



Board of Directors Meeting  
Friday, January 19, 2018  
8:00am at the Golden Spike Tower

1. Call to order Dan Blank, President
  2. Roll call & Introductions Dan Blank, President
  3. Approval of minutes Jennifer Priest, Secretary
  4. Executive Director Report and Questions Kirsten Parker
  5. Committee Reports
    - a. Finance Committee-Chair: Ty Lucas (*Finances, Grants*)
      - a. 2017 Year End Financial Reports
      - b. Update on Occupancy Tax
      - c. Pumpkin Patch Final Number
      - d. Health Insurance
      - e. NP Rail Days Fundraising Meeting. Tues. Jan 23<sup>rd</sup>, 9am at Bonnie's Office
    - b. Operations Committee (*Personnel, Board, Staffing, Organization Management*)
      - i. Open Position on the Board
      - ii. Theft & Crime Policy Renewed with Rosenberg Insurance
      - iii. Long Range Planning Session?
        1. Officer Terms
        2. Exec Board positions
        3. Committee Assignments (and chairs) for 2018
    - c. Growth Committee (*Marketing, Site, Community Engagement, Education*)
      - i. North Platte Rail Days
        1. Request a Board Member to Oversee Project
      - ii. Marketing
        1. Need to set up meeting to discuss and approve 2018 plan
        2. American Bus Association (ABA)
      - iii. Education Committee
        1. Present a Virtual Field Trip at March Board Meeting
  6. Presidential Comments
    - a. Comment
    - b. Executive Committee
  7. Adjourn ~ Next meeting 3<sup>rd</sup> Friday of the month, February 16th, 8am at the Spike
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## Executive Director Report

	December Snapshot				Year Snapshot		
	2017	2016	+/-		2017	2016	+/-
Admission	504	547 + 104 Open House	-43		34,531	33,535	+996
Ticket per person	\$5.27	\$5.33	-0.06		\$5.27	\$5.35	-0.11
Gift Shop per person	\$7.84	\$7.16	+0.68		\$5.48	\$5.58	-.10
Tours	0	0	0		79	64	+15
Private Parties	0	1	-1		11	7	+4

### Top 5 Departments in Gift Shop

1. Adult T-Shirts
2. Books
3. DVDs
4. Christmas
5. Jewelry

### Top 10 Selling Items for 2017

- |                               |                             |
|-------------------------------|-----------------------------|
| 1. Poster of Bailey Yard      | 6. Mood Rings               |
| 2. Bailey Yard Book Combo     | 7. Orphan Train DVD         |
| 3. Bailey Yard 2 Line T-shirt | 8. We Rode the Orphan Train |
| 4. Bailey Yard 1 Line T-Shirt | 9. Bumper Stickers          |
| 5. Bags of Rocks              | 10. T-Shirt Hat Combos      |

### Finances

Had some technical issues. Sirk Dot helped to get everything straightened out. Very please with MSL. Year to date recon and numbers are done and ready for auditor. Received bill from IRS for late file, submitted to RJ Meyer (as per Bob Meyer's request). Working with George at RJ Meyer to get Year End closed out already. Adding volunteer hours, adjusting the Sales/Use Tax (error was less than \$1,000 and advises to not re-file). Received MMS final bill for \$275, writing letter to ask for waive as reconciliation was only done through August. Working on loading 2018 monthly budget.

### Confirmation with Union Pacific with North Platte Rail Days, Sept 21<sup>st</sup>-23<sup>rd</sup>

- D & N Event Center for Model Train Show, waiting on cost and contract
- UP has Mini Train Requested, Passenger Train & Heritage Units
- UP Meetings starting first week of February
- Meeting with Oasis regarding options for Thomas the Train
- Grant submitted to Nebraska Tourism. Will know by January 31<sup>st</sup>.
- Fundraising committee meeting 1/23/18, 9am at Bonnie's
- Diesel Shop special VIP Tour/Contest approved

Action Items for Committee: Need to set up meeting for beginning of February after UP meeting

Action Items for Committee: Need to submit grant request to NP Visitor's Bureau by Febr 1st

### Organization and clean-up of season

Working to create a staff office. Kim moved to staff office (where ticket booth was). Executive Office will have a portable small conference table and area for shipments to be received until ready to be checked in properly. Creating a 2<sup>nd</sup> ticket booth to be placed in the gift shop by the elevator. Temp one, that can easily be put away, also wi-fi capable for when internet goes out. Each room, closet, floor is be evaluated and cleaned. Once warmer, we will look to outside. Need to build a wooden, sturdy storage unit for in back. Wind has destroyed the last two (plastic and metal). Contacted Kildare for bid.

## **Inventory Completed and Updated**

Went very smoothly this year. Approximately 2 days. Gathered like items into "departments," brought all back stock down, so all inventory was on one floor. Broke into teams of 2. Counted each department and entered into computer as dept. Met with Kim to analyze errors noticed: Checking in of product, Miss-Marked Items/Numbers, Double #s, Purchase Orders entered 2x, Inventory Transfer errors, some display items entered as product, return of consignment (LCM). Developed solutions to avoid future errors: Merge Items in QBPOS, remind staff of the check in process, create a designated check in area (KPs office), Create an inventory change order form & Box for employees to submit, and a better organized back room. To be done 1<sup>st</sup> qtr.

## **Work Comp Issue-Kirsten Parker**

On 1/2/2018, approx. 12:15pm, while taking down the tree, hand was caught in fan. Contacted Insurance company for instruction.

## **Pumpkin Patch**

Corn Sold. Farmer's Bill submitted. All wrapped up on December 23<sup>rd</sup>. Less than \$2,000 profit. Dusty will be taking over the pumpkin patch to Game & Parks property next year. Would like to see if we would be willing to sell him the concession sheds and air compressor? Confirmed Farmer for planting of corn. He will plant and harvest. He will submit bill and sell corn for us.

## **Denver Stock Show**

Galvin and I worked the Nebraska Tourism booth at the Stock Show in Denver over the Martin Luther King weekend. Great attendance, very busy! WNTC will reimburse \$250 toward our expenses. Will submit at meeting on January 25<sup>th</sup>. Reimbursement should arrive in March.

## **Volunteer/Staff Holiday Party**

Great attendance. Had a pasta bar, thank yous, games and gave each volunteer a UP Calendar and TAC ornament. Held at the Patti Birge Room, with Golden Spike Catering.

## **Museum Store Association**

Completed the store operation survey. For participating we will receive a Free Copy of the Report's Executive Summary and Full Copy for \$99 (66% off). This is the industry study for Museum Stores. Goal is to analyze at the MSA Conference in April.

## **Nebraska Tourism**

Submitted our 2017 attendance numbers.

Attended NTC meeting on January 16<sup>th</sup> in Lincoln

- 2018 State Travel Guide released.
- Discussion regarding revamping grants. Nebraska has a hefty grant budget, more than any other state. New ideas for how grants will be handled in the future are being discussed. Right now, it is in research phase of what entities want.
- Discussion on revamping the rest areas for 2019 Travel Counselor Program.
- 2018 Grants will be released by January 31<sup>st</sup>. We submitted a marketing for the Spike and Improvement for North Platte Rail Days.
- Watching legislative closely.
  - a. Gov. request for \$1M and
  - b. LB1067 Business Improvement District (1) a special assessment upon the property within a business improvement district in the city, or (2) a general business occupation tax on businesses and users of space within a business improvement district, or a special tourism surcharge on any products and services