



Board of Directors Meeting
August 17th 12noon
NebraskaLand National Bank, 2nd floor Conference Room

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| 1. Call to order | Dan Blank |
| 2. Roll call & Introductions | Dan Blank |
| 3. Approval of minutes | Jennifer Priest |
| 4. Executive Director Report and Questions | Kirsten Parker |
| 5. Committee Reports | |

Committee Reports and Updates

1. Finance Committee-Chair: Ty Lucas
 2. Education Committee-Chair: Bonnie Kruse, Dan Blank
No Report
 3. Marketing Committee Chair: Lisa Burke
 - a. USA Top 10 Voting
 - b. Starting 2018 Marketing Plan
 4. Growth Committee-Chair: Tim Malmkar
 - a. Front Drive-Completed
 - i. Guynan Handcar
 - b. Sprinkler System
 - c. Playground/Growth Project
 5. Community Engagement Committee-Chair: Jennifer Priest
 - a. North Platte Rail Days, Sept 15-17th
 - b. Whistle Stop (Aug 4th)
 - c. Pumpkin Patch (Open Sept 29th)
 - d. Eclipse (Aug 21st)
6. 2017-2018 Discussion
- a. Meeting date/time: 3rd Thursday of the month, 12noon at NLNB
 - b. Committee Structure
 - c. Board Orientation Proposed Date: Tuesday, August 29th, 12:30pm
7. Presidential Comments
8. Adjourn ~ Next meeting TBA
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July Snapshot

	2016	2017	Change
Admissions	5984	6211	+227
Ticket Price Per Person	5.41	5.44	+0.03
Gift Shop Sale per Person	5.82	5.38	-0.44

Bus Tours: 8

Private Events: 2

Highlights since last board meeting

- North Platte Rail Days: Sponsorships and Planning continues. Next meeting is Aug 23rd, 2pm at the Chamber.
- NE150 Whistle Stop: Approx 375 attended. Due to wind, we were unable to do photo booth. However, we did have Lil Spike, handed out whistles and outdated T-shirts.
- USA Today's Top 10 nomination for Nebraska Attraction. Voting is through August 28th.
- Doing a lot of training, evaluation and spending time in Gift Shop. Staff did not meet the bonus for July. New bonus for August, \$1 per person, per hour worked in July and they get to each throw a pie in my face at the Volunteer picnic in September. Seems to be a motivator, they are already up 26 cents per person from last year.
- Scheduling continues to be a struggle. With an increase in attendance, our guest services spend less time with the guests. This reflects in the gift shop sales. Not enough to justify another person but something to monitor if attendance continues to grow.
- Working with CPA firm to get Audit questions answered. This has been a long and unproductive process.
- Directors and Officer Liability Insurance is completed and turned in.
- North Platte Rail Days is included in our insurance. No extra rider is needed.
- Started Pumpkin Patch team meetings. Opening September 29th. Need to discuss with board the future of this project.
- UP Grant calendar has moved to April of 2018.
- Notified the newspaper of the new meeting time/date
- Preparing for Eclipse. Extra staff, back up for internet
- News Displays pick up for JC Penneys, they really clean up the kids area nicely. Added so much more effective display space.
- Photo shoot with Visitor's Bureau. Got a couple new updated shots for marketing.
- Introduced Dan to Jim Hawks. Let Jim know we would like time in front of city council this fall. He agreed and will let us know. We will continue to follow up.
- Equitable Bank account, all paperwork in. Transfer for the \$20,000 is completed.
- Troy Ericson completed the front entry. Looks so nice. Need to add some solar lights around boulders. He did a great job using what we had.