

ACCRS 2019 Fair Actions List with Estimated Level of Effort and Project Leads

General Activity	Description/Driver	Specific Actions	Level of Effort					Project Lead	Comments
			H,M,L	Pre-Fair/Event Hours	Annual Fair Hours	Event Hours (non-fair)	Estimated Cost		
Scavenger Hunt	Great in 2018	Continue Scavenger Hunt from 2018 - new locations and items. Also get a giveaway?	M	6	8	0	\$200	Paula B.	Need to continue this and a give-away for completing.
General facility Clean-up	The general area needs cleaning. This reflects on how other see us for future opportunities.	Clean up the front and rear entry area and make it more attractive, including more promotion of joining the club. Take down all art, paint walls and trim, put up new art/clean up existing	H	144	0	0	\$1,000		Remove all of the art, paint the areas, replace extension cord on light, add new art/posters.
		Paint all the interior public walkway walls - paint the lower dark and the upper lighter	H	144	0	0	\$250		Consider additional aisle lighting
		Clean and/or paint floors	H	100	0	0	TBD		There are floor grinders to clean concrete
Change Rear Door Area Based on Building D and fence removal.	After the rear is opened up we will need to consider how to reposition the signals and maybe the SP sign.	If preferred, the signals can be made "portable" and only displayed at fair to identify the exhibit. If acceptable to the Fair, these could be stored in the adjacent area that is planned to be used for the antique farm equipment between fairs.	M	24	4	0	\$500		Portable signals requires some work - Set-up time
		Remove the SP sign if the Fair would prefer.	M	12	0	0	TBD		Wait for the Fair to respond
Portable Entrance Structure	Jerome was open to some from of structure to emphasize our main entrance, However it needs to be portable.	Build a portable Entrance Structure on the main door that will make the railroad more visible. Design should be put up for the Fair and other events if possible. Design TBD, could be either a flat or a "roof" with a corridor into the layout area.	H	200	6	0	\$2,000		This is critical for visibility - high level of effort Set-up time
Revise Web Site - Mailing List	Website is awful. Need to develop a mailing list for recruiting and support.	Redesign the web site to promote and get new members.	M	20	2	0	\$50	Jamie W.	
		Have a sign-in book at entrance to get on our mailing list	L	4	2	0	\$100		Plan mailing for after 2019 fair
Recruiting	This is based on an observation by Jerome that we do not recruit well. Also our general lack of new members.	Revise our brochures	M	12	2	0	\$200		
		Generate a small take-away for prospective members	L	4	2	0	\$50		
		Host a prospective members night after the fair on a scheduled date	L	2	4	0	\$100		Structure a night for prospective members - cost is refreshments (Pizza?)
Promotion - Something new	Based on Jerome asking. He is looking for something to promote as reason to visit the fair "new XXX at the model railroad".	Define one project on each scale that is both visible and recognizable as new. This should be anew "attraction" on the railroad. This should be defined now and then promoted both before and during the fair.	H	200	2	0	\$1,000		Assume 100 hours for each scale to do a visibly impactful project.
Community engagement	Community engagement is a way to build our educational value in the community and increase our perception as a service organization.	Boy Scout Merit Badge Program – engage to do in 2019	H	40	0	60	\$500	Tim B.	Building community value
		High School volunteers for fair	H	40	0	0	\$200	Chad L. Dick S.	This is a priority as it will give us some level of additional support during fair hours. Time is mainly orientation. Assume that during the fair it will be purely augmentative - cost is for snacks and some giveaways for the volunteers.
Promotion - Something Happening	Jthis is alos a Jerome suggestion - have activities during the fair that have time domains so people schedule a visit to the ACCRS for the event.	Work on the layout or a module to demonstrate scenery building. – We could build a module during the fair.	H	20	48-60	0	\$400		Assume weekends only - have 3 hours per day as building times - 8x3x2 - expansion to 60 if we add Fridays
		Operating Session	M	6	24	0	\$0		Not sure if the public would understand - recruiting?
		Special trains being run – 4th of July parade of the greats?	L	2	0	0	\$0		Easy way to have events on the fair schedule