

FRIENDS OF THE NEVADA STATE RAILROAD MUSEUM

VIRGINIA AND TRUCKEE DIVISION

P.O. Box 1330
Carson City, Nevada 89702



MINUTES OF THE 6 FEBRUARY 2012
BOARD OF TRUSTEES MEETING
NEVADA STATE RAILROAD MUSEUM
CARSON CITY, NEVADA

Call to order - Meeting was called to order at 1809 hours.

Role Call – Present were Ron Allen, Ken Allen, David Brambley, Stan Cronwall, Ralph Elligot, Chris MacMahon and Mark Owens. Bruce Armburst and Matt Digangi were absent and excused. Quorum was established.

Minutes – A motion was made by Ralph Elligot and seconded by Stan Cronwall to approve the minutes of the 5 December 2012 meeting. The motion was passed and the minutes approved.

Correspondence – Nancy Humphries resigned her position as registrar of elections. Ron Allen thanked Nancy for her many years of service in the position.

Treasurer's report – The treasurer's report was presented by Ron Allen on behalf of Bruce Armburst for the period of 1 December 2011 to 27 January 2012

- The beginning balance was \$5,355.22 with total income of \$3,558.87 amounting to a total of \$8,914.09.
- Total expenditures were \$5,978.85 leaving a remaining balance of \$3,115.24.
- The Money Market accumulated \$0.08 in interest and had an ending balance of \$10,993.01.

A motion to accept the Treasurer's Report was made by David Brambley and seconded by Stan Cronwall. The motion passed. The report was approved.

Actions of the Executive Committee since previous meeting: No actions taken.

Actions of the Board of Trustees since previous meeting: No actions taken.

OLD BUSINESS AND STANDING COMMITTEE REPORTS

Audit Committee – Barry Simcoe reported that the Friends had not done a full audit, but a compilation since the formation of the committee. Barry stated that the reason for a full audit was to meet criteria for certain grants, but was unaware of any grants the museum might be seeking that would require a full audit.

Frank Ackerman reported that there currently no such grants being sought by the museum and the State of Nevada had since created a grants office to manage such grants.

Barry Simcoe asked the Board to choose whether a compilation was sufficient or whether a full audit was required.

Ken Allen motioned that a compilation letter be compiled. The motion was seconded by Stan Cronwall and approved by the Board.

The Committee was reorganized as follows: Bruce Armburst was appointed committee chair. Barry Simcoe and Russ Tanner were appointed as committee members.

Brick Sales Committee – Lanning Clifford reported that twenty-two (22) bricks had been sold in 2011. Discussion was held on how to improve brick sales.

Loren Jahn suggested display bricks be created to be placed in areas around the museum visitors frequent.

Ron Allen asked Lanning Clifford to talk to the brick supplier about the cost of creating display bricks.

Mark Owens made a motion to allocate up to but not exceeding \$50 for the creation of display bricks. The motion was seconded by Stan Cronwall and approved by the Board.

Election Committee – Ron Allen opened the position of registrar of elections to any non-board member of the Friends. Ron Allen asked Chris MacMahon to contact Karen Arendes to have the vacancy posted on the website.

Fund Raising Committee – Bill Kohler reported that the commemorative cache was a success and suggested that the Friends consider doing such a fund raiser during a three day weekend event.

Darlene Barry asked how the Friends were reimbursed when the caches were purchased through the Museum Gift Shop. Bill Kohler explained the Friends had set up a vendor identification through the state and received direct deposits to their account.

The Board directed Bill Kohler to prepare another commemorative cache fund raiser to be held on Labor Day Weekend.

Loren Jahn suggested creating a raffle book similar to that used by Sparks Heritage.

Loren Jahn also presented two suggestions on behalf of Dr. Rebecka Bevins for a wine train or dinner train with guest chefs.

Bill Kohler indicated he would look into the suggestions.

Interpretive Committee – Loren Jahn stated that the goal of interpreting the nostalgic American Christmas over Santa Train was a success.

Dr. Rebecka Bevins raffle was also a success bringing in \$718.

Membership Committee – Ron Allen presented the Membership Report on behalf of Susan Allen as of 31 January 2012:

Seniors:	203
Individuals:	115
Family:	280
Senior Couple:	267
Sustaining:	66
Contributing:	18
Patron:	4
Life Time:	6
Student:	9

TOTAL MEMBERSHIP: 968

Membership Recruitment Committee – Stan Cronwall reported that it was the slow time of year, but there was a need to convert visitors into members.

Frank Ackerman stated there was a strong need for depot ticket agents, especially on motor car operations, as well as a need for volunteers in the store.

Bryan Barry stated more personal contact and interaction was needed between volunteers and museum staff.

Frank Ackerman stated he would direct Lara Mather to work on contacting volunteers.

Operations – Motorcar – A suggestion was made to schedule 3 crew members on motor car operations to rotate out for ticket sales.

Operations – Steam – Barry Simcoe reported that there were two changes to the steam train schedule. The Independence Day celebrations had been changed to a four day operation from three. The August steam up was cancelled.

Promotions and Publicity – The Impetus Agency presented an end-of-year report outlining what the agency had done in the previous year. Ron Allen and Barry Simcoe thanked the agency for their hard work.

Frank Ackerman introduced Felicia Archer who was recently appointed as the public information officer for the Department of Tourism and Cultural Affairs. Frank Ackerman and Peter Barton explained future publicity for events would be handled by Felicia Archer.

The next committee meeting was scheduled for Wednesday 15 February 2012.

Sagebrush Headlight – Frank Ackerman stated he would know when the next issue was to be released within the next two weeks.

Website Committee – Chris MacMahon presented a report on behalf of Karen Arendes outlining the updates that had been made to the webpage since the last board meeting and indicated that an overhaul and new page design would be presented at the April meeting.

Symposium- The symposium will be held the third weekend of September in Ely.

Youth Program Committee – Chris MacMahon reported that museum staff was compiling youth hours that would be submitted for the Presidential Volunteer Service award.

NEW BUSINESS – Loren Jahn asked the Board consider providing complimentary memberships to Dr. Rebecka Bevins in recognition of her contributions over Santa Train as well as to Jim McKenzie in recognition of his many years of dedication to the Friends and the Museum.

Ken Allen motioned that Dr. Rebecka Bevins and Jim McKinzie be given a one year complimentary membership. The motion was seconded by Mark Owens and approved by the Board.

BOARD COMMENTS – None

GENERAL COMMENTS – Loren Jahn stated the winners of the gingerbread house auction were interested in becoming Friends members.

Barry Simcoe welcomed back Lara Mather.

ADJOURNMENT – Stan Cronwall motioned to adjourn, seconded by Chris MacMahon. The meeting was adjourned at 1900 hours.

Respectfully submitted,

A handwritten signature in black ink, consisting of several overlapping, slanted strokes that form a stylized, somewhat abstract representation of the name 'Chris MacMahon'.

Chris MacMahon, Secretary

Nevada State Railroad Museum

Campaign Summary
May 2011-December 2011

CAMPAIGN OVERVIEW

Events Covered

Memorial Day
Father's Day
A* Nevada 4th of July
V&T in the Movies
Santa Train

Challenges

- To raise awareness of the unique events and opportunities presented by the Nevada State Railroad Museum
- To reach a targeted audience within a larger geographical area
- Support event attendance
- Media tracking revealed at least a ten year gap since the past TV coverage in the Reno-Sparks market

Opportunities

- Secure non-paid local media coverage
- Leveraging social media platforms

Results

Online Events Community Calendars and Blogs

Reno.com
RGJ events
Carson City Official Blog
Eventful.com
Metromix
CarsonNow.org
Go Reno Tahoe
Gonnahappen.com
Reno News and Review
Moms Like Me



Labor Day Steam Up at the Nevada State Railroad Museum

Traditional Media Coverage

- KRNV Channel 4
- KOLO Channel 8
- KTVN Channel 2
- Sparks Tribune
- Nevada Appeal
- Reno Gazette Journal

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CARSON CITY

ENJOY DAY WITH HISTORIC TRAIN RIDE

Enjoy a ride aboard historic Virginia & Truckee Railroad equipment during the Nevada State Railroad Museum's annual Memorial Day Steam-Up. The train runs every 40 minutes from 10 a.m. to 4 p.m. from the Nevada State Railroad Museum. A combination museum admission/train fare is \$3 for ages 6 through 11, \$5 for ages 12 through 17 and \$10 for adults. Details: 775-687-6953 or www.nevadaculture.org.

Labor Day celebration with V&T at Railroad Museum

by Tribune Staff

Aug 26, 2011 | 170 views | 0 | 2 | | |

CARSON CITY — The Nevada State Railroad Museum, located at 2180 S Carson St., will be celebrating Labor Day weekend with Virginia & Truckee (V&T) railroad in the movies featuring equipment from used by Paramount, 20th Century Fox, MGM and RKO movie studios at the museum from 9:30 a.m. to 4:30 p.m. Sept. 3, 4 and 5. The 1875 wood-burning locomotive Inyo, McKeen Motor Car and the regular steam train powered by V&T locomotive #25 will all be in operation on Monday. Train rides will be available on the regular steam train and on the McKeen Motor car.

Visitors are invited to watch the classic films "The Harvey Girls" and "Young Tom Edison" in the museum engine house and see the real stars of the movies — the trains — at the museum. "The Harvey Girls" will be shown at 6 p.m. Sept. 3 and "Young Tom Edison" will be shown at 6 p.m. on Sept. 4.

There will be new exhibits open in the interactive center along with movie memorabilia, model trains and behind-the-scenes experiences. Visitors are also invited to enjoy a scavenger hunt throughout the museum. Barbecue food and drinks will be available for purchase during the day and popcorn during the movie presentations. A suggested donation of \$5 is requested. The event is open to the public.



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Civil War re-enactors tell of life as a soldier

Reno Gazette - Journal - Reno, Nev.
Date: May 31, 2011
Start Page: n/a
Section: UNKNOWN
Text Word Count: 323

Abstract (Document Summary)

On Saturday, re-enactors from the Nevada Civil War Volunteers donned replicas of Union and Confederate soldiers' uniforms and set up a military camp with a small row of A-framed tents and officers' tents.

Highlights

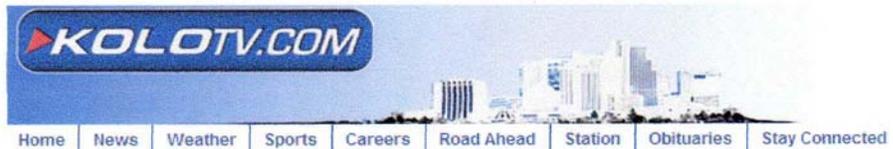
KOLO 8 morning daybreak from Santa Train

K-Bull on-air radio interview for A Nevada 4th of July event

On-air Reno 411 radio morning show

Coverage in every media outlet in Reno, Sparks and Carson City

Production of video slideshow



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Updated: 6:14 AM Dec 17, 2011

Volunteers Prepare for "Santa Train" in Carson City

Volunteers are getting "Locomotive 25" ready for the 23rd Annual Santa Train in Carson City.

Posted: 6:14 AM Dec 17, 2011

Reporter: Samantha Boatman

Email Address: Samantha.Boatman@kolotv.com



Other Traditional Outreach

Flyer distribution

Washoe County School District newsletters

Social Media

Facebook

Impressions

1,147,404 total brand impressions from May. 1 through Dec. 31

Fan Base

Total Fans: 831

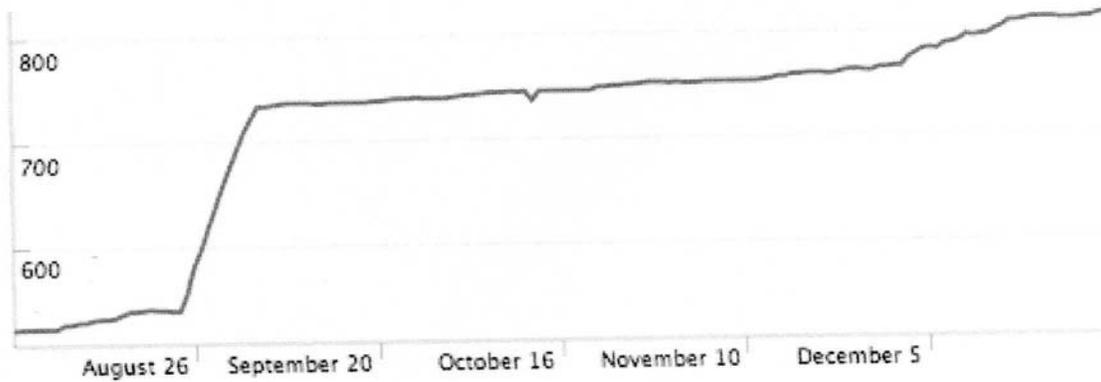
Fan Increase since May 1: 373

*7,975% increase from # of fans gained from
8/29/10 – 4/30/11*

Total Likes?

Daily **Total**

Total Likes Total Unsubscribers



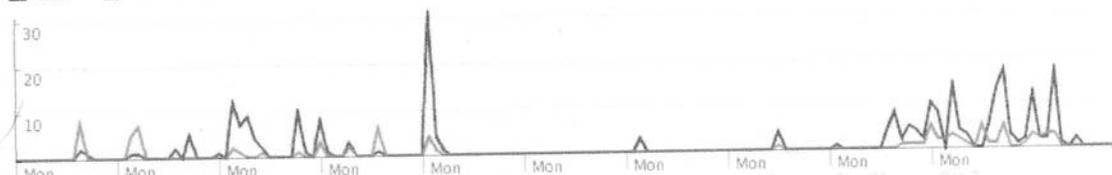
Interactions

Total "likes" & "comments" (since May 1): 456

3,700% increase compared to 8/29/10 – 4/30/11

Page Content Feedback?

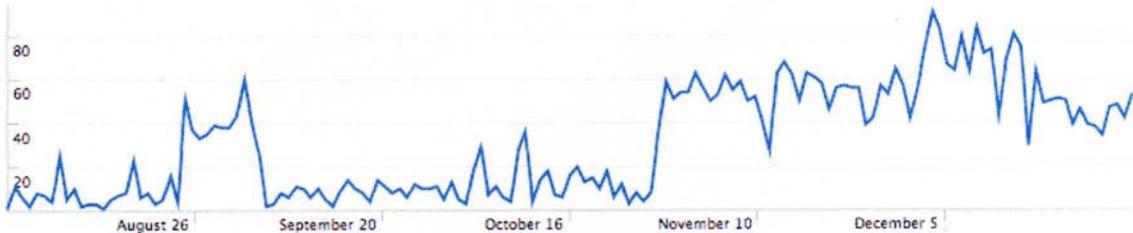
Likes Comments



Visits to Railroad Museum page (since May 1): 1,101

Page Views?

Page Views Unique Page Views



Post Views (since May 1): 39,738

1,346% increase compared to 8/29/10 – 4/30/11

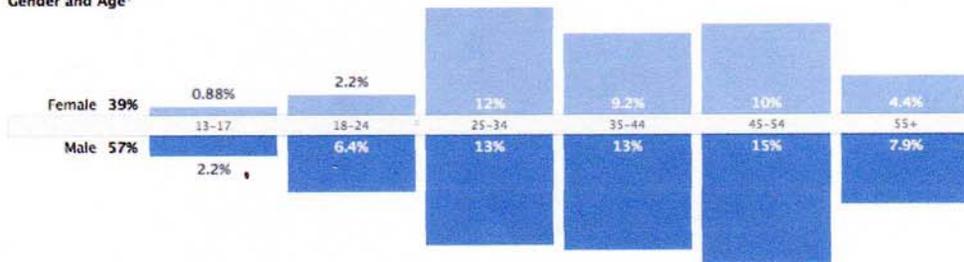
Campaign Demographics

- Increased overall audience
- Increased overall exposure in largest population center- Reno and Sparks
- Initiated online outreach in Carson City and Minden
- Increased effectiveness of targeting

Pre-Campaign Demographics

People Who Like Your Page (Demographics and Location) [See Likes](#)

Gender and Age?



Countries?

424 United States of America
 4 Canada
 3 Germany
 2 Italy
 2 Indonesia
 2 France
 2 Australia

Cities?

147 Reno
 39 Seattle
 28 Las Vegas
 11 Los Angeles

Languages?

425 English (US)
 14 English (UK)
 3 French (France)
 2 English (Pirate)
 1 Portuguese (Portugal)
 1 Filipino
 1 Portuguese (Brazil)

Current Demographics

People Who Like Your Page (Demographics and Location) [See Likes](#)

Gender and Age?



Countries?

778 United States of America
 7 Canada
 3 Italy
 3 Indonesia
 2 Philippines
 2 United Kingdom
 2 Brazil

Cities?

238 Reno
 74 Sparks
 41 Carson City
 29 Las Vegas
 14 Minden
 11 San Francisco

Languages?

765 English (US)
 25 English (UK)
 7 Spanish
 2 Indonesian
 2 Italian
 2 Portuguese (Brazil)
 2 French (France)

Conclusions

The most successful events, resulting in the most significant response, were Santa Train and A Nevada 4th of July. Both events captured large audiences, appealed to both families and the general public, and offered unique opportunities in celebration in conjunction with holidays, which people were already celebrating.

Increasing attendance is a priority for the Nevada State Railroad Museum. From a marketing standpoint, appealing to a general audience will bring more of the public to each event. The larger the target, the larger the expected return. The museum has already captured the very specifically targeted audience of train enthusiasts. Attention should be focused not just on the common interest of trains. Focus should be placed on integrating trains into community celebrations. We believe this will help foster an ongoing enthusiasm for the subject matter. It is once people set foot into the car of the train for the first time that the memories begin.

In addition, we believe a competitive analysis would benefit the museum in order to evaluate event pricing. Just as pricing that is too high can detract from attendance, pricing that is too low can contribute to a low perceived value and thus also impact event attendance. We believe a look at competing events will help determine if event pricing needs to be addressed.