



Board of Directors Meeting  
Friday, March 16th  
8:00am at the Golden Spike Tower

Open House/Welcome from 7:45am-8:00am

1. Call to order Bonnie Kruse, Interim President
  2. Roll call & Introductions Bonnie Kruse, Interim President
  3. Approval of minutes Jennifer Priest, Secretary
  4. Presidential Comments Bonnie Kruse, Interim President
  5. Committee Reports
    - a. Growth Committee (Site, Marketing, Attendance, Events)
      - i. North Platte Giving Day, May 2<sup>nd</sup>
      - ii. North Platte Rail Days, Sept 21-23<sup>rd</sup>
        1. Sponsorships
        2. Thomas the Train
        3. Next Meeting
    - b. Operations Committee
      - i. Finance Meeting Report
        1. Action Item: Building Fund
      - ii. New Board Members
    - c. Education Committee
      - i. Virtual Field Trip at April Meeting
  6. Executive Director Report and Questions (Attached) Kirsten Parker
  7. Next meeting 3<sup>rd</sup> Friday of the month, April 20th, 8am at the Spike
  8. Adjourn
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Snap Shot

	2017	2018	
Admission	624 (42 Hotel & NP resident)	418 (0)	-206
Avg Ticket	5.43	5.50	+ .07
Avg Gift Shop	5.01	4.91	-.10
Transactions	1020	856	-164
Tours	2	3	+1
Private Events	1	0	-1

Top 5 Gift Shop Departments

1. Concession Type Food
2. Adult T-Shirts
3. Books-Trains
4. Books-Children
5. Youth T-Shirts

Top 5 Merchandise (Non Concession)

1. Poster of Bailey Yard
2. Vintage Label T-Shirt
3. Youth Real Horse Power T-Shirt
4. We Rode the Orphan Train Book
5. Hobo Code Bandanas

- Monthly goal planning with Sydnee
- Weekly Staff Meeting
- Started weekly Facebook brainstorm meeting with Sydnee
- Weekly evaluation/goal planning with Kim
- Presented and received grant from NPVB, \$15,000 for NPRD, completed paperwork
- Worked with NPRD Sponsorship committee
- Completed and returned paperwork to the Nebraska Tourism Commission for 2019 grants
- Worked with Fluegge Consultants on the Visit Nebraska Facebook campaign, running week of March 18<sup>th</sup> (part of 2018 grant)
- Worked with Jenn Gjerde of Nebraska Tourism to finalize details and payments for the 2018 grant (Payment final in April, reimbursement expected in June)
- Met with FNB to pitch Thomas the Train Show, follow up by March 15th
- In "Clean out" & Organization Process almost complete. Garage/Outside area is what is left
- Working with Trains Magazine on NPRD grant
- Participated in volunteer focus group to discuss tours and displays
- Staffing discussions & coaching
- Submitted Giving Day 2018, May 2<sup>nd</sup> with Mid NE Community Foundation
- Worked with current officers for transition board.
- Gathered and distributed potential board member positions
- Attended in Christmas at the Cody's wrap up. Check deposited.
- Worked with Joan and Job at the Telegraph on the 2018 Railroad Ties. Article about 10<sup>th</sup> anniversary and NPRD included.
- Attended social media time management training at Mid Plains
- Working with Prairie Arts Council on Tailgate in April
- Met with Jim and Jason on plans for the 2018 All-in-One, submitted grant paperwork to NPCVB
- Attended Kathy's farewell party, ordered brick
- Met with Exec Committee for employee evaluation