

Aministrative

Task

Force

REPORT

Following the Portland Meeting

Activities September

Begin the Drafting of the outline of the “Marketing and educational” document for NGEC. Leo, Steve and David

First RR101 Webinar on State Rail Offices scheduled to take place in October

Work on recruitment of new members.

Letter distributed at SPRC and SCORT meeting

These did not have the effect anticipated.



Activities October

Continued work on the “Marketing and educational” document first draft sent to Steve and Alan and the ATF committee for comments

First RR101 Webinar on State Rail Offices took place on October 24.

45 participants!!!

Congratulations Tammy, Shayne, and team

Recruitment of new members.

Letter distributed at S4PRC, SCORT meeting yielded little results.

More brainstorming sessions were planned to consolidate ideas for new sources

Activities November/ December

While the Task force did not meet in November due to the Holiday activities continued

Leo and the “Marketing and Educational” document continued its evolution and a draft was circulated on December 3rd. This would be a four page piece to educate and give a better understanding and clarity as to who we are and what has been accomplished.

A one pager was also envisioned for use where the longer versions may not have the impact or be given its due time in review.

An FAQ section should and is to be developed for the Web

The second RR101 Webinar on Rail Planning was scheduled to take place December 21st. 60 Participants!!!!

Work on recruitment of new members.

Since our previous actions did not have the effect anticipated the Task Force will be regrouping for a new push in 2013



Activities January 2013

“Marketing and Educational” documents reached their evolutionary zenith
Now called the Backgrounder it was to be published during the
January 22 executive board meeting.

Additional informational items are now under development using the
Backgrounder as their starting point
FAQ web section continues to be developed for the Web

Renewed efforts on recruitment of new members.

The Backgrounder and the one page document were to be circulated
in the meeting packets for S4PRC and SCORT for the Winter meetings.
Darrell Smith, Vice Chair of the Task Force will be sending out the same
to groups Amtrak is working with for new services etc.. And Eric Curtit will
be making phone calls to help rally possible new members



Thoughts or Questions

Thank You

