



Board of Directors Meeting  
Friday, February 16<sup>th</sup>  
8:00am at the Golden Spike Tower

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|-----------------------------------------------------------|-------------------------------------------------------------------|
| 1. Call to order                                          | Bonnie Kruse, Interim President                                   |
| 2. Roll call & Introductions                              | Bonnie Kruse, Interim President                                   |
| 3. Approval of minutes                                    | Jennifer Priest, Secretary                                        |
| 4. Executive Director Report and Questions (Attached)     | Kirsten Parker                                                    |
| 5. Financial Reports                                      | Ty Lucas, Treasurer                                               |
| 6. Committee Reports                                      |                                                                   |
| a. Operations Committee                                   |                                                                   |
| i. Open Positions on the Board, due by March 1st          |                                                                   |
| ii. Transition Plan                                       |                                                                   |
| iii. Long Range Planning Session                          |                                                                   |
| 1. Terms                                                  |                                                                   |
| 2. Exec Board                                             |                                                                   |
| b. Growth Committee (Site, Marketing, Attendance, Events) |                                                                   |
| i. ABA (American Bus Association) Recap                   |                                                                   |
| ii. North Platte Rail Days                                |                                                                   |
| 1. Sponsorships                                           |                                                                   |
| 2. Planning                                               |                                                                   |
| c. Education Committee                                    |                                                                   |
| i. Virtual Field Trip at April Meeting                    |                                                                   |
| 7. Presidential Comments                                  |                                                                   |
| 8. Adjourn ~ Next meeting                                 | 3 <sup>rd</sup> Friday of the month, March 16th, 8am at the Spike |
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## Snap Shot

	2016	2017	
Admission	326	422	+96
Avg Ticket	5.40	5.55	+ .15
Avg Gift Shop	6.79	4.86	-1.93
Transactions	610	706	+99
Tours	0	1	+1
Private Events	0	0	

### Top 5 Gift Shop Departments

1. Adult T-Shirts
2. Books-Train Themed
3. Christmas
4. Gifts
5. Youth T-Shirts

### Top 3 Merchandise

1. Bag of Rocks
2. Orphan Train Novel
3. Gold & Crystal Lantern Ornament

- Met with Kayla from Nebraska Heart Association for details of Heart Walk to be held at North Platte Rail Days
- Attended Western Nebraska Tourism Coalition meeting in Sidney
- ABA Prep with Sydnee
- Attended Grant Workshop, at NPCC, 1 day
- Completed and submitted NPRD Promotional grant to NP Visitor Bureau, follow up meeting on 2/28 at 8:30am
- Worked with NPRD Sponsorship committee, prepared sponsorship books
- Met with NLNB to pitch Thomas the Train Show, follow up by March 1st
- In "Clean out" & Organization Process, currently working on 4<sup>th</sup> floor gift shop back up area
- Valentine's Party for volunteers (each staff made all the volunteers Valentine's)
- Working with Trains magazine on an online editorial
- Met with website designer to discuss website updates and needs. Received bid.
- Met with Whitney from Oasis to discuss logistics for Thomas the Train Show
- Staffing discussions & coaching
- AP clean up (presented at Finance meeting and included in finance report)
- Attended Mid NE Community Foundation Red/Black Event
- Worked with current officers for transition board.
- Notified Lorre McKeon that we will wait for strategic plan until new board members come. Late April, to summer time.
- Notified Natalie at USDA regarding change in board and deadline for March 1<sup>st</sup> for new members, to be voted on at March meeting.
- Sent 2 Press Releases looking for New Board Member