



Board of Directors Meeting  
July 17th ~ 12noon  
Chamber of Commerce Conference Room

1. Call to order Dan Blank
  2. Roll call & Introductions Dan Blank
  3. Approval of minutes Jennifer Priest
  4. Executive Director Report and Questions Kirsten Parker
  5. Committee Reports
    - i. Committee Reports and Updates
      1. Finance Committee-Chair: Ty Lucas
        - a. June Financials
        - b. Mid-Year Review
      2. Education Committee-Chair: Bonnie Kruse, Dan Blank
      3. Marketing Committee Chair: Lisa Burke
        - a. Trip Advisor: Certificate of Excellence for 2017 (2 years in a row)  
(for consistent good reviews)
      4. Growth Committee-Chair: Tim Malmkar
        - a. Front Drive
        - b. Sprinkler System
        - c. Playground/Growth Project
      5. Community Engagement Committee-Chair: Jennifer Priest
        - a. Community Day, May 7<sup>th</sup> Recap (updates)
        - b. North Platte Rail Days, Sept 15-17<sup>th</sup>
        - c. Whistle Stop (Aug 4<sup>th</sup>)
        - d. Pumpkin Patch (Open Sept 29<sup>th</sup>)
        - e. Eclipse (Aug 21<sup>st</sup>)
  6. 2017-2018 Discussion
    - a. Board Meeting Dates
    - b. Committee Structure
    - c. Finance Meeting Dates
    - d. Board Orientation Date (including USDA)
  7. Presidential Comments
  8. Adjourn ~ Next meeting TBA
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## Executive Director Report

June was crazy!!!!!! ☐

	2016	2017	
Guests	4421	4829	+408
Ticket/Person	5.34	5.55	+21
Gift Shop/Person	6.27	5.13	-1.14
Rentals	1	2	

Other highlights/projects worked on:

- North Platte Rail Days: Sponsors, Booking Bus, Logistics.
- Additional training for staff in gift shop and guest services.
- NE150 Express Train: August 4<sup>th</sup>, we will have Spike on-site with a photo booth.
- Audit: Start of audit with RJ Meyer Associates. Should meet deadline of August 1<sup>st</sup>. Working with George to gather information and answer questions.
- Pumpkin Patch: Pumpkins & corn have been planted.
- NLD: We stayed open for twilight tours during NLD. Not huge crowds, but we do notice an increase, plus this allows us to get in the schedule of events.
- We also had Lil Spike in the Kiddie Parade and the NLD Parade with the KNOP TV float. We handed out whistles and pencils. The whistles were noticed...I have received quite a few emails for my mom friends thanking me.
- 844 Steam Engine came thru, we did Facebook Live and had some fun with the arrival.
- Helped out at the NE150 Children's Museum. Got some great kids ideas and have emailed Regan (from NE150) to see what will happen to all the pieces when the exhibit is done. Maybe get in line for some of the exhibits to adapt for here.
- Hot 20 filmed on-site
- Special visits for Congressman Bacon, UP Corporate and Facebook Founder Mark Zuckerberg.
- We had a staff member fall and break her foot (at home) and unable to work. This happened during NLD, so there has been a lot of coverage needed in the gift shop. We hope for her to be back in August.
- Hired Nic Rowley to help us with lawn, weeding, grounds and light maintenance. I was unable to keep up & we had hired Garden Glove, who couldn't keep up either. 20 hours per week through September. 10 hours after that.

June Customer Comments:

	Staff	Experience	Likely to Return	
				if we ever come through here again we will be stopping again. Enjoyed every minute! All staff is super friendly!
6/3/17	10	10	10	
6/3/17	10	10	10	Great experience
6/16/17				The video of the Orphans was shocking and informative. It real eye opener of the childrens plight. Thank you! Just wondered if the location of the orphan train video is permanent or not? I honestly feel it is in a bad location. It is a very emotional video and you have it right next to the elevator. Hard to hear it and very distracting.
6/18/17	8	8	10	
6/24/17	4	1	1	It was kinda boring tbh.
6/27/17	10	10	10	Really, really good
				We Loved it! very unique. Trouble finding it coming from I-80. Better signage maybe? Also, we hoped to see the tower on thenebraska map inset for north platte
6/29/17	10	10	10	
6/26/17	10	10	10	I (heart) trains.