

Golden Spike Tower

Board of Directors Meeting

January 20, 2017

Present: Dan Blank, Lisa Burke, Ty Lucas, Tim Malmkar, Jim Nisley, Jennifer Priest,  
Dalene Skates

Staff present: Kirsten Parker

Skates called meeting to order at 8:19 AM

M/ Lucas Approve minutes with revisions. Priest will make revisions and send minutes to Parker.

2<sup>nd</sup>/ Nisley

Motion carried

### **Executive Director Report**

Parker presented the year end attendance and gift shop figures.

Discussion was held regarding evaluation of the goals of the BOD.

Top 5 goals were identified as:

- \*Master Site Plan

- a. Develop meeting space

- \* Increase attendance (5% growth in 2017)

- \* Improve Education Tours

- \*Improve access to Cody Park train display by developing an incentive for guests to visit Cody park and/or an exhibit at GST promoting the train display.

- \* Improve Community Engagement

- a. Continue public relations efforts

- b. Continue budget/financial information sharing with public

## **Committee Reports**

Committees were selected

Finance Committee – Ty Lucas (chair)

Growth Committee – Dalene Skates (chair)

Tim Malmkar

Community Engagement Committee – Jennifer Priest

Lisa Burke

Kathy Swain

Dalene Skates

Jim Nisley

By-Laws Committee – Dalene Skates

Bonnie Kruse

Kathy Swain

Education Committee – Bonnie Kruse (chair)

Dan Blank

Discussion was held on by-laws. The committee is in the process of reviewing the by-laws. The committee will notify the BOD when they are ready for board assistance/review. Burke offered to help the committee.

Burke will work on a letter campaign to generate sponsorships for NPRD. Priest and Parker will send talking points for the letter.

## **Whistle Stop**

Parker shared information about the event. It is August 3-5. She is assembling a committee to produce the event. It will be a pep rally/welcome event. There was discussion of the Chamber Hostess' and Ambassador's assisting.

## **Eclipse**

Discussion of eclipse events was held. Parker will do an evening event on either Friday or Saturday prior to the eclipse.

## **Finance Committee**

Lucas shared that the financial reports reflect \$1,294.00 profit for 2016.

There was discussion regarding additional line items for special events.

M/ Blank Approve financial report

2<sup>nd</sup>/ Malmkar

Motion carried

There was discussion regarding open board positions. Names of potential board members were presented. Parker will send an application and letter of explanation of duties to potential board members. She will send those prior to the February board meeting. Applications will be reviewed at that time.

The current by-laws state BOD meetings will be held on the 3<sup>rd</sup> Thursday of each month. Parker will confirm that with her contact at USDA and report to Skates the result of that research.

Meeting adjourned 9:48 AM.

Respectfully submitted,

Jennifer Priest, Secretary