

To: FRRS Board of Directors
From: Paul Finnegan, Webmaster
Re: Museum Web Page
Date: October 10, 2017

“Charles O Sweetwood” Rededication

I created several new news and galleries pages related to the “Charles o Sweetwood” Rededication event on September 9th:

- [Photos & Information from "Charles O. Sweetwood" Centennial Rededication September 9th, 2017](#)
- [Rededication Photo Gallery](#)
- [Rededication Ceremony video](#)
- [WP 106, “Charles O. Sweetwood” history gallery](#)

Pumpkin Patch Express

After the rededication took place on September 9th, the Pumpkin Patch Express poster took center stage on the home page. I updated the material for the [Pumpkin Patch Express](#) page after it was decided to run night trains on the Saturday nights. I added the radio spot on 9/26/17. I have included a report that shows how many users have looked at the Pumpkin Patch Express web page by date at the end of this report. I will update it for next month’s meeting to show total web traffic for the event.

News & Gallery Items

I created a news item about the [UK TV Film Crew visit](#) to the museum on September 16th to film the SPMW 280 in action. Greg Elems provided some outstanding photos with captions for the news item. I published a video from Michael Clawson of the [SPMW 208 Pulling Out of the Station](#) on the [WPRM Photo & Video Gallery](#) page.

I continued to make updates to the [2017 Track Work news item](#) as I received them.

Collection Pages

I created the [WPMW 71](#), aka “The Weed Burner”, collection page. I posted a color slide from Frank Brehm of it melting snow in the Portola Yard in 1966. I need information about the WPMW 71 to now flesh out the page.

As a side effect of the UK TV film crew’s visit to the museum, attention was focused on the SPMW 208. Eugene Vicknair did additional research for the project so I used it to enhance the [SPMW 208 Collection Page](#).

Western Pacific HEADLIGHT Master Index

Peter Arnold and I are continuing to make progress on the [Western Pacific Headlight Master Index](#) web page. Peter sent me another update September 22nd. We now have issues 5 to 49 indexed with 467 topics and 2,052 index entries.

Historical/Archive Department Page

A link to a newly scanned resource, ALL-TIME CAR ROSTER (NORTHERN ELECTRIC RY. SACRAMENTO NORTHER RR. OAKLAND, ANTIOCH & EASTERN RY. SAN FRANCISCO SACRAMENTO RR. SACRAMENTO NORTHERN RY.) COMPILED BY GARTH G. GROFF was added the [Historical/Archive Department](#) home page near the bottom.

A link was added to a newly scanned WP Locomotive Roster from 1938 on the same page.

Hostmonster / Technical Items

I discovered on 9/13/17 that there was a problem at Hostmonster with the sub-domains for our website. Sub-domains allow us to create URLs like *Sweetwood.WPlives.org* or *pumpkin.wplives.org* to make it easier for users to find specific web pages. Eugene Vicknair likes this type of address for advertisements. After working on the issue for several hours, I opened a ticket with Hostmonster. Following up the next day after it was escalated to second level support, we were able to resolve the problem and it now works properly. I have proposed a couple alternatives to Eugene that we may want to use in the future rather than a sub-domain. The alternatives suggested are completely under the webmaster's control and not dependent on the DNS system at Hostmonster (which is what was really broken in this case.)

Our service with Hostmonster for *wplives.org* will auto-renew on November 27th. I had earlier suggested we consider finding a new service provider early in 2018. The service and support issues we were experiencing have seemed to have been resolved to my satisfaction, so I no longer see a pressing need to find a new provider at this time.

General Items

- 9/5~11/17 Posted reports for the September BOD Meeting as they became available to [Minutes & Reports](#) web page.
- 9/13/17 Posted Approved August BOD Meeting Minutes to [Minutes & Reports](#) web page.
- 9/18/17 Posted Preliminary September BOD Meeting Minutes to [Minutes & Reports](#) web page.
- 9/21/17 Released new [Boy Scout RR Merit Badge page](#) under the Museum pull-down menu.
- 9/21/17 Updated and posted FRRS Calendar and put a notice in the *Latest Museum News* about change in October Board Meeting time change to 11:00.
- 9/22/17 Eugene Vicknair sent me an email that flatcar WPMW 8522 was still listed on the [flatcar web page](#) as part of our collection. It was traded to Rio Vista in 2003. I updated the page and opened web ticket 2017-0063 to check status of other equipment in that trade.
- 9/24/17 I added a new web page "[FRRS Org Chart](#)" to the About Us pull-down menu. It shows the current FRRS Organization chart and if a position is clicked it displays the name and photo of the person(s) in that position if available.
- 9/25/17 Posted corrected preliminary minutes from Eugene Vicknair for the September Board Meeting
- 9/25/17 Added Silver Sponsorship for Trains and Travel International to web site.
- 9/26/17 Re-instated the Cheeseburger Restaurant Silver sponsorship.
- 9/30/17 Updated Museum Hours to be Thursday ~ Sunday for October.
- 9/30/17 Added the *Light the Fire!* event menu from Eugene Vicknair to the Latest Museum News box.
- 10/3/17 Ethan Doty sent me an email pointing out the Pumpkin Train dates on the [RAL page](#) were still the original dates. He also requested a note be added to the [Visit Us](#) web page stating that train rides were only in the summer. Both issues were addressed immediately.
- 10/4/17 Received email from Eugene Vicknair with the speaker information for the *Light the Fire!* fund raiser dinner. Added it to *Latest Museum News* boxes on web site.
- 10/10/17 Posted Preliminary October BOD Meeting Agenda to [Minutes & Reports](#) web page.

Pages

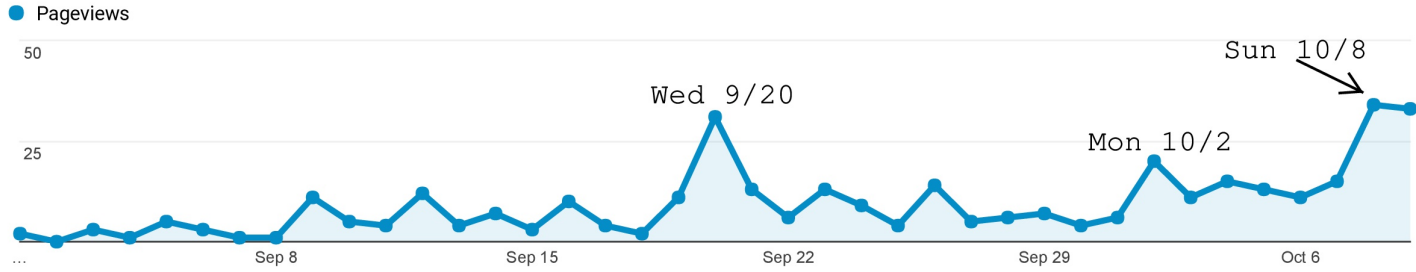
ALL » PAGE TITLE: Pumpkin Trains 2017

Sep 1, 2017 - Oct 9, 2017

All Users
2.44% Pageviews

Explorer

Pageviews of Pumpkin Trains 2017 web page 9/1/17 ~ 10/9/17



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	359 % of Total: 2.44% (14,689)	325 % of Total: 2.80% (11,606)	00:02:35 Avg for View: 00:01:25 (82.48%)	128 % of Total: 2.36% (5,433)	72.66% Avg for View: 57.46% (26.44%)	60.17% Avg for View: 36.99% (62.67%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /news_items/m_pumpkin_trains_2017.html	204 (56.82%)	187 (57.54%)	00:02:48	80 (62.50%)	76.25%	68.63%	\$0.00 (0.00%)
2. /news_items/pumpkin_trains_2017.html	98 (27.30%)	91 (28.00%)	00:01:55	12 (9.38%)	75.00%	44.90%	\$0.00 (0.00%)
3. /	44 (12.26%)	38 (11.69%)	00:03:39	34 (26.56%)	64.71%	63.64%	\$0.00 (0.00%)
4. /news_items/d_pumpkin_trains_2017.html	7 (1.95%)	6 (1.85%)	00:05:15	0 (0.00%)	0.00%	28.57%	\$0.00 (0.00%)
5. /news_items/m_pumpkin_trains_2017_debug.html	3 (0.84%)	2 (0.62%)	00:00:54	1 (0.78%)	100.00%	66.67%	\$0.00 (0.00%)
6. /news_items/pumpkin_trains_2017_debug.html	3 (0.84%)	1 (0.31%)	00:00:16	1 (0.78%)	0.00%	0.00%	\$0.00 (0.00%)

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