

To: FRRS Board of Directors
From: Paul Finnegan, Webmaster
Re: Museum Web Page
Date: November 10, 2021

Mailtrain

We continue to have society members and the public signup on our “WPRM News” email distribution list on Mailtrain. We now have 279 active email addresses on the list. Last month we had 273, so we had a net increase of six members. Since list conception, we have had four addresses unsubscribed. (I removed one for a bad email address.) We have used the “WPRM News” list ten times to publish information about the museum this year.

HISTORIC RAILROAD PHOTOGRAPHY Workshop

The website prominently promoted the workshop held on November 6th. I sent out an email blast on the “WPRM News” Mailtrain subscription list. The email went to 274 subscribers.

I also added a post to our Google My Business search result. According to the Google My Business report, 479 people viewed the post while it was up.

H/A Collection – Norm Holmes Drawer 1 Row 2

Work continues on the Historical/Archive Department collections on the website. The [Norm Holmes Drawer 1 Row 2](#) collection was completed with 444 images. This collection contains slides of WP Locomotives (WP 901 - WP 2265) and with a total of 444 photos in it.

H/A Collections

Work continues on the Historical/Archive Department collections on the website for several more collections from Norman Holmes:

- Norm Holmes Collection Drawer 1 Row 3 (scanning in progress)
- Norm Holmes Sacramento Northern Collection (scanning in progress)
- Norm Holmes SN Cars Collection (45 photos)
- Norm Holmes Tidewater Southern Collection (47 photos)

I also added a collection “Jim Aldridge Roster Slides” (112 photos)

Photo Posted to Google Page

On 10/29/21, Armando Alanis posted a photo that appears to be from someplace in Mexico on the Western Pacific Railroad Museum Google My Business search results web page. Since I am now a manager for this Google My Business page, I was able to get it removed. I made the request on 10/29/21 and it was gone on 11/1/21.

H/A Photo Albums

I have created a new way to view selected photos from our growing H/A Collections system. I created a new tool that searches all the captions for the H/A collections and groups the photos by keywords. For example, all the photos for [WP 705](#) are in a single web page that allows the user to easily scroll through them. The [photo albums](#) are reached from the Historical/Archive Department Home page under Archive Collections.



General Items

- 10/8/21 – Posted preliminary agenda for October FRRS Board Meeting
- 10/8/21 – Posted HISTORIC RAILROAD PHOTOGRAPHY Workshop information
- 10/8/21 – Posted [Train Sheet 186](#).
- 10/11/21 – Posted Norm Holmes Tidewater Southern H/A Collection
- 10/12/21 – Posted Norm Holmes SN Cars H/A Collection
- 10/13/21 – Updated Staff and Org Chart pages to Department and Committee List R-22 211012 from Kerry Cochran.
- 10/15/21 – Updated WP 1503 status on [collection page](#) per email from David Elems.
- 10/18/21 – Updated museum hours (closed for the winter) throughout the website.
- 10/19/21 – Updated the [Policies web page](#) with 31 policies from Kerry Cochran.
- 10/22/21 – Added link on [H/A Collections page](#) to new [Photo Albums page](#).
- 10/28/21 – Improved information on ordering the CZ-70 Special publication on the [WP History Headlights](#) web page.
- 10/31/21 – Posted four photos from October Steam Work Session from Roger Stabler in [Around the Museum 2021 Gallery](#).
- 11/1/21 – Posted link to Telegraph Office drawing that is on the [WP Infrastructure web page](#).
- 11/2/21 – Created [Jim Aldridge Roster Slides](#) H/A Collection.
- 11/3/21 – Added California Humanities and National Endowment for the Humanities (NEH) Logos to Latest Museum News, [Home page](#) and [Sponsors](#) web page to support 2021 Relief or Recovery Grant.
- 11/8/21 – Posted Preliminary October FRRS Board Meeting minutes to website.
- 11/10/21 – Posted November Preliminary Board Meeting Agenda to website.