

VIRGINIA & TRUCKEE RAILWAY
COMMISSION MEETING

OPERATIONS UPDATE

PRESENTED BY ALLYSON BOLTON
ATYPICAL CONSULTING AND EVENTS
JULY 22, 2021





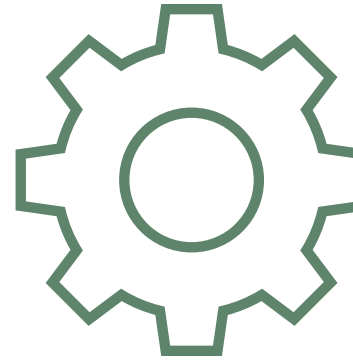
T R I V I A

Please define
Eleemosynary.

OUTLINE



Operations



Assets



Board Relations



Marketing



OPERATIONS

June/July

- Established schedule
- Mastering FareHarbor ticketing
- Purchased Phone Tree system
 - 833-RAILSNV
- Coordinated with Freedom Rail
- Established Internal Calendar system

Up Next...

- Ready, Set, Go!

The Polar Express

- Finalized schedule
- Coordinated with vendors
 - Granite Construction
 - North Pole Location

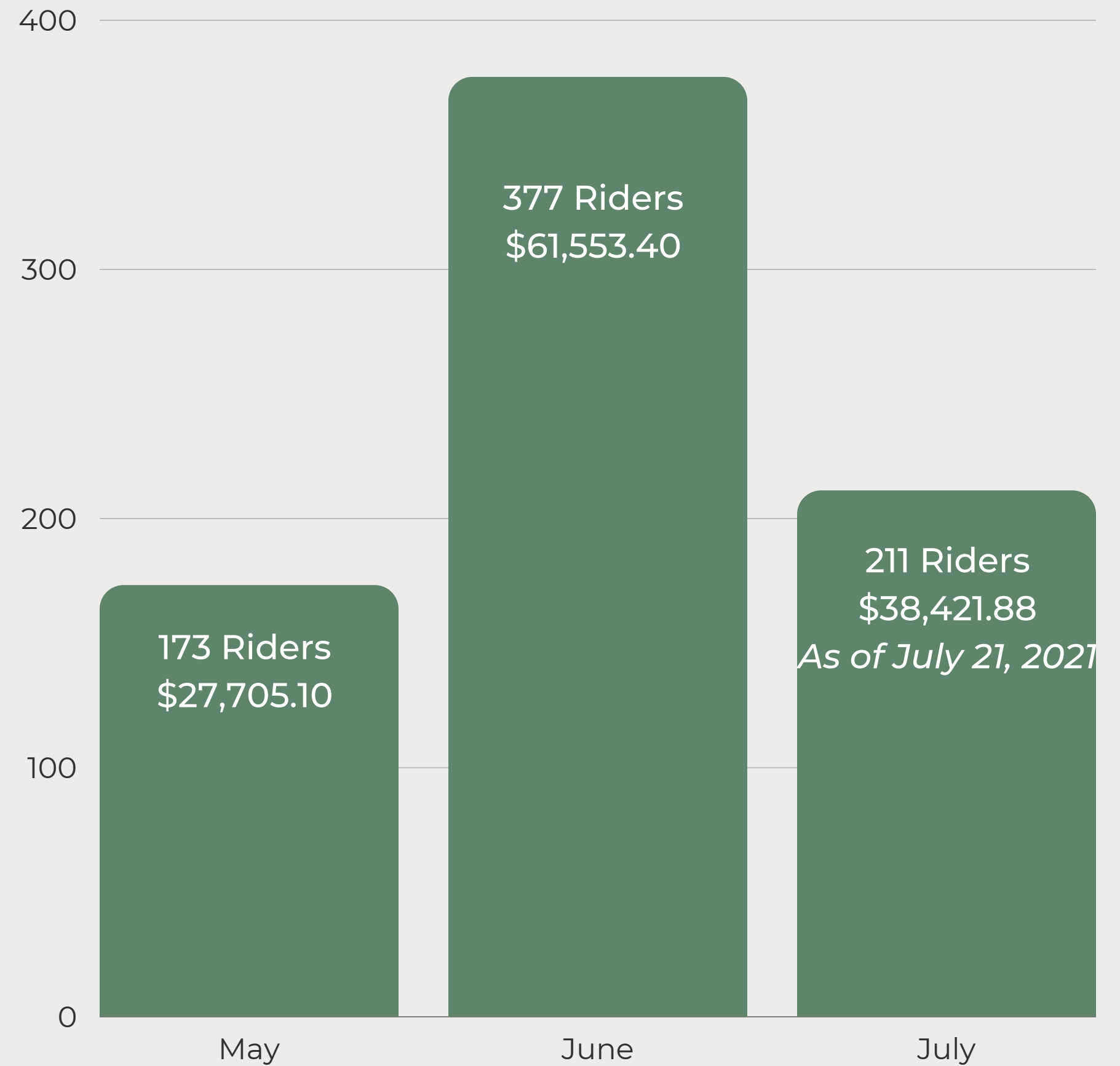
The Polar Express

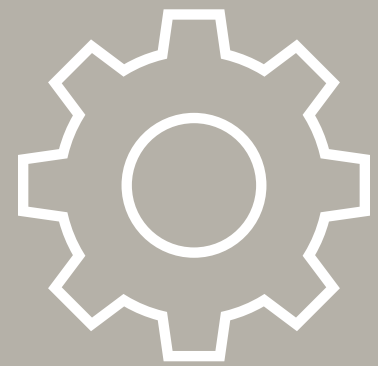
- Submit Retail Order
- Finalize Parking Plan



RAIL BIKES

REVENUE & RIDERSHIPS





ASSETS

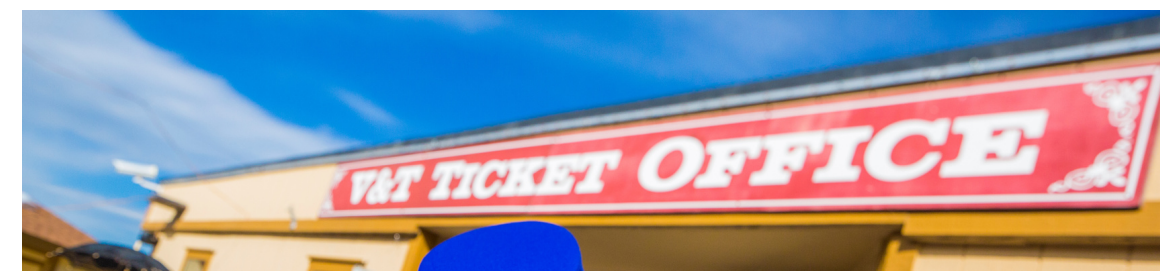


June/July

- Cleaned up and out depot
- Reoccurring vendor recon

Up Next...

- Continue clean up
- Securing quotes
- Updating signage





BOARD RELATIONS



June/July

- Survived first commission meeting packet
- Coordinated SOQ for Auditor - proposals due July 23
- Coordinated with Drako players
- Secured Bank Account info
- Investigation of the Foundation

Up Next...

- Focus on the other buckets
- Establish Foundation



MARKETING



June/July

- Established marketing plan
- Conducted first marketing meeting
- Identified regional marketing committee
- Completed full Argentum transfer

Up Next...

- Securing media buy bids
- Launching marketing upon green light

QUESTIONS?

