



Board of Directors Meeting
Friday, April 20th
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. Corn Maze Recommendation
 - ii. Community Day, Sunday, May 6th
 - iii. North Platte Giving Day, May 2nd
 - iv. North Platte Rail Days, Sept 21-23rd
 - b. Operations Committee
 - i. Finance Meeting Report
 - ii. New Board Members
 - c. Education Committee
 - i. Virtual Field Trip at April Meeting
 6. Partnerships and Ideas for 2018
 7. Executive Director Report and Questions (Attached) Kirsten Parker
 8. Next meeting 3rd Friday of the month, April 20th, 8am at the Spike
"Golden Spike Tower...the next 10 years."
 9. Adjourn
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Snap Shot

	2017	2018	
Admission	1235	1218	-17
Avg Ticket	5.03	5.35	+.31
Avg Gift Shop	5.44	6.13	+.69
Transactions	2253	2377	+124
Tours	2 (& media tour)	2	-1
Private Events	0	0	0

Top 5 Gift Shop Departments

1. Adult T-Shirts
2. Youth T-Shirts
3. Books-Trains
4. Books-Children
5. Jewelry

Top 5 Merchandise (Non Concession)

1. We Rode the Orphan Train Book
2. Cap
3. Vintage Label T-Shirt
4. Youth Real Horse Power T-Shirt
5. Rocks, Bumper Sticker, Bailey Yard Poster

- Monthly goal planning with Sydnee
- Weekly Staff Meetings
- Weekly Facebook brainstorm meeting with Sydnee
- Weekly evaluation/goal planning with Kim
- Presented and received grant from NPCVB for All-In-One ticket
- Worked with NPRD Sponsorship committee
- Worked with Fluegge Consultants on the Visit Nebraska Facebook campaign, running week of April 12th
- In "Clean out" & Organization Process almost complete. Garage/Outside area is what is left
- Staffing discussions & coaching
- Updated Giving Day 2018, May 2nd with Mid NE Community Foundation
- Community Day details and logistics are ready
- Met with Dick Foran for board orientation
- Working with Prairie Arts Council on Tailgate for April 21st
- Held a kids play area at the Model Train Show, rather than offsite store. HIGHLY recommend this way in the future.
- Met with Sydnee to prepare Virtual Field Trip
- Sydnee attended Market Tech in Kearney
- Attended Nebraska Museum Association, held in North Platte
- Prepared for Museum Store Association workshops and planning (April 24th-May 1st)
- Met with Hub Insurance and Rosenberg Insurance
- Posted part time staff position opening.
- Met with Growth Committee
- Met with Operations committee
- Started seasonal gift shop ordering
- Preparing 2nd cash wrap station