

COVID-19 Mitigation Efforts

1. Establish COVID-19 guidelines for when museum opens
See DeYoung Museum as example: <https://deyoung.famsf.org/covid-updates>
2. Create series of social media posts for guidelines and what to expect upon visit
 - Utilize social media channels on WPRM and graeagle.com
 - Send through email of WPRM members and associated lists
3. Ensure safety, limit attendance to 30% and utilize prepaid online system for admissions and designated times (2-hour) increment visits. This ensures capacity will not exceed the set limit or overwhelm FRRS volunteers.

Establish a disclosure:

The museum reserves the right to deny entry, refuse service to, or revoke the admission of any visitor who does not comply with these safety guidelines.

Marketing Efforts

1. To maintain the 30% admission and not to over promote the museum, advertising costs should be a minimum. Meaning, do not allocate money toward media buys outside social media posts and leveraging the WPRM Facebook page and email list.
2. Redirect adverting efforts toward RAL
 - Establish COVID requirements for RAL
 - Create language in support of COVID mitigation to ensure guests that safety protocols are in place.
3. The RAL program allows for the greatest return in investment as it's the most cost-effective product that WPRM can offer guests while adhering to COVID mitigation guidelines.
 - Suggested media buy Facebook Digital Ads
 - Adverting cost - TBD
 - FREE banner ad on graeagle.com
 - FREE news stories & social media on graeagle.com

4. Promote RAL through WPRM email marketing lists

5. Create WPRM Instagram Account
 - @ Western Pacific Lives
 - Populate with content
 - Add icon to WPRM website

6. Evaluate current advertising
 - What has been renewed?
 - RV & Map ads?

7. Videos. Plan for video creation later in summer.