

Golden Spike Tower

Board of Directors Meeting

April 17, 2017 – North Platte Area Chamber boardroom

Present: Lisa Burke, Ty Lucas, Tim Malmkar, Jennifer Priest, Dalene Skates, Kathy Swain, Jennifer Priest

Staff Present: Kirsten Parker

Skates called meeting to order 12:00pm

M/ Swain Approve minutes with revisions.

2<sup>nd</sup>/ Lucas

Motion carried

### **Executive Director Report**

Parker discussed the grant from the NP/Lincoln County Visitor's Bureau. NPRR was awarded \$7,000.00 for marketing to be used for social media marketing.

The RFP process was discussed.

Parker reported the media tour went very well. GST provided lunch for the travel writers and there was a positive response.

Parker demonstrated the portal access and log in procedure. Board documents will be available on the portal prior to board meetings.

### **Finance Committee**

Lucas shared the financial reports. Indicated the net income is slightly under budget.

Parker is going to address the accounting issue relating to the employee portion of the health insurance deduction.

The insurance RFPs were discussed. Malmkar reported on the insurance proposals.

M/ Lucas Finance committee makes a recommendation to approve Hub International for insurance coverage. The proposal is \$13,618.00 per year. The recommendation is also for Skates and Parker to sign documents needed to for the change in insurance carriers.

2<sup>nd</sup>/ Swain

Motion carried.

The “curb appeal project” was discussed. This includes moving the hand cars to the entrance of the property and other landscaping in that area.

The finance committee recommends the funding for that project (\$3,500.00) come from the building fund.

M/ Priest Move forward with the “curb appeal project” using \$3,500.00 from the building fund.

2<sup>nd</sup> Swain

Motion carried

The sprinkler/ seeding project will be postponed until fall 2017.

M/ Malmkar approve the finance report

2<sup>nd</sup>/ Swain

Motion carried

### **Growth Committee**

The playground project was discussed. The featured piece of equipment would be train themed, the other pieces would be generic and added at later dates. The ground prep includes a concrete pad and rubber mats or rubber mulch.

Parker will contact the Nebraska Tourism office to research the impact a playground may have on the GST attendance/gift shop.

Funding was discussed for the playground project. Using reserve funds, grant funding and fundraising were all suggested.

Skates commended Parker for developing and maintaining a positive relationship with USDA. Skates also expressed appreciation for Parker’s transparency with the community and building trust.

## **Education Committee**

The committee did a walk- through of the GST and continues to work on the virtual tours.

## **Marketing Committee**

Burke reported that Parker presented the 2017 marketing plan. The marketing budget is \$108,000.00.

Parker will apply for the Nebraska Tourism grant for marketing dollars.

The marketing budget for NPRD was discussed. The budget is \$10,000.00.

## **Community Engagement**

Priest reported that Giving Day is May 3. Members of the BOD are encouraged to make contributions. Funds collected will be ear marked for "grounds development".

Community Day is May 7. NebraskaLand National Bank will be grilling from 11am – 1pm. Ice cream will be served at 3pm. The gift shop will have special sales. Crafts, a scavenger hunt and coloring will all be offered. Skates presented a sign- up sheet for BOD to volunteer at Community Day. Volunteers are greatly appreciated. Skates indicated she will be "encouraging" board members to sign up!

NPRD - September 15 -17. Committee met 4/13/17. Schedule of events, vendors and sub committees were discussed.

Skates reported on the Board of Director's Boot camp.

M/ Priest adjourn meeting.

Meeting adjourned at 1:30pm.

