



Board of Directors Meeting  
Friday, June 20th  
8:00am at the Golden Spike Tower

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

1. Call to order Tim Malmkar, Vice President
  2. Roll call & Introductions Tim Malmkar, Vice President
  3. Approval of minutes Jennifer Priest, Secretary
  4. Presidential Comments Tim Malmkar, Vice President
  5. Committee Reports
    - a. Property & Growth Committee (Tim)
      - i. Committee Report
      - ii. Next Meeting: Property and Growth.....2<sup>nd</sup> Wednesday of the month (July 10th at 8:00am)
    - b. Marketing/PR/Events Committee (Jenn, Anna)
      - i. Committee Report
      - ii. Upcoming events
        1. Passport: May 1<sup>st</sup>- Sept 30<sup>th</sup>
        2. North Platte Rail Days
      - iii. Next Meeting: Marketing/PR/Events...1<sup>st</sup> Wednesday of the month (July 3rd at 8:00am)
    - c. Education Committee (Kirsten)
      - i. Safety Stairs update
      - ii. Tour Update
    - d. Operations Committee (Mike)
      - i. Finance Meeting Report
      - ii. Reminder: Board of Director's: Open in town position
      - iii. Next Meeting: Monday prior to board meeting: July 15<sup>th</sup> 12noon at NLNB
  6. Executive Director Report and Questions (Attached) Kirsten Parker
  7. Next meeting: July 19th, 8:00am at the Golden Spike Tower
  8. Adjourn
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Snap Shot

	2018	2019	
Pd Admission	2919	2758	-161
Passport Stamps		552	
Passport Pd Admission		246	+246
Comp Passes	570	592	+22
Avg Ticket	4.63	4.67	+.03
Avg Gift Shop	4.70	8.61	+3.91
Transactions	1967	2608	+641
Items Sold (ex tickets)	2656	4366	+1710
Tours	15	11	-4
Private Events	0	1	+1

Tue	305
Wed	307
Mon	311
Sat	378
Fri	413
Thu	436
Sun	459
<b>Total</b>	<b>2,609</b>

Top 5 Departments by Qty
Postcards
Candy
Adult T-shirts
Souvenirs
Magnets

Top 5 Dept by Sales
Adult T-Shirts
Canteen
Sweatshirts
Rosie
DVDs

Top 5 Items by Qty	Top 5 Items to Sales
Postcards	Canteen: As it Happened
Bakers Chocolate	Hoodie-2XL
Postage	Pano Magnet
Honey Sticks	150 Trains a Day
Pan Magnet	Maroon stamp t-shirt-L

- Gift shop up, selling and having full staff shows to be effective. Someone on tickets and someone on gift shop proves to be an asset to the sales.
- Level inventory throughout the year proves to be helpful.
- 3 new hires no longer with us Brenda Christensen, Sara Wagner and Hannah Nelson. Not recommended for rehire.
- Hired three new employees: Sarah Phares (seasonal), Emily Kearney (seasonal), Alysha Thomas
- Community Day. Will have recap at next events meeting. Events meeting was held before all invoices were in. Attendance was level to previous year. Weather was so nice that day, first nice day in awhile.
- Train fans attendance increased first two weeks in May, for those heading to Utah or chasing the Big Boy. Spenders in the gift shop!
- Thankfully on passport and the big boy, or regular attendance would be down. Could be seeing the effects of decreased marketing or simply weather related, as we have had lot of fog, rain, snow and cold days. Will continue to monitor.
- Staff meeting to discuss upcoming scheduled and customer service training.
- Worked with Asst. Gift Store Manager Kim Wood on ordering for the summer.
- Met with UP; discussed new Rail Days for 2019 with the Big Boy.
- Promoted Danika Cumming to Staff Assistant to help with some admin duties to free my time for marketing, events, tours, etc... She is requesting part time only. Minimum of 30 hours per week.
- Passport meeting. Kicks off May 1<sup>st</sup>. We will have a passport special...\$2 off admission and 20% off in gift store. We are seeing an increase in those who spend with this. Ratio is off in May, simply because of community day and so many comp admissions and passports handed out that day.
- MSA new product starting to arrive and we on development projects.
- Working with the UP for a Big Boy visit; July or August of 2019. No update.
- Met with events team: working on kids activities for model train show. Community Day. Book release of the new canteen book.



- Met with Property and Growth: working on building and ground prep for the season.
- Compliance review completed with USDA.
- Started audit process with Cameron from RJ Meyer.
- New date and plan announced for Rail Days.
- Prelim budget of new event submitted to finance team.
- Met with community organizations to set up new events and collaborative events for this year.
- Worked with Rod Chrisman on updating parking lots to LED. Parts are ordered. \$3,600. Approved through growth committee. Talk to finance committee if through general budget or building improvement.
- Giving Day, we targeted those OUTSIDE of North Platte with our live cam project. Few donations and lower amounts. Disappointed in results. Next year look at doing a combination of both or adding incentive levels.