

To: FRRS Board of Directors
From: Paul Finnegan, Webmaster
Re: Museum Web Page
Date: September 8, 2021

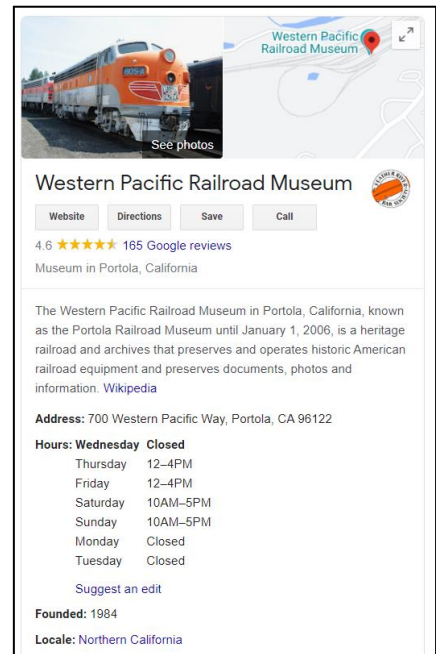
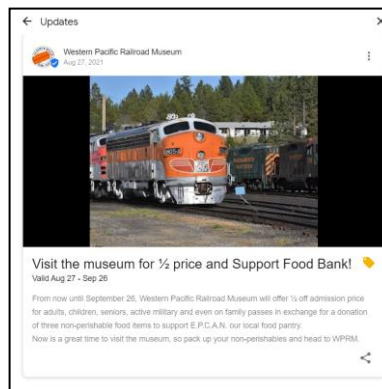
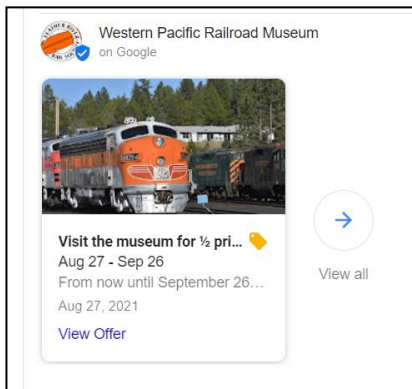
Mailtrain

We continue to have society members and the public signup on our “WPRM News” email distribution list on Mailtrain. We now have 264 email addresses. Twelve new people have joined in the last month and one person unsubscribed.

Google for Business

On August 27, 2021, Eugene Vicknair added me as a manager of the Western Pacific Railroad Museum Google My Business account. I now have the ability to maintain the information for the WPRM that Google shows when someone searches for our museum (shown on the right).

This will allow me to keep information such as the museum hours up to date. I was able to post that, although we are usually closed on Mondays, we would be open on Labor Day. I made several other corrections to the listing. Additionally I can add announcements of special events, deals or products. I used this capability to add a post about our ½ price admission offer:



Yelp

Similar to the access to the Google My Business page, I now have access to our Yelp account. It has fewer capabilities than the Google page, but I made several updates and corrections to it also.

½ Price Promotion

I posted notices in the *Latest Museum News* column and on the home page with a link to a [news item](#) announcing that admission to the museum would be ½ price for the remainder of this season with a donation of three non-perishable food items for E.P.C.A.N. I also created a Mailtrain campaign that sent an email to 260 subscribers announcing the promotion.

End of Summer Sale at teespring.com

10% off FRRS/WPRM Apparel and Products

Our online apparel/merchandise vendor, teespring.com, sponsored a 10% off end of summer sale over Labor Day Weekend. In addition to posting a notice and a link in the *Latest Museum News* column, I sent created a WPRM News campaign on Mailtrain. Mailtrain sent out an email announcing the sale with a link to the [FRRS storefront](#) to 263 subscribers. The sale generated \$69.75 in profits that will be deposited to the FRRS General Fund at the end of the year.

H/A Collection – Garth Groff 2019-0001

Working with Frank Brehm and Kerry Cochran, we added another collection to the [H/A Department's Collections](#) web page. Frank scanned, color-corrected and indexed 500 slides from Garth Groff and I posted them as [H/A Collection Garth Groff 2019-0001](#). It contains photos of: WP Switchers, WP GP-7s, WP GP-9s, WP GP-20s, WP GP-35s, WP GP-40s, WP F-Units, WP Pool Locomotives, WP Steam, California Zephyr and Business Cars, WP Buildings & Miscellaneous, Cabooses, WP Freight Cars, WP Maintenance of Way, Sacramento Northern, Central California Traction Company, Tidewater Southern, Alameda Belt Line and the Oakland Terminal.

HA Collections Updates

I added 24 more images to the [Norm Holmes collection](#).

I improved the [index of all captioned photos](#) on our H/A collections page. Captions that contain <ROAD> <UNIT NUMEBR> are now sorted and grouped better. E.g., if you are looking for photos of WP 705, they are all grouped together under [WP 7XX](#) group regardless of which collection they are in or the exact caption wording. The caption index now has 3,278 entries in it.

General Items

- 8/11/21 – Indexed *Headlight* issue 52 and updated [THE WESTERN PACIFIC Headlight Master Index](#).
- 8/11/21 – Updated model photos by request from Kerry Cochran on the [Modeling web page gallery](#).
- 8/11/21 – Added Portola Air Quality information on the [webcam](#) pages.
- 8/12/21 – Added four photos from Roger Stabler from the August Steam Work Session to the [Around the Museum 2021 gallery](#).
- 8/12/21 – Posted video from Roger Stabler, [Warming the Boiler](#).
- 8/14/21 – Posted material for August FRRS Board Meeting on the [Minutes & Reports web page](#).
- 8/15/21 – Posted rescheduling of 2021 WP Historic Convention on website (multiple locations).
- 8/15/21 – Updated and posted FRRS 2021 calendar with changes of convention, Pumpkin Trains and Santa Trains.
- 8/16/21 – Continued updating convention information on 2021 [Convention News Item page](#).
- 8/16/21 – Posted Rev. 20 of [Department and Committee list](#) from Kerry Cochran.
- 8/19/21 – Continued updating website with changes due to annulment of September convention, Pumpkin and Santa Trains.
- 8/19/21 – Updated [Staff web page](#) and posted Rev. 21 of [Department and Committee list](#).
- 8/26/21 – Posted photo from Eric McKay to [Around the Museum 2021 gallery](#).
- 8/27/21 – Created [H/A collection Garth Groff 2019-0001](#) with 246 photos scanned by Frank Brehm (another 254 photos were added on 9/3/21).

- 8/27/21 – Posted [Donate non-perishable food and visit the museum for half price!](#) promotion on website, Google for Business and sent out 260 emails on Mailtrain WPRM News List. Kenneth Finnegan also posted on [FRRSWPRM Twitter](#) account.
- 8/27/21 – Posted notice of new mask mandate from Plumas County Health Department.
- 8/29/21 – Posted WPRM Business License in [Museum Forms and Documents](#).
- 8/29/21 – Posted photo of the 8/15/21 Cub Scout visit to the [Around the Museum 2021 gallery](#) on the website.
- 9/1/21 – Posted [/modeling material/Industrial Businesses in Downtown Reno.pdf](#) and [Keddie Depot.pdf](#) for H/A and Modeling information.
- 9/3/21 – Corrected caption for last photo on [Motorcar 23 collection web page](#) per email from Matt Shuman.
- 9/4/21 – Added a photo to [Motorcar 23 collection web page](#) per request from Matt Shuman.
- 9/5/21 – Added a photo of WP 1503 from Greg Elems to the [Around the Museum 2021 gallery](#).
- 9/7/21 – Posted preliminary minutes from the August FRRS Board Meeting and the approved minutes from July.