

Golden Spike Tower

Board of Directors Meeting

July 17, 2017 – North Platte Area Chamber boardroom

Present: Lisa Burke, Dan Blank, Ty Lucas, Tim Malmkar, Jennifer Priest, Anna Stacey, Mike Steele, Natalie Furrow – USDA

Staff present: Kirsten Parker, Sydney Hansen, Kim Wood

Blank called meeting to order at 12:01pm and welcomed new board members Stacey and Steele.

M/ Lucas Approve minutes as presented

2nd/ Malmkar

Motion carried

Executive Director Report

Parker discussed the new log in/password for the Portal documents. BOD all agree the Portal is very helpful in retrieving/storing documents.

The Zuckerberg visit was discussed. The social media attention created by the visit was monumental.

CMT Hot 20 Countdown taped their broadcast in North Platte. The GST was one of the locations used for the shoot. This generated a lot of attention for the attraction as well.

There was an increase of 408 guests over June of 2016.

Finance Committee

Lucas reported the cash position is a concern due to decreased cash flow compared to 2016. There have been some expenditures paid early in 2017 ie rack card distribution. The occupancy tax income is significantly decreased from 2016.

Lucas shared that it is important for NPRD to meet expectations/goals.

Admissions growth is the biggest we've seen. Parker has done a great job with managing expenses. There will be an increase of occupancy tax related to the Eclipse due to the higher hotel room rates for the event.

Discussion was held regarding raising the senior admission age threshold. Parker is suggesting using 62 years of age rather than 55 to qualify for the senior admission ticket price. She will make that change on August 1, 2017.

The audit is in process.

Several ideas were discussed regarding appearing before City Council. Blank and Parker are meeting with Jim Hawkes this week and will share with him the BOD request to appear yearly before City Council.

M/ Malmkar Bank account signers are: Dan Blank, Ty Lucas, Jennifer Priest and Kirsten Parker.

2nd/ Lucas

Motion carried.

Education Committee

Blank reported the committee met on 6-28-17. Virtual field trips were discussed. The sessions would be 30 minutes in duration, there would be activities for the students to do during the VFT. The committee will experience a VFT to assist them in planning what is needed for the GST to implement this program.

Marketing Committee

Parker shared the GST was awarded the Trip Advisor Certificate of Excellence for the 2nd year in a row. Great job!!

Growth Committee

The front driveway area, including the moving of the hand car has been slated to begin sooner than expected.

Sprinkler system update is on schedule for next month.

Parker asked BOD to contribute ideas for grant applications. Items discussed were the playground, purchasing the rights to the Canteen video, equipment for virtual reality experience equipment and parking lot upgrade.

Community Engagement Committee

Community Day – Final expenses: Advertising costs - \$2,000.00. Operating Expenses - \$486.64 for a total of \$2,486.64. The budget for the event was \$3,500.00.

NPRD sponsorships were discussed. There are \$5,000 in committed sponsorships and \$20,000 needed.

The Whistle Stop is August 4th. BOD is encouraged to attend and help where needed. This is the UPRR Nebraska 150th anniversary celebration.

The Pumpkin Patch will begin sales/events on September 29, 2017.

Eclipse – August 21, 2017. GST will extend hours for twilight tours.

Meeting dates/times were discussed for 2017/2018.

M/ Steele Regular BOD meeting will be third Thursday at noon. Meeting place will be North Platte Area Chamber board room.

2nd/ Lucas

Motion carried

Finance committee will meet the third Monday of every month at NebraskaLand National Bank.

M/ Lucas Advertise GST BOD monthly meeting.

2nd/ Stacey

Motion carried

Blank discussed the committee structure and indicated it would be more productive if there were fewer committees. Those suggestions/changes will be forthcoming.

Blank indicated a BOD orientation would be helpful for new and current BOD. Everyone present agreed. A date for that will be announced at a later time.

M/ Priest adjourn meeting at 1:25 pm.

Respectfully submitted,

Jennifer Priest, Secretary

