

To: FRRS Board of Directors
From: Paul Finnegan, Webmaster
Re: Museum Web Page
Date: July 6, 2022

Mailtrain

We continue to have society members and the public signup on our “*WPRM News*” email distribution list on Mailtrain. We now have 341 active email addresses on the list. Last month we had 331, so we had a net increase of 10 subscribers this month. One new person joined the “*FRRS Board Meeting Material*” list.

YouTube and Twitter

We now have 153 subscribers to the FRRS WPRM YouTube channel. This is up from 128 last month. On Saturday July 2nd, I posted a new video by Kenneth Finnegan, [“*Steam 0-6-0 WP 165 Pulls the Noon Train at WPRM 7/2/2022*”](#). As of July 6, it has been viewed 290 times.

We gained about 100 followers on the museum’s Twitter account over the July 4th weekend with the steam coverage Kenneth Finnegan was posting. (260→360).

We continue to grow our social media followings.

runalocomotive.com

Our domain, [runalocomotive.com](#) (registered at Google Domains) expires and will auto renew, on July 16th, 2022 for \$12 plus tax. (When this was registered at Hostmonster, it cost \$15/year.) This domain name directly opens our RAL web page on wplives.org.

Mobile Page Enhancements

I spent considerable time this month working through many of our mobile web pages and made various enhancements to make the pages more mobile friendly. Some of these changes also help the desktop versions. Enhancements included adding the “Return to Top” feature and increasing spacing of links to make it easier to click/tap the links.

Live Steam Operations

I kept the website up-to-date over the holiday weekend to promote the special steam operations on July 2-3, 2022. Photos from the event were updated on the [Around the Museum Gallery](#) over the weekend.

The information on the home page and on the Google My Business web page were updated as the weekend went by so current information was always available to the public.

General Items

- 6/11/22 – Posted June Board Material to website.
- 6/11/22 – Posted new M1002 form from Mechanical Department and updated [Crew Training Material web page](#).
- 6/12/22 – Posted February, March, April and May Approved Board Minutes to [Minutes & Reports](#) web page.
- 6/13/22 – Send out Mailtrain email blast to “*WPRM News*” list for Live Steam July 2-3, 2022.
- 6/14/22 – Posted 220611_Crew_Training_Sign_in_sheet_June_11_2022.pdf in Operating Department Electronic File cabinet.

- 6/15/22 – Posted preliminary minutes from June FRRS Board & Membership Meeting to [Minutes & Reports](#) web page.
- 6/17/22 – New Museum Store employee, Breckyn Shirley added to Staff and FRRS Org Chart web pages.
- 6/20/22 – Posted updated [press release 6/17/22](#) about WP 165 from Patty Clawson.
- 6/24&24/22 – Posted and enhanced a WPRM Photo Gallery for the [New Archive car](#).
- 6/26/22 – Posted Departure notice for FRRS life member Terry Decottignies.
- 6/26/22 – Added July 4th hours to Google My Business search results page.
- 6/30/22 – Created John Endler Collection - California Zephyr Trips 1953, 1968 H/A collection.
- 7/2/22 – Posted several photos and a video related to the Live Steam event at the museum.
- 7/3/22 – Extended the XELECTRIX silver sponsorship one year because they renewed.
- 7/3/22 – Posted several photos from the event at the museum.
- 7/4/22 – Posted special notice on Google My Business web page showing the museum open today, July 4.
- 7/4/22 – Posted several photos from the event at the museum.
- 7/4/22 – Updated museum hours on website for rest of the summer.
- 7/5/22 – Posted *Train Sheet* 189 to [Train Sheet archive](#).
- 7/5/22 – Updated [Steam Department](#) page with several new links to galleries.
- 7/6/22 – Added a photo of WP 56059/WP 61180 on east 1 rail by Kerry Cochran to [New Archive Car 2022 gallery](#).
- 7/6/22 – Added WP 56059/61180 to [Boxcar collection page](#).

- Various – As members completed and passed the Operating Department Rules Exams, the [Crew Roster](#) web page was updated.