



Board of Directors Meeting
Friday, June 21st
8:00am at the Golden Spike Tower

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

1. Call to order Jennifer Priest, Secretary
 2. Roll call & Introductions Jennifer Priest, Secretary
Absent: Anna Stacy, Bonnie Kruse
 3. Approval of minutes Jennifer Priest, Secretary
 4. Presidential Comments
 5. Committee Reports
 - a. Growth Committee (Site, Marketing, Attendance, Events)
 - i. Meeting Recap
 - ii. Next Meeting:
 - b. Operations Committee
 - i. Finance Meeting Report
 - ii. Open Board Position
 - iii. 2018-2019 Board Officer Nominations
 - c. Education Committee
 - i. May tour recap
 - ii. State Fair opportunity
 6. North Platte Rail Days...the ins, the outs and all the details
 7. Executive Director Report and Questions Kirsten Parker
 8. Next meeting 3rd Friday of the month, July 20th, 8:00am
Topic: Gift Shop National Statistics and how we compare
 9. Adjourn
-
-



Executive Report

Snapshot

	2017	2018	Change
Community Day Attendance	1046	490	-556
Paid Attendance	2865	3000	+135
Avg Ticket	3.58	4.54	+0.96
Avg Gift Shop	3.88	4.21	+0.33
Items per person	1.64	1.76	+.12
Transactions	1932	1967	+35

Top 5 Departments

1. Adult T-Shirts
2. Books-Trains
3. Books-Kids
4. Gifts
5. Caps

Top 5 Best Sellers in the Gift Shop

1. We Rode the Orphan Train Book
2. Penny Passports
3. NP Bailey Yard Book
4. Orphan Train Novel
5. Wind Up Toys

*Concessions (Pop, water and candy bars are still number 1 sellers and department)

- Attendance has been busy. Continue to work on training new staff.
- Goal Setting, planning and follow-up with full-time staff
- Team attended John Cook's presentation
- Implemented the All-in-One tickets (delivered promotional materials around town)
- Submitted NE Tourism Reimbursement for nearly \$13,000. This is on the AR report.
- Met with vendors for the UPRR grant. First bid for painting the stairs came in at nearly \$50,000. Grant is only for \$25,000. Met with Tri-City Signs to create unique signage for each staircase landing with educational/safety facts about railroads.
- Submitted grant to UPRR for the "Safety Stairs"...will know August/September
- Updated our POS System. Continue to use Quickbooks POS. Working with vendor "Big Hairy Dog"---Quickbooks IT to help with online store and merchant options.
- Worked a lot on gift shop merchandise receiving and inventory.
- Staff training
- New Employees 30 day evaluations
- NebraskaLand Days activities; Twilight Tours, Kiddie Parade, provided bracelets to CVB to throw with their float
- Hosted USS Soldiers for a tour
- Hosted Miss Rodeo Queens for tour
- Worked with Navigator on bus details
- Released first wave of tickets for North Platte Rail Days
 - Created the VIP Packages
 - Diesel Shop Tour Raffle
 - 80% of tour tickets
 - First set of emails
 - Trains Magazine eblast-2 weeks prior