

Feather River Rail Society

January 12, 2024

Re: Board of Directors committee status report for the RAL Committee

The RAL committee held its first telephone meeting on January 8, 2024. The full committee was present, specifically:

- Director Kerry Cochran
- Director Greg Elems
- Director Eugene Vicknair
- Chief Maintenance Officer David Elems
- Member Nicholas Manos

The committee focused on the promotional aspect of the RAL program for this first meeting, using the existing proposal as a starting point. Items discussed included the RAL web presence, use of social media and RAL promotion at the museum. Several ideas and suggestions were discussed. An active email dialog is ongoing to refine these initial ideas.

Our next meeting has been scheduled for January 15, 2024. Given the current state of discussion, I expect we will arrive at a general consensus of promotion related recommendations during the next meeting. Once promotions have been addressed we will move on to sales and scheduling recommendations.

The board can expect another update prior to their February meeting.

Sincerely,

Nicholas Manos
Run a Locomotive (RAL) Committee Chair