you helping our school but you're gaining advertising exposure as well.

"This event, especially this year, is pivotal for our school as it is our first in-person fundraiser in three years and is key to our community-building and fundraising efforts. Our attendees are eager for items that provide experiences and create special memories, your donation could be a huge fundraiser for us. We have been looking for items that foster a sense of fun, community, and something that embodies the unique spirit of Northern California and feel that the Western Pacific Railroad Museum perfectly embodies that.

"Thank you for your consideration.

"Brittany Kemper Marino & Janelle Sugarman  
John Swett Elementary Auction Chairs  
JSEauction@yahoo.com"

Would like Board consensus on whether to donate or not.

## **CHESTER WP BOXCAR**

Still trying to find a trucker to handle moving this car. We have received an offer from someone who has car jacks that can lift and drop the car. The Hospital has offered to contribute \$1,000 toward moving expenses. I hope to have more info at the meeting.

## **ADVERTISING**

I have been working with Big Fish on an advertising plan for YouTube and Facebook using video ads. They have put together some promotions using footage of the WP 165 and are also working on Run A Locomotive related ads. The idea is that we would use the video ads to encourage visitorship, new members / volunteers and Run A Locomotive. The ads would be targeted to regions within about a 2 hour drive of the museum (Sacramento, Reno, etc.). Unless there is any objection, we plan to start this ad campaign mid March. Expenses will be drawn from the Advertising line item in the budget already approved.

## **RV GROUP**

The RV group who previously contacted us will be having their rally in the area from June 12-16, Sunday through Thursday. They would like to come to the museum on Monday or Tuesday, June 13 or 14. This is right after the annual meeting day.

I will look at being available as a docent. If possible, they would like to have a train ride available. The group fare of \$10 per person has been conveyed to them and accepted.

## **NARROW GAUGE COLLECTION**

Plumas Museum has stayed in contact and they have adjusted the dates in our agreement due to the weather and other delays. We are confirming the trucker for the move and Greg and I will be coordinating with them.

## **GREAT STEAM UP in CARSON CITY**

The Nevada State Railroad Museum in Carson City is having a big steam locomotive event July 1-4. Reportedly 10 steam locomotives will be in operation.

I propose we contact NSRM and offer to bring the Model T to the event and operate it as an example of railroad work equipment from the steam era. It would be a chance to "show the flag" at this big event.

Of course, the T would need to be running in top shape and we should get some repairs done to it. Also, would like to touch up the paint to reflect the WP and use WP style lettering as used on similar equipment.

Would like consensus direction to proceed in contacting NSRM and making the offer.