

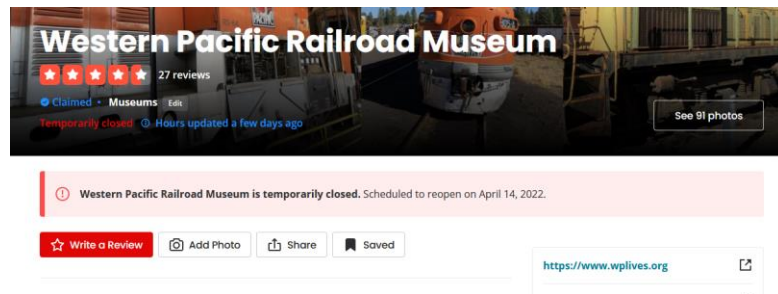
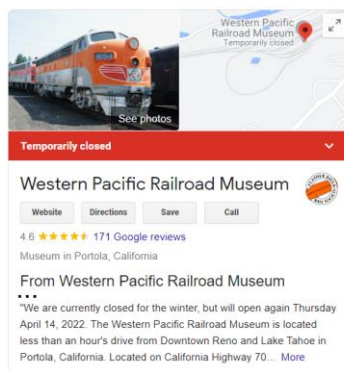
To: FRRS Board of Directors
From: Paul Finnegan, Webmaster
Re: Museum Web Page
Date: December 8, 2021

Mailtrain

We continue to have society members and the public signup on our “WPRM News” email distribution list on Mailtrain. We now have 285 active email addresses on the list. Last month we had 279, so we had a net increase of 6 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.

Google & Yelp Pages

After last month’s board meeting, I was informed of the 2022 opening date so I updated the Google and Yelp pages showing the 2022 opening date.



A customer asked a question about WPRM on Google My Business

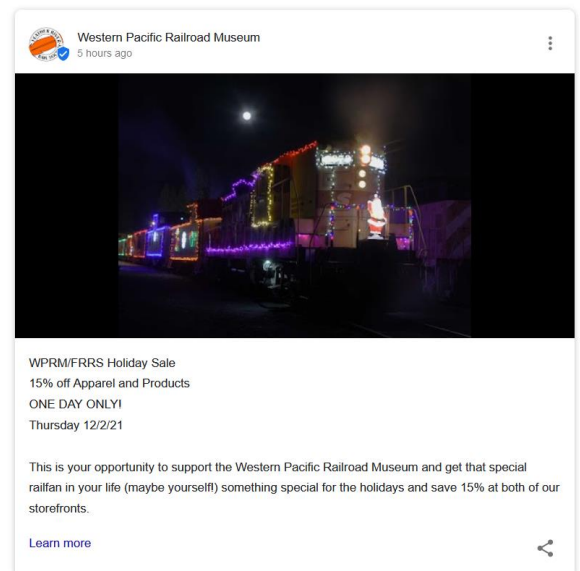
On Thursday 11/18/21, Karen asked on our Google My Business page: [“My husband was an employee of WPRR for years and has a lot of memorabilia that he would like to donate. How would he go about doing that?”](#) I responded within an hour, but in my response, I included the Historical/Archive department email address. I was puzzled why my response did not post. After a couple days I did some more research and discovered Google has some rules on responses and it did not post (or send me an error message) about why it did not post. I violated the “no email address” in the response. Therefore, I redid the response on 11/22/22 without directly using the email address and it posted within a few hours.

Holiday Sale at FRRS teespring and WPRM Online Store

The FRRS Store at teespring.com held a one-day sale with 15% all products on December 2nd. Teespring funded the sale, so we received our normal profits on all items sold. Eugene Vicknair set up the same promotion at our online store.

I posted a news item on our website and on the Google My Business search results (on right) and sent out a Mailtrain email blast on the day of the sale. The sale at teespring generated a one day profit of \$70.19 for the FRRS.

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WP 165 Fire Up November 13, 2021

On Tuesday 12/7/21, I received 66 photos and three videos from Michael Clawson of Big Fish Creations from the WP 165 Fire Up that occurred on 11/13/21. I used the photos to create a new gallery, [WP 165 Fire Up Nov 13 2021](#) and will process the videos and post to our YouTube channel soon.

If anyone wants to write captions for the photos in the gallery, I can easily add them.

WP 52138 / PFE 52138 Tour Item

On November 4, 2021, we received an email from Bob Chaparro pointing out some issues with the text on the [PFE 52138 Tour Item](#) web page. I have been working with Bob, Kerry Cochran and Eugene Vicknair to improve the page. We have worked through a couple revisions and I will update it soon and re-record the narration.

General Items

- 11/12/21 – Posted November Board Meeting Material to website.
- 11/14/21 – Posted April 14th, 2022 Opening Date to website.
- 11/15/21 – In response to an email inquiry to the H/A Department email, I created a [photo album of the Clover Plot](#).
- 11/17/21 – Added 17 photos from Greg Elems of the November Steam Work Session to the [Around the Museum 2021 Gallery](#).
- 11/19/21 – Optimized and posted a PDF file from Kerry Cochran of the SN Track Chart (1972) to the [SN web page](#) under "Locations and Operations".
- 11/21~24/21 – Scanned 209 slides and posted to [Norm Holmes Sacramento Northern Collection](#).
- 11/26~28/21 – Scanned 156 slides and posted to [Norm Holmes Drawer 1 Row 3 Collection](#).
- 11/28/21 – Posted Approved Minutes for August, September and October 2021.
- 11/29/21 – Posted FRRS 2022 Preliminary Calendar on website.
- 12/5~8/21 – Scanned 168 slides and posted to [Norm Holmes Drawer 1 Row 3 Collection](#).
- 12/6/21 – Created “general purpose” [H/A Collection Collectanea](#).
- 12/8/21 – Posted a photo from Eugene Vicknair to the [Around the Museum 2021 Gallery](#).