

June 22, 2018 – Golden Spike Tower & Visitors Center

Present: Lisa Burke, Dick Foran, Dr. Todd Hlavaty, Ty Lucas, Tim Malmkar, Jennifer Priest, Anna Stacy, Mike Steele and Jeff Everett (UP Liaison)

Visitor: John Guethlein

Absent: Bonnie Kruse

Staff: Kirsten Parker, Sydnee Hansen

In Kruse's absence, Priest called meeting to order at 8:01 AM.

M/ Hlavaty approve minutes of May meeting.

2<sup>nd</sup>/ Lucas

Motion carried

Presidential Comments

Priest expressed gratitude to Parker and her staff for their contribution at the Canteen. Burke and her staff did an exemplary job putting together a wonderful event.

Committee Reports

**Growth Committee** – Malmkar reported the co-chairs met to discuss goals of the committee. He reported that Parker was able to obtain a wooden train to be used in the court yard area. (\$450.00) With the addition of the train, the committee felt it would be a good trial to discern if the proposed playground would be a viable project. The committee shared they would explore the option of adding to the campus, a building that could be used for additional display, educational tours and rental opportunities that could generate revenue. This will be on a five year plan. The one year plan focus will be weed control in the lawn.

The committee chairs toured the storage area and Malmkar will contact a contractor to submit a bid for a permanent storage shed.

NPRD was discussed. Parker expressed concern that she is not able to chair the

event as well as she would like. Priest will contact a prospective volunteer chair who would work with Parker and the NPRD committee.

**Operations Committee** – See attached report

**Education Committee** – Hanson reported on field trips, FAM tour, and motor coach tours. She also reported on the media tour that was facilitated by the VB. The BOD gave Hanson several ideas on how to market to school tours for 2018 – 2019 school year. The goal of getting every NPPS child into the GST was discussed. Staff has applied for a grant through UP to paint the tower stair wells. UP facts will be added to signage. Everett will assist with fact checking the info on the signage. Parker will get bids to produce the signage. Parker reported the GST has been invited by the State Fair to participate in Nebraska's Largest Class room. Meetings will begin soon on the content.

### **North Platte Rail Days** (September 21-23)

Parker shares we are at 1/3 of the goal for sponsorships. She provided a marketing piece for sponsorship solicitations.

UP will be providing displays in the park and the UP Family lunch.

Operation Lifesaver train ride tickets can be released when the UP notifies Parker, likely August or early September.

Six tours of the UP diesel shop will be chosen using a "Float the Duck" contest. Bailey the Duck may be purchased on the web site. Ducks will float in August and will be used to create a PR opportunity.

Vendor booths will be managed by a volunteer. There will be no limitations on what vendors can (legally) sell. Each space will be \$50.

Model train show admission will be \$2. Show will be at the D &N Center.

BOD members were asked to brainstorm to find an organization that will manage concessions at the D & N during the model train show. The split would be 50 -50 between the GST and the group.

UP retirees group tent, LCHM pancake feed, car show, Cody Park rides, ice cream social, kiddie parade, Husker game and gold tournament were all discussed. Thomas the Train is confirmed. Parker is working with a new contact person.

The wooden train cut outs were discussed. Steele gave Parker contact info for a MPCC instructor that might be able to assist.

Parker shared the VIP Pass info. The pass can be purchased on the web site and bundles several events into one pass. More details to come.

Sponsorship dollars are needed! BOD was asked to assist with obtaining sponsorships for the celebration.

**Executive Director Report** – see attached

A UP tour is available soon. BOD members are welcome. Notify Parker if interested.

300,000<sup>th</sup> guest will be arriving soon!

The 10<sup>th</sup> Anniversary PR event will be coming soon. Parker will invite volunteers and BOD.

Lightning hit the live camera. Repairs to the equipment should be covered by insurance.

Thanks to Lucas for taking notes during the meeting!

Next meeting July 20, 2018 7:45 AM open house – 8:00 AM meeting begins

Respectfully submitted,

Jennifer Priest/Secretary