

Golden Spike Tower

Board of Director's Meeting

December 15, 2017 - Golden Spike Tower and Visitor's Center

Present: Dan Blank, Bonnie Kruse, Tim Malmkar, Jennifer Priest, Anna Stacy, Kathy Swain. Natalie Furrow – USDA

Staff present: Kirsten Parker

Blank called meeting to order at 8:05am.

The presentation to city council was discussed. Blank, Lucas and Parker provided financial, attendance, and goal information to council. Everyone felt it was a successful conversation.

### **Executive Director's Report**

Parker reported the Volunteer Christmas party will be December 19, at 5:30. It will be at the Patty Birge room at the Neville Center. All board members are encouraged to attend.

The GST will be closing at 2:00pm on 12/24 and closed on 12/25 and 1/1. After looking at attendance on previous years it was decided it would be beneficial to be closed on those dates.

The Pumpkin Patch attendance was decreased significantly from 2016. The weather was a big factor in that.

The audit is complete. Comments included the reconciliations were not done in a timely manner. This issue has been rectified.

Parker is addressing discrepancy in payment of taxes. It involves a very small amount.

Parker discussed two grant opportunities from the Nebraska Department of Tourism. These grants could benefit both the attraction and/or North Platte Rail Days. It was decided that Parker would submit both grant applications.

The occupancy tax comparison was discussed.

### **Finance Committee**

The payment to Prairie Fire Softball and Dusty Trails (Pumpkin Patch) will be made very soon.

Museum Store Sunday resulted in admissions increasing and income decreasing. This was due to the gift shop offering BOGO for the day.

McPherson, Skiles & Loop is the CPA firm that will be performing the bookkeeping duties for the GST.

2018 Budget discussion included signage. There is a \$10,000 line item for signage and \$30,000 into the building fund.

M/ Kruse Approve the 2018 budget

2<sup>nd</sup>/ Malmkar

Motion carried

M/ Priest Accept the 2016 audit

2<sup>nd</sup>/ Kruse

Motion carried

### **Operation Committee**

There is an open position on the BOD. Due to USDA requirements, a member that resides outside of city limits is needed.

A planning session will be scheduled to discuss the long range plan for officer succession, term limits and an executive board.

Growth Committee

Discussion was held regarding the use of the former pumpkin patch area.

M/ Malmkar Use the space for a corn maze in 2018

2<sup>nd</sup>/ Kruse

Motion carried

Parker suggested adding restaurants to the first quarter free pass opportunity in addition to hotels. After discussion it was agreed that was a great idea. Parker will move forward with that.

### **Education Committee**

Virtual tours were discussed.

M/ Stacy Approve minutes from November meeting

2<sup>nd</sup>/ Kruse

Motion carried

Next meeting: January 19, 2018 at 8:00 am. Golden Spike Tower and Visitor's Center.