

To: FRRS Board of Directors
From: Paul Finnegan, Webmaster
Re: Museum Web Page
Date: January 5, 2021

First Use of mailtrain Tool

Working with Kerry Cochran and Eugene Vicknair, Kenneth Finnegan and I set up a new email tool for the society. It is called *mailtrain*. It allows bulk emails to be sent to a list of subscribers to share information about the museum and the society. When people use the online [Join/Renew tool](#), there is a checkbox to request information about the FRRS by email. We have collected 116 email addresses from members who want informational emails that I used to populate a new “WPRM News” email list. I also manually added the nine board members to the list.

In each email, there is an “unsubscribe” option that the recipient can use to be automatically be removed from the distribution list. In addition to sending the emails, *mailtrain* reports if people unsubscribe, how many people actually open the email and how many actually click any links in the email.

After receiving permission from Kerry Cochran, on Monday, January 4, 2021, I used the new tool as a proof-of-concept exercise to send our approved “2021 Closure Notice” to 125 email addresses.

As part of the project, I created a [subscribe](#) tool that we can add to the website if we want that would allow members of the public to also join the “WPRM News” list. We can use this tool at no cost to the society. In the future, we can create additional lists to target other interests and needs.

2021

At the end of December and the first couple of days of January, I completed setting up the website for 2021. After discussions with Kerry Cochran and Greg Elems, we decided not to post the tentative FRRS Calendar for 2021 since the future is so uncertain. I replaced all the places on the website that normally link to the current year’s calendar with a link to the approved [2021 Closure Notice](#). The 2021 Train Crew Signup page shows a message that the 2021 Train Schedule is TBD. The [2021 Crew Training Signup](#) page shows the tentative crew training dates, but encourages members to use the same [on-line training approach](#) we used last year.

2020 FRRS/WPRM teespring.com

The FRRS/WPRM has a storefront at teespring.com that offers FRRS/WPRM themed products like coffee mugs, t-shirts and sweatshirts. The link to the storefront is at the bottom of the Latest Museum News Column on the society's home webpage. In 2020 we made \$160.88 profit on sales that has been credited to our PayPal account on 1/5/21 to be deposited into the FRRS General Fund.

General Items

- 12/9/20 – Posted approved minutes for September 2020 and October 2020 to [Minutes & Reports web page](#).
- 12/11/20 – Posted December Preliminary Agenda for Board Meeting to [Minutes & Reports web page](#).
- 12/11/20 – Posted notice of 2021 Election Nominations open 1/1/21 ~ 1/31/21 in Latest Museum News column with link to [information page](#).
- 12/12/20 – Posted material for December Board Meeting to [Minutes & Reports web page](#).

- 12/13/20 – Posted PM0025_Nomination_and_Elections_R-9_201206.pdf to [FRRS/WPRM Policies we bpage](#) from Kerry Cochran.
- 12/13/20 – Posted November Approved Board Minutes to [Minutes & Reports web page](#).
- 12/13/20 – Posted December Preliminary Minutes for December Board Meeting on to [Minutes & Reports web page](#).
- 12/20/20 – Created and posted 2021 FRRS Calendar, 2021 Election, 2021 Pumpkin Trains and Santa Trains web pages.
- 12/21/20 – Made correction in posted Election Report from December FRSR Board Meeting.
- 12/21/20 – Posted and removed the FRRS 2021 Calendar – pending new instructions from board.
- 12/21/20 – Updated [List of Other Magazines WP Modeling Articles](#) for Kerry Cochran.
- 1/1/21 – Major updates to setup website for 2021.
- 1/1/21 – Posted new “From the Archives” article, [May I have your attention please?](#) - Mileposts July 1951.