

Golden Spike Tower

Board of Directors Meeting

June 19, 2017

Present: Dan Blank, Lisa Burke, Bonnie Kruse, Tim Malmkar, Jim Nisley, Jennifer Priest, Kathy Swain, Dalene Skates. Natalie Furrow – USDA

Staff Present: Kirsten Parker

Skates called meeting to order at 12:02pm

M/ Kruse Approve May minutes as present

2nd/ Blank

Motion carried

Executive Director Report

Parker reported admissions were increased by 34 guests in May 2017 vs. May 2016. The gift shop has decreased by .54 per guest from 2016. Parker has planned for focused training of the staff in the gift shop.

Hansen Heating & Air is assisting with a venting issue that is causing an odor in the entry of the facility. Parker will keep BOD informed on that progress.

Jim Hawks has indicated the GST would be included in a city council work session this summer.

The new storage unit is secured and is helping with the challenges of limited storage on the building.

The audit process will begin on June 27, 2017.

Finance Committee

Lucas shared in finance committee minutes his concern regarding the decrease in occupancy tax receipts. He (in his absence) requested the BOD to adjust the budget to reflect that loss of revenue. Parker has done well in minimizing expense, however, \$20,000 will need to be cut from the budget.

M/ Malmkar Approve a \$20,000 budget adjustment to include postponement if the following: in town signage, replacement of the web cam, and photo/video shoot.

2nd/ Kruse

Motion carried

Education Committee

No meeting held in May

Marketing Committee

Burke reported the GST was awarded \$13,820.00 for the "Through My Eyes" promotion. This includes funding for video production, several magazine ads and social media promotion for the 2018 season.

Growth Committee

Malmkar & Parker reported the handcar move to the drive way entry is still planned. The sprinkler project is on target for late summer/early fall.

BOD discussed the playground addition. Priest shared that she had asked for input from hotel front line staff regarding the need for the playground, received no response. Burke and Parker will ask for assistance from that group.

Community Engagement

Priest reported on Community Day. \$648.00 spent on operations and \$1,200.00 spent on marketing. The marketing includes two radio remotes that can be used at a later day. (NPRD)

Parker and Priest met to discuss potential sponsorship partners for North Platte Rail Days. Sponsorship letters will be sent by June 30 and followed up with personal contact. NebraskaLand National Bank will be the Kid Zone sponsor for the event.

Nominating Committee

Swain reported there are three BOD applications to consider. The openings on the BOD need to be filled with members who reside outside of city limits.

Skates called for a vote approve Mike Steele as a board member.

Vote was unanimous to approve.

Skates called for a vote to approve Anna Stacy as a board member.

Vote was unanimous to approve.

Skates stated Lucas has agreed to serve as BOD Treasurer for the 2017-2018 term.

Priest has agreed to serve as BOD secretary for the 2017-2018 term.

M/ Swain Nominate Dan Blank as Chair of BOD.

2nd/ Skates

Motion carried

BOD extended thanks to Jeanie Gilbert and Scott Odle for their service to the GST.

Their terms are ending.

Skates shared she would be resigning from the BOD. Board members thanked her for her dedication and service to the GST.

All outgoing board members will receive a brick in the brick pavilion at the GST and a certificate of appreciation.

M/ Priest adjourn meeting 1:25pm

Respectfully submitted,

Jennifer Priest/Secreatry