

Growth Committee  
April 11, 2018, 1:00pm Scooters  
Action Items are in Red

Attendance: Dick Foran, Anna Stacy, Tim Malmkar, Sydnee Hansen, Lisa Burke, Kirsten Parker

Discussion regarding this is a new committee, which now includes multiple of the previous committees, so structure is not fully set up and will need to be set up. **Will need one or two board members willing to step up and chair the committee**, to include planning the meetings, taking notes and presenting at board meetings. Staff is willing to help with anything needed with direction from the committee.

President Bonnie and ED Kirsten met and came up with a few short-term goals/projects to help get the committee started.

1. Community Days-\$2,500 Budget
2. Create a Plan for corn/corn Maze
3. Survey/Analyze process for event evaluation
4. Create a visitor profile of new visitor we want to attract
5. Adding committee members, outside of the board

Community Day discussion: Community Day has been the first Sunday of May, designed as an “unofficial kick off to the season” where free admission is offered. This is a marketing day, not a lot of income. Discussion that not much money needs to be put into this event, as it is a FREE event and has historically been our busiest day of the year. After 10 years, many people know about it. We will spend roughly \$1,000 on Marketing to include Facebook, Eagle Radio (& Post), Huskeradio and Bulletin. PSAs in the Paper and TV. Discussion to continue with BOGO in the gift shop, as it is popular and provides good research for us. We do break even on the gift shop with the BOGO, scavenger hunt and kids color sheets. Lunch is provided by NebraskaLand National Bank from 11am-1pm, we will need to provide chips, napkins, serving boats and a few volunteers. They provide the grill, some volunteers, hot dogs, buns and condiments. We will use railroad water for the drinks. **Need board members to help great the front door from 10am-4pm, in 2 hour shifts.**

Create a Plan for corn/corn maze: After discussion, it is being recommended to the board that the corn maze is used for an educational exhibit. Working with a seed company, corn, agriculture, etc... and have tips and educational signs throughout the maze. No charge, so no extra staff needed. We will promote as Free with admission to the tower and promote donations. Anna motioned to fill in the gap (dig out the gravel and fill with dirt) to connect the two patches, price is around \$1,000. Dick seconded. **Will present to the board for final vote.**

Survey/Analyze process for event evaluation: **committee will work to develop questions** for volunteers, staff, such as “What interests you in railroading?” “What was your reason to stop in here?” “what impressed you the most about the tower?” Working on delivery and recording method. We will test out on Community Day with staff and volunteers asking “What impressed you the most about your visit?”

Create a Visitor Profile of new visitor’s we want to attract. **Lisa and Kirsten will get together and put together a couple profile ideas to choose from.**

**Adding Committee Members:** Just reminder the committee, that we would love to add other people to the committee that are outside of the board.

Kirsten asked the committee to really **use their “customer eyes”** when on the Spike property. What can we do to help add curb appeal and visitor appeal.