To: FRRS Board of Directors
From: Paul Finnegan, Webmaster
Re: Museum Web Page
Date: August 7, 2018

RR Days

I have created the [2018 RR Days news item web page](#) and have links to it from the home and news archive web pages. I have very limited information about this year's event. I will add additional information as it is made available to me.

Audio Tour Project

After watching visitors at the museum using the audio tour and in discussions with my focus group, it became clear the URLs were challenging for users to enter in their mobile devices. So I have created a new sub-domain that will be easier for the users to use, the audio tour can now be reached by the simple URL [tour.wplives.org](#) in a web browser. I added support for directly accessing a particular page in the tour by adding /<unit> to the URL, e.g. [tour.wplives.org/wp501](#). Additionally I made the entire URL case insensitive and removed any underscores from the page names.

Eugene Vicknair reports he has the UV resistant material in hand to make the signs to place on the equipment. The signs will have a QR code that mobile device users can scan to load the page and the new short URLs as text if a user cannot read the QR code. We have been polishing the draft documents for the signs and a visitor insert to be available in the Museum Store.

RAL Video

Lew Barnard and Don Nelson have stepped up to help create a new RAL promotional video for the museum. Earlier this spring they blocked out the story line and began recording associated video footage. We were all at the museum on Friday July 13th for a video shoot. A group of visitors graciously agreed to participate in the project and will be the stars in the new video.

Lew reports he currently has the clips shot on the Canon in storyboard mode. This makes it easier to rearrange clips before he starts editing. The GoPro shots will be done next. He has set a target of Labor Day for having a first cut done. Don is continuing to polish the script for the narration and preparing to shoot/record the introduction and closing scenes.

SSL and WPLives.org

As I reported last month, browsers are now reporting non-SSL websites as not secure and that may frighten visitors away. Hostmonster launched their new "Free" SSL certificate program for their website customers. I evaluated the information and attempted to install the free SSL certificate for our website. Not surprisingly, it did not install. I contacted Hostmonster technical support and they informed me our account was not eligible for the free SSL program. The technician did not share *why* we were not eligible. They suggested we move the account to their parent company Bluehost that has a program that would apply. I did additional research and believe I now understand why we did not qualify for the free SSL. (I also concluded that the free program would not have met all of our needs anyway.)

I contacted Eugene Vicknair with a couple of options on how to proceed and he decided to do the most straightforward option. Eugene added the "Positive Wildcard SLL" feature to our existing Hostmonster account. Eugene added the feature at noon on 7/25/18. After it became active, I had to add a few lines of code to the ~/public_html/.htaccess file to properly activate the certificate. In testing the new secure website, I found some issues and fixed all known issues.   By 5 PM on 7/25/18 all the known issues were resolved.

To the best of my knowledge, all of the website is now operating properly and is secure. The warning messages that had been shown on some of our CGI scripts are now gone and all pages' address bars start https://www.wplive.org as expected.

WPRM Coffee Mug

On July 17th, my son Kenneth, showed me a vendor he is using to promote some activities he is doing by creating custom T-shirts and things that can be ordered online. The basic idea is he creates the artwork and using the online tools provided by the vendor; he creates mugs, T-shirts, sweatshirts, etc. Then he publishes the URL for his products. The vendor collects the online orders for the products and when the order window closes, if there are orders, they produce, package and ship the products directly to the customer. There is no cost or risk to Kenneth. If there are no orders, the item just disappears. The process is the order window opens, people order things, the window closes and customers should expect to receive the merchandise 10-14 days after the window closes.

As a proof-of-concept, I created a WPRM coffee mug. I set it to "retail" for $10, the cost is $8, so there is $2 profit for the FRRS. The profits collect until we request a credit (it can go to a PayPal account or some other options.) If nothing is ordered, there is no cost or obligation to the FRRS. The proof-of-concept WPRM Coffee Mug was available for two weeks. I sent an email with the link to people I thought might be interested and had a link in the *Latest Museum News* column on the society's home page.

During the offering, twelve mugs were ordered by seven different people. This resulted in $24 profit which I have requested be sent to the society's Pay-Pal account. I received my mug in good order and am satisfied with the quality and service provided by the vendor.

I will leave it to the board's discretion if we want to pursue this project further.

General Items

7/9/18   –   Posted photos from Greg Elems. One to home page cover gallery and one to the Around the Museum 2018 gallery.

7/10/18   –   Posted Cable Car Menu cover to Western Pacific Advertising & Marketing Examples web page.

7/11/18   –   Posted July Preliminary Agenda to Minutes & Reports web page.

7/11/18   –   Sent Kerry Cochran a prototype Museum Safety web page for review and discussion.

7/14/18   –   Updated Staff web page for new directors.

7/16/18   –   Posted approved June Board Minutes.

7/22/18   –   Created RR Days 2018 web news page.

7/23/18   –   Posted two charter trains (8/2 & 9/30) on Extra Board, sent out calling all crews email.

7/25/18   –   Added sepia tone photo of WP 165 to Cover Photo Gallery from Greg Elems.

7/25/18   –   Changed site to use SLL (https:// vs. http://)

8/1/18   –   Added link to RR Days news item to home page

8/1/18   –   Requested $24 payout for WPRM Coffee Mug project to our PayPal account.

8/1/18   –   Posted two photos of Explorers' Guild visit to the Around the Museum 2018 gallery.