As the Year Draws to a Close!

As we close in on the end of the operating season, I wanted to finish where I started the year, thanking you for volunteering. For those of you who volunteer a lot and for those of you who volunteer a little your contributions do not go unnoticed. Your unheralded participation is the heart of the Museum and provides the friendly face to our guests or the talented hands that maintain our streetcars, infrastructure and gardens. Your actions are recognized with the continuing stream of visitors, many of whom visit multiple times per year.

From an operating perspective 2018 was an off year. Ridership at both CHSL and ESL was lower than 2017. While some of the year-over-year fluctuations can be attributed to weather impacting key days (i.e., Memorial Day, Labor Day, etc.) the ridership decline has some underlying issues, which the Operating Committee will address during the off-season. Our guests fall into three large categories: 1) season pass, 2) special event, 3) general public. Every group including season pass holders was down. How can you help? The answer is to continue to provide the best experience for every guest, every day. While special events represent a large part of the ridership and revenue at both railways, the majority of our guests are casual visitors—those who purchase a single ride. Make their experience memorable so that they return and so that they tell their friends.

I would like to recognize several leaders for the special work they did during 2018. These include Aaron Isaacs and Keith Anderson for their leadership and work in building CHSL’s north end platform, Steve McCulloch for his leadership in enhancing CHSL’s right-of-way, Ben and Mary Porter for their work with the station garden, and Karen and Jim Kertzman and Rod Eaton for their countless hours of hard work and creativity in developing our special events.

I would also like to recognize our Class of 2018 operators who contributed approximately 10% of the total operating hours for this season. Thank you all for volunteering.

Mary Anderson, Vito Bongiorno, Seamus Burke, Jim Dockendorf, Carol Frey, Barb Gacek, Luca Gunther, John Knox, Brian Long, Gordy Moore, Kyle Olson, Jay Patel, Sam Pingree, Dan Raustadt, Craig Ruhland, Trevor Schwarze, Jill Seinola and Gary Spar.

Operators who contributed 50 hours of scheduled operations this year and collectively represent about 50% of the total 3,430 hours worked through November 13: Rod Eaton, Bill Way, Bill Arends, Karen Kertzman, Mike Buck, Jerry Petersen, Bruce Allyn, Linda Ridlehuber, Jim Kertzman, Steve Simon, Brian Long, Pat Cosgrove, Tom Dulebohn, Gregg Thomas, Pat Kriske, Ben Porter, Aaron Isaacs, Rich Holz, Dave Higgins, John Knox, Rose Arends and Bill Graham.

In closing, on behalf of the Museum’s leadership team I wish you all a well-deserved break and a happy holiday season. See you next year! Thank you for all you do.

Christmas Gifts

Are you looking for a special gift for a family member, friend or neighbor? Please consider giving them an item from the MSM Store: https://trolleyride.org/store/

We’ve got lots of items for sale in our Museum store including: Twin Cities by Trolley history book; Twin Ports by Trolley history book; nice coffee/tea mugs; prints & posters; jewelry and ornaments; and, hats and T-shirts. A special gift to consider is the MSM annual season pass which allows the bearer and their family unlimited rides at CHSL and ESL for the entire 2019 year.

Inside This Issue

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>From the Front Platform</td>
<td>2</td>
</tr>
<tr>
<td>MSM’s Special Events Photos</td>
<td>3</td>
</tr>
<tr>
<td>Coming Events</td>
<td>4</td>
</tr>
<tr>
<td>MSM News &amp; Views</td>
<td>4</td>
</tr>
<tr>
<td>Obituary—Phil Settergren</td>
<td>4</td>
</tr>
</tbody>
</table>
Marketing the Museum. This winter will see a push to do a more effective job of marketing our museum. It will be a two-pronged effort.

1. Upgrade our social media presence.
2. Target group sales.

Both of these efforts are designed to be low cost. We'll spend very little money and we'll try to minimize how many volunteer hours we expend.

Social media. Thanks to Elizabeth Hauck for researching the potential of social media and making the following recommendations.

1. **Increase our Facebook presence.** That means more frequent posts designed to attract viewers, who will share them with their Facebook friends. We'll create a frequent posting schedule so there's always something new to see. Besides the usual posts on coming events and museum news, we'll greatly increase post-event recaps, history content, marketing of store items, rider profiles (especially some of our regulars), profiles of our volunteers, and quizzes (where was this historic photo taken?). Brian Long has volunteered to do history posts. If anyone else is interested, please contact me at aaronmona@aol.com.

2. **Start using our dormant Instagram account.** Ben Franske has linked it to the Facebook account so Facebook material is simultaneously displayed on Instagram.

3. **Add social media links to our website home page,** and add social media addresses to our paper brochures and depot signage.

Group sales. We haven't begun to tap the potential for group sales. A good example is school groups. I'm a tour guide at Target Field (home field of our Minnesota Twins-Ed.) and each May, June and September thousands of school kids tour the Twins' stadium for $10 a head. We could offer something much less expensive. I'm hoping we can reach out to local teachers of social studies, history and geography to fold a streetcar visit into their curriculum.

Other potential groups include day cares, summer camps, senior residences and bus tour operators. We would concentrate on filling empty seats during scheduled service, but also market our charters.

Haven't volunteered before? We need you for marketing and social media. In any volunteer organization it's easy to think of more things to do. The trick is finding someone to do them who isn't already stretched thin with other work. If you've never volunteered, don't feel like running a streetcar or turning a wrench, but want to contribute, please help us with these marketing initiatives. Contact me at aaronmona@aol.com.

Streetcar History Saturdays at the Isaacs Carbarn. On Saturdays at 9 AM starting December 15, I'll give a history presentation in the Russell L. Olson Library. A discussion group will follow and (hopefully) we'll start to put together a library working group to catalogue our uncatalogued artifacts.
MSM’s Holiday Operations Were Very Successful

Here’s the CHSL crew unloading the pumpkins for the Farmer Jan & Ken’s Pumpkin Patch: (L to R) Mike Malinoff, Monika Kopet (Autism Society), Jill Seinola Prestholdt, Rick Krenske, Jon Dehn (pumpkin grower), John Prestholdt, Ben Franske, Linda Ridlehuber, Bill Arends, Aaron Isaacs, Rose Arends, Mark Digre, and Ben Porter. (Photo by Rod Eaton)

The Pumpkin Patch is all set up and ready to greet the first carload of pumpkin seekers. The new North platform really helped this year with passenger flow. (Photo by Rose Arends)

ESL’s Ghost Trolley was a huge success despite the rainy weather on Friday night. Over the two nights we had a total of 786 riders, most in fun costumes, board the Ghost Trolley at Water Street for a ride to the enchanted car barn. Once there they had many activities to choose from. As in past years they could play games, win prizes, hear ghost stories, partake in the Harry Potter adventure on Duluth 78 and be thrilled by the Mesaba 10 Haunted Trolley. New this year was an updated spooky cemetery, the addition of Mad-Lib stories and two competitive outdoor games for the older kids. While Saturday night was busy, there were 13 full capacity runs back to back, the many volunteers kept the visitors busy and showed them all a fun time. A big THANKS to all who volunteered, the MSM members along with friends and family. It took 23 volunteers each night to make it happen.

(Top Left) ESL’s Halloween crew during the ghost trolley was very big. There were lot’s of things to see and do both inside the car barn and outside. (Top Right) Here is the outside cemetery with a couple of wary visitors. (Photos by Karen Kertzman)

Inside the ESL car barn were more scary scenes including a dead vampire who wasn’t so dead. Count Karl Jones was in his coffin each night and would occasionally growl and raise his head to startle those who were nearby. And startle them he did! (Photo by Karen Kertzman)
December 1 & 2 ———— CHSL _Holly Trolley_ with Santa Claus —12:30 PM to 3:30 PM
December 1 ———— CHSL _Vinternatt_ special event —6:00 PM to 8:30 PM
March-April ———— CHSL & ESL new operator recruiting and training
May 4 ———— Beginning of ESL’s & CHSL’s weekend operations
May 1 ———— Beginning of ESL’s Tuesday afternoon operations

New MSM Members. We would like to welcome to the MSM family the following new members: Ford Bennett, Jamie Heidt, Andrew Punch and returning after an absence of several years, Mark Lawrence. Welcome, Folks!

MSM’s Board Meetings. The meetings of MSM’s Board of Directors are scheduled three to four times a year. Usually, the schedule is early in the year to approve the budget, then around mid-May. Later meetings usually are held in late summer and then in the late fall. We try to schedule the meeting so that at least one of them is held at Excelsior. The remaining meetings are held in the Russell Olson library at CHSL. While the meetings are open to any member, we rarely have members come to sit-in on the meetings. What the Directors and Museum Officers say and do at the meetings is no secret. Soon after the meeting is concluded, a draft copy of the minutes along with any handouts and attachments presented at the meeting are posted on our Museum’s website:
https://trolleyride.org/member-resources/organizational-documents/

So, if you are interested in the nuts and bolts of governing and managing our Museum, you can go to the above website and read the minutes as well as financial reports, reports from the Superintendents and other documents.

Membership Notes. At this time of the year, not many memberships come due for renewal. The “crunch time” for renewals come in the late spring and into the summer and early fall. Our procedure is to send each member their renewal notice at the beginning of the month in which their membership expires. A second notice is sent if the membership has expired. If the member hasn’t renewed two months past their expiration date, a final notice is sent. During the time your membership has expired you will not receive the _Twin City Lines_ history magazine although for a few months you’ll continue to receive the Streetcar Currents via e-mail. So, if you want to receive _Twin City Lines_ and enjoy all the benefits of your membership, please renew your membership as soon as you receive that first renewal notice. You can also go to our MSM website and renew on-line:
https://trolleyride.org/about/become-a-member/

Phil Settergren Passes
It is with sadness that we report the passing of one of the Isaacs carbarn and shops’ faithful volunteers, Phil Settergren. Phil began his involvement with our Museum back in the early 1990s when he helped with the restoration of TCRT PCC No. 322. After the car arrived at CHSL, Phil continued to volunteer most notably by his willingness to do anything in the shop that needed doing. Phil was a true jack of all trades. Phil was an inexhaustible supplier of paper towels and paint brushes from his hardware store, Settergren Hardware. However, he was quite skilled as a glazier and repaired a number of streetcar windows with broken glass. He happily pitched in where needed. Phil was quite inquisitive, routinely questioning why an operation was done in a particular manner but not suggesting that he knew a better way. He was an affable guy. As a successful businessman, he liked people and knew how to treat them. We could all take lessons. In addition to the shop work, Phil also worked on one of the carbarn expansions, helped clear up storm damage to the overhead, and on Winona No. 10. In general, he was an essential part of the shop crew, doing what was needed. We could use several more Phil Settergrens.

Streetcar CURRENTS Winter Publication Schedule
The Streetcar CURRENTS, is now in its winter publication schedule. You’ll be receiving the Streetcar CURRENTS every other month until the May 2019 issue is published. Publication dates for these issues will be on or about: February 1st; and, April 1st. If you don’t receive your issue on or shortly after those dates please contact me at: jvaiktunas@msn.com