



Board of Directors Meeting  
Friday, December 15th, 2017  
8:00am at the Golden Spike Tower

1. Call to order Dan Blank, President
  2. Roll call & Introductions Dan Blank, President
  3. Approval of minutes Jennifer Priest, Secretary
  4. Executive Director Report and Questions Kirsten Parker
    - a. Upcoming Dates to know:
      - i. December 19<sup>th</sup> Christmas Party (at the Neville Center)
      - ii. December 24<sup>th</sup> Closing at 2pm
      - iii. December 25<sup>th</sup> Closed
      - iv. January 1<sup>st</sup> Closed
  5. Committee Reports
    - a. Finance Committee-Chair: Ty Lucas
      - a. November Finances
      - b. Budget Discussion
      - c. Book Keeping RFP Update
      - d. Audit
    - b. Operations Committee
      - i. Open Position on the Board
      - ii. City Council Presentation
      - iii. Long Range Planning Session
        1. Terms
        2. Exec Board
    - c. Growth Committee (Site, Marketing, Attendance, Events)
      - i. North Platte Rail Days
      - ii. Museum Store Sunday Recap
      - iii. Land
      - iv. 1<sup>st</sup> Quarter Free Passes
    - d. Education Committee
  6. Presidential Comments
  7. Adjourn ~ Next meeting 3<sup>rd</sup> Friday of the month, January 19th, 8am at the Spike
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|               | 2016 | 2017 |       |
|---------------|------|------|-------|
| Admission     | 1748 | 1931 | +183  |
| Avg Ticket    | 5.54 | 5.36 | -0.18 |
| Avg Gift Shop | 8.06 | 6.11 | -1.95 |
| Pumpkin Patch | 3662 | 1776 | -1886 |

10 Tours  
2 Private Events

- Working on finalizing the Pumpkin Patch numbers. We had many bad weather days and we imagine to make ½ of what we did last year in attendance and pumpkins. This is the final year with Dusty Trails and Prairie Fire Team. Need to determine ideas for next year.
- Worked with RJ Meyer to finalize the audit. Should be receiving the journal entries soon. There was additional work done this year, so we will have extra hour charges.
- Submitted reimbursement for NE Travel Conference and All-in-One.
- Accounting RFP, sent, received and setting up interviews following board meeting with the top 3 candidates, as selected by Finance Meeting. (Moore & Hawks, McPherron Skiles & Loop, Brubaker)
- City Council Meeting, November 21<sup>st</sup>, prepping. Met with Dan to prepare. To include, Income, Expenses, Attendance, Past Goal Evaluation, future tentative goals, large scale projects.
- Annual State Elevator inspection. All is good. Need to continue the monthly inspections.
- Attended VFR Training with Public Schools in Lincoln. Next step: create a 20 minute virtual tour on the Golden Spike Tower and World's Largest Rail Yard. Expect 10-12 tours in the first year. Goal to have tour ready in Qtr 1 of 2018.
- Audit completed. Packets in hand. Distributed to Treasurer. Taxes have been filed, as per Bob Meyer.
- Research and preparing of 4<sup>th</sup> annual Holidays Around the World.
- Wrap up meeting with North Platte Rail Days, Will start meetings in January. Jennifer and Kirsten will start sponsorship recruitment in November.
- Worked with Finance Committee to prepare a proposed 2018 budget. To vote on in December.



- Annual State Fire Sprinkler check-up. They feel VERY confident with the new pump and feel all issues have been fixed. They will be removing the temporary heaters from when the system was turned off.
- Wrapping up and cleaning up after Pumpkin Patch and setting up and preparing for Holidays
- Prepared, ordered and checking in Holiday inventory needs.
- Sponsoring Festival of Trees-create train tree at CUAC. (Decorated a tree)
- Sponsoring a room at Christmas at the Cody's. The nursery. (Decorate a room & assist with some manpower)
- Sponsoring the depot and Caboose at the Musuem (decorating and providing a commercial)
- Prepping for Museum Store Sunday. Press Release, Booked Live Broadcast with KX104, Santa, cookies, Cocoa, Gift Shop Sales focused with BOGO, Free Admission, this will kick off our Holidays Around the World