



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. Train Display
      - iii. North Platte Rail Days, Sept 21-23<sup>rd</sup>
      - iv. Building Property
        1. Flag Pole Discussion
        2. Weed Control
      - v. Next Meeting: 2<sup>nd</sup> Wednesday of the month, Aug 8<sup>th</sup>, 8am at the Golden Spike Tower
    - b. Operations Committee
      - i. Finance Meeting Report
      - ii. New Board Members
      - iii. Officer Nominations
      - iv. Next Meeting: Monday prior to board meeting, Aug 13<sup>th</sup>, 11:45am at NLNB
    - c. Education Committee
      - i. NE State Fair: Nebraska's Largest Classroom
      - ii. Safety Stairs
  6. Industry Report (National Averages) Kirsten Parker
  7. Executive Director Report and Questions (Attached) Kirsten Parker
  8. Next meeting 3<sup>rd</sup> Friday of the month, August 17th, 8am at the Spike  
"Golden Spike Tower...the next 10 years."
  9. Adjourn
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Snap Shot

	2017	2018	
Admission	4829 (628 All-in-One)	4778 (278 All-i-Ones)	-51
Avg Ticket	5.55	5.85	+.30
Avg Gift Shop	5.13	5.33	+.20
Transactions	3147	3111	-36
Tours	8	9 (1 was a media tour)	+1
Private Events	4	0	-4

Top 5 Gift Shop Departments

1. Concessions
2. Adult T-Shirts
3. Books-Trains
4. Gifts
5. Christmas

Top 10 Merchandise

1. Honey Sticks
2. Candy Bard
3. Soda
4. 150 Trains a Day
5. Bag of Rocks
6. Bailey Yard-2 Line T-shirt
7. Penny Passport
8. Road Map T-Shirt
9. Bumper Sticker
10. We Rode the Orphan Train Book

Highlight/Need to Knows:

- Re-evaluated & Re-aligned staffing
  - a. Kirsten will oversee part time staff (moved from Sydnee)
  - b. Sydnee will oversee volunteers (moved from Kim)
  - c. Kim will oversee vendors (moved from Sydnee)
  - d. Sydnee on a 90 days performance plan (focus on tour/educational development, social media, volunteers)
- Grant Wrap Up for Nebraska Tourism (Delay in Accounting system. Should arrive any day)
- Hosted NebraskaLand Days Twilight Tours
- Hosted 4<sup>th</sup> of July Fireworks Viewing
- Rail Days Meeting
- Growth Committee Meeting
- Finance Meeting
- Tourism Advisory Council Meeting
- Met with Jim (Museum), Tamara (Ranch)
- Preparing for staffing change due to school/work commitments. Hired new employee Sarah Robinson.
- Worked with AAA Living Midwest. We will be featured in a story as "Best Spots to Visit this fall in Nebraska"..We do run co-op with Nebraska Tourism
- NE Life is planning some coverage for North Platte Rail Days in Aug/Sept.
- Chamber Hostesses hosted their summer picnic at the tower
- New senior VP of Union Pacific visited
- Chamber brought out the City Administrators for a tour
- Hosted Nan Miller, Travel Writer
- Loaded new POS system. Having some pin pad difficulties.