

Golden Spike Tower

Board of Directors Meeting

May 15, 2017 - North Platte Are Chamber boardroom

Present: Bonnie Kruse, Ty Lucas, Jennifer Priest, Jim Nisley, Dalene Skates, Natalie Furrow

Staff Present: Kirsten Parker

Skates called meeting to order 12:10 pm.

M/ Kruse Approve minutes

2nd/ Lucas

Motion carried

Executive Director Report

BOD expressed appreciation to Parker for making documents available on the GST web page portal. Everyone found it easy to use and helpful.

Parker visited with the Nebraska Tourism Director, John Ricks, about the potential addition of a playground at the GST. He suggested hiring a consultant to explore the benefit of that project. Discussion followed. Priest will utilize the Community Engagement committee for input, possibly including tourism partners from the Tourism Advisory Council.

Parker suggested parking lot maintenance be added to the budget on a yearly basis.

There have been several school tours, graduation parties etc. at the GST and they have all gone well.

Parker reported on the Museum Store conference. She attended education sessions on online gift shops, customer service and a buyer/seller panel. There were five other attendees from Nebraska, so there was opportunity for networking as well.

Finance Committee

Lucas shared the financial reports. Occupancy tax income is below what was budgeted. Discussion regarding budget vs occupancy tax followed.

Lucas reported financials are reconciled through the first quarter. He and Parker are both pleased with that progress.

A clean up of AP/AR has been done.

The 2016 audit has been engaged and will begin with the next few months.

The June finance meeting was discussed, it will be June 15 at 12:00pm at NebraskaLand National Bank.

M/ Kruse Approve the financial report

2nd/ Priest

Motion carried

Education Committee

Kruse reported they have not met since the April board meeting.

Parker reported there is Operation Lifesaver training being done at the GST.

Marketing Committee

Parker reported the Nebraska Tourism Grant awards have not been announced yet. She has submitted a \$23,000 request.

The brochure swap is in North Platte May 17, 2017.

Growth Committee

The front drive entry project is expected to be done soon.

The sprinkler project is slated for August completion, with Adam Hazen doing the work.

Community Engagement

Parker reported on North Platte Giving Day. The GST received \$850.00 in pledges.

Community Day was May 7. There were 1,040 guests that spent an average of \$1.88 per person in the gift shop. BOD expressed appreciation for the BOGO promotion in the gift shop. It was successful! Skates and Priest commented on the success of Community Day and interacting with the guests who attended.

North Platte Rail Days – There are two food vendors committed, crafters will be accepted for the event. Yard Tour tickets will be available on June 1. There will be early ticket email blasts going out through Trains Magazine and the GST email list.

M/ Priest Adjourn at 1:10pm.

Respectfully submitted,

Jennifer Priest, Secretary