

To: FRRS Board of Directors  
From: Paul Finnegan, Webmaster  
Re: Museum Web Page  
Date: June 2, 2021

### ***Mailtrain***

I used the Mailtrain tool to send out a message approved by the board at the May meeting on Sunday May 16<sup>th</sup> to the “WPRM News” email distribution list: *WPRM News Vol. I, No. 3 - Museum announces 2021 reopening for July 1, 2021*. It successfully sent 206 emails and by 6 a.m. Monday at least 99 had been opened. No emails bounced and no one unsubscribed. Two valuable features of the system came into play. After I started the emails, (it took about an hour for all the emails to get sent, we have it intentionally throttled to discourage email delivery systems invoking spam rules) a new person subscribed. The system was smart enough to pick the new person up and send it to him. Then overnight a second new person subscribed. The Mailtrain tool has the ability to “continue” a campaign so I clicked the “Continue” button Monday morning and it sent one more email to only the new person. Then by May 26<sup>th</sup> we had had eight more people join, so I “continued” it again

We continue to have members and the public signup on our “WPRM News” email distribution list on Mailtrain. We now have 218 email addresses, 17 have joined in the last month. I plan to use this tool to send out a Museum Opening press release in the near future once approved.

### ***Membership Dinner and Meeting***

On Monday May 17<sup>th</sup>, per a request from Kerry Cochran, I sent out an email to the general membership highlighting the dinner and meeting and asking people to tell us if they were coming so we could prepare. After reviewing the membership email list and adding nine more emails, I sent 428 emails. The membership list does not have email addresses for 246 members. Of the emails sent, 28 bounced.

In addition to the email, I posted the same information in the “Latest Museum News Column” on the website.

### ***Around the Museum 2021 Gallery***

After collecting enough material to justify a release, I created the [Around the Museum 2021 Gallery](#). As in years past, I hope we have multiple contributors send me their photos of museum and FRRS events so we can share with the other members and the public.

### ***Crew Training 2021***

I have updated the material on the [Operating Department Crew Training web page](#) for changes needed for the 2021 season. The crew training signup and extra board systems are also updated and in use.

### ***General Items***

- 5/15/21 – Posted agenda, reports, financials, preliminary April minutes and approved March minutes to [Minutes & Reports](#) web page.
- 5/16/21 – Posted Historical-Archive Model Donation Report to May Board Meeting reports per request from Kerry Cochran.
- 5/16/21 – Posted Museum Reopening announcement on website.
- 5/17/21 – Worked with Kerry Cochran to update [RAL page](#).
- 5/18/21 – Updated convention dates on website and updated FRRS 2021 calendar to be 9/17-19 per email from Kerry Cochran.

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- 5/21/21 – Added a link to our [History Links page](#) suggested by a tutor for her student. The tutor told me our website has been a very useful resource for her work during the remote studies work caused by the COVID-19 pandemic.
- 5/26/21 – Added reopening poster to home page.
- 5/27/21 – Posted “TRACK WORK IN PROGRESS” notice in Latest Museum News Column based on an email from Greg Elems and his April report.
- 5/27/21 – Created [Around the Museum 2021 Gallery](#)
- 5/28/21 – Added more photos from Greg Elems to [Around the Museum 2021 Gallery](#)
- 5/30/21 – Added one more photo from David Hutton to [Around the Museum 2021 Gallery](#)
- 6/2/21 – Posted WP\_Mile\_Post\_System.pdf on [Modeling page](#).
- 6/2/21 – Posted Industries on WP ONLY in CA-NV-UT on [H/A home page](#).