



Board of Directors Meeting
Friday, May 18th
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. Property Update (Corn, Lawn)
 - ii. Community Day Recap
 - iii. North Platte Giving Day Recap
 - iv. North Platte Rail Days, Sept 21-23rd
 - b. Operations Committee (Finances, Insurance, Bylaws, Board)
 - i. Finance Meeting Report
 1. Action Item: Move Jeff Everett to ad-hoc position
 - ii. New Board Members
 - c. Education Committee
 6. Discussion Topic: "Golden Spike Tower...the next 10 years?"
 7. Executive Director Report and Questions (Attached) Kirsten Parker
 8. Next meeting 3rd Friday of the month, June ??? The 15th is Lunch with the Wild Bunch.
8am at the Spike, Topic: Museum Store Evaluation with Industry Report
 9. Adjourn
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Snap Shot

	2017	2018	
Admission	1339	1242	-97
Avg Ticket	4.88	4.44	-.44
Avg Gift Shop	6.65	5.30	-.1.35
Transactions	2562	2273	-289
Tours	5	3	+2
Private Events	1	3	-2

Top 5 Gift Shop Departments

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

Top 5 Merchandise

1. Soda
2. We Rode the Orphan Train Book
3. 150 Trains A Day DVD
4. Candy Bars
5. Bag of Rocks

- Monthly goal planning with Sydnee
- Weekly Staff Meetings
- Weekly Facebook brainstorm meeting with Sydnee
- Weekly evaluation/goal planning with Kim and Sydnee
- Created and ordered All –In-One Ticket Brochures
- Created and ordered North Platte Rail Days Brochure
- Worked with NPRD Sponsorship committee
- In “Clean out” & Organization Process almost complete. Garage/Outside area is what is left
- Staffing discussions & coaching
- Giving Day
- Community Day
- Museum Store Association (MSA) in Washington DC.
- Prairie Arts Council on Tailgate for April 21st
- Met with Hub Insurance and finalized renewal. Completed
- Training of two new part time staff employees
- Met with Operations committee
- Gift Shop, gift shop and more gift shop ordering and organizing
- Deep floor scrubbing and cleaning for season with help from NP Janitorial
- Lawn RFPs sent and selected. Lawn Wizard lowest bid at \$380/month and \$1,200 with Huebners for weed control. 1st application completed. Messages into Extension office for weed control. Weeded.
- Brochure Swap in McCook (Distributed All-in-One, NPRD and GST)
- NETA meeting in McCook
- WNTC meeting in North Platte
- Research of POS System
- Closed GWB account and moved to 3 year CD at NLNB
- Closed FNB bank account and moved to general account
- Assistance with Tours and events
- Paid property tax by May 1st
- Sent TAC report due to MSA trip
- Radio, TV and Newspaper interviews for Community Day
- Met with Railstream regarding 7th floor camera on yard