



Board of Directors Meeting  
Friday, October 19th  
8:00am at the Golden Spike Tower

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

1. Call to order at 8:02am
  2. Roll call & Introductions (Bonnie Kruse, Ty Lucas, Jeff Everett, Dick Foran, Mike Steele, John Guethlein, Todd Hlvarty, Tim Malmkar, Lisa Burke, ED: Kirsten Parker)
  3. Approval of minutes: Motion by Steele, 2<sup>nd</sup> by Malmkar. MP
  4. Presidential Comments: President Kruse focused discussion on a reminder to “think outside the box” when it comes to our needs. As we work on budget and needs for future are there other places or ideas we can use to help keep costs down.
  5. Committee Reports
    - a. Growth Committee (Site, Marketing, Attendance, Events) -Distributed Notes
      - i. Committee Report
      - ii. Next Meeting: 2<sup>nd</sup> Wednesday of the month, Nov 14<sup>th</sup> 8am at the Golden Spike Tower
    - b. Education Committee
      - i. Safety Stairs-Approved with a grant from UP. Everett noted that the author of Clifford books is working on a rail safety book as well, along with activity books
    - c. Operations Committee-Distributed Minutes
      - i. Finance Meeting Report
      - ii. North Platte Rail Days Financials
      - iii. Start of Budget discussions
      - iv. Next Meeting: Monday prior to board meeting: November 12<sup>th</sup>, 12:00noon at NLNB
  6. Talk Topic: North Platte Rail Days 2019: Discussion was based around the commitment to Rail Days. Bonnie reminded us to keep our mission in mind: Education in mind. Growth Committee recommendation to do event, provide a staff person is allocated to chair the event, rather than Executive Director. Finance Committee's recommendation is to ensure the event is self-funded. Committed to the cause with people for a committee include: Chamber, Visitor's Bureau, City of North Platte, Union Pacific, Library, Media, Museum, UP Retiree Group. Discussion to offer to turn Rail Days into a “Fan Club” experience. As a “Fan Club” member special perks are offered such as train rides, yard tours, accesses and such. Different levels offered, based on availability. Stand by options still apply for guests. Discussion of CVB commitment, Burke stated provided the event stay multi day, a commitment of \$15,000 should be not be an issue, provided we reapply each year. Lucas motioned to commit to Rail Days, Steele seconded. Everett Abstained. Motion Passed. Burke and Parker will work on a job description to hire an events/tour/community outreach person; full time. This is not a NEW position, rather a re-alignment of duties. A paid intern will be hired at a later date. Date for 2019: Sept 20-22<sup>nd</sup>. Moving Opening Ceremonies to Thursday or Friday Night at the GST. Sponsorship packet out November/December.
  7. Executive Director Report and Questions (Presented)
  8. Next meeting: November 16<sup>th</sup>, 8am at GST. Discussion 2019 Budget
  9. Adjourn
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