



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

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

1. Call to order Bonnie Kruse, President
 2. Roll call & Introductions Bonnie Kruse, President
 3. Approval of minutes Jennifer Priest, Secretary
 4. Presidential Comments Bonnie Kruse, President
 5. Committee Reports
 - a. Property & Growth Committee (Tim)
 - i. Committee Report
 - ii. Next Meeting: Property and Growth.....2nd Wednesday of the month (May 8th at 8:00am)
 - b. Marketing/PR/Events Committee (Jenn, Anna)
 - i. Committee Report
 - ii. Past events
 1. Model Train Show: April 13-14th
 - iii. Upcoming events
 1. Passport: May 1st- Sept 30th
 2. Community Day: May 5th
 3. Giving Day: May 8th
 4. Canteen Video Premier, May 9th, 7pm at the LCHM
 5. North Platte Rail Days: Sept 20-22nd
 - iv. Next Meeting: Marketing/PR/Events...1st Wednesday of the month (May 1st at 8:00am)
 - c. Education Committee (Kirsten)
 - i. Safety Stairs update
 - ii. Tour Update
 - d. Operations Committee (Mike)
 - i. Finance Meeting Report
 - ii. Reserve Fund: New CD Account
 - iii. Reminder: Board of Director's: Open in town position
 - iv. Next Meeting: Monday prior to board meeting: May 13th
 6. Executive Director Report and Questions (Attached) Kirsten Parker
 7. Next meeting: May 17th, 8:00am at the Golden Spike Tower
 8. Adjourn
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Snap Shot

	2018	2019	
Pd Admission	1242	1206	-36
Comp Passes	33	21	-12
Avg Ticket	5.36	4.72	.64
Avg Gift Shop	6.17	4.16	2.01
Transactions			
Items Sold (ex tickets)			
Tours			
Private Events			

6p to 7p	2
9a to 10a	4
5p to 6p	21
4p to 5p	69
10a to 11a	78
1p to 2p	83
3p to 4p	84
11a to 12p	94
12p to 1p	97
2p to 3p	100
Total:	632

Top 5 Departments by Qty
Candy
Soda
Snacks
Rocks
Mood Rings

Top 5 Dept by Sales
Long Sleeve-XL
Maroon Stamp Shirt-L
Long Sleeve-Small
Camo Hat
Pocket Watch

Top 5 Items by Qty	Top 5 Items to Sales
Postcards	Adult T-shirts
Concessions	DVDs
Souvenirs	Toys
Adult T-Shirts	Kids Books
Food Merch	Souvenirs

- Gift shop down, as we ran a half-month long in-store promotion, centered around St. Pats, that offered discounts from 10-30% each sale item. We noticed the month started really slow and people were not buying. The in-store promotion allowed the guest to pull a shamrock and receive a discount based on what the shamrock said.
- Evaluated T-Shirt needs to spread out large purchase (items and costly) throughout the summer. First orders will start in May. This will help our cash flow as they are often ordered in March/April and in high quantity.
- Working to move some of the Melissa and Doug kid's toys from previous season. Reduced costs, moved to front. Selling to get rid of, or we have option to send back (we pay shipping).
- Created merchandise real estate plan...how much space should each item have based on sales.
- to It has been an interview/employee month. March/April typically is, but this more than ever! Hired Jacqueline Noyce, Brenda Christensen, Allison Evans. Still have a weekend position open and FT/Tour & Events position. Danika Cumming returning from Chadron State first week of May.
- Sam's Club run for volunteer party and community day.
- Confirmed with NLNB about Community Day. They will provide grill, hot dogs, condiments and volunteers.
- Sarah Robinson gave 30-day notice, leaving for full time position on April 30th. Will stay on for Community Day. Available for re-hire. Weekend PT staffer, Cortney Scott taking a leave of absence May 20th-June 30th. She is a nursing student who will be in heavy school load during that course. She would like return and work a couple weekend month. She will let us know the month prior what she is able to work the next month.
- Staff meeting to discuss upcoming scheduled and customer service training.
- Volunteer meeting/dinner to discuss upcoming schedules and customer service training.



- Preparing gift store for new inventory and season. Worked with Asst. Gift Store Manager Kim Wood on layout rules and working to assist in teaching her the proper visual merchandising rules.
- Conference call with operation lifesaver; finalized the graphics for safety stairs. Next step: Needs to order materials and paint for installation in May.
- Tour & Events position. Held 8 interviews. So far, we have not found the right person. Will continue to look. This is a highly visible position with community and financial responsibilities. We will wait for the right candidate.
- Passport meeting. Kicks off May 1st. We will have a passport special...\$2 off admission and 20% off in gift store.
- Attended MSA (Museum Store Association meetings and market). This proves to be a VERY valuable organization. Free shipping, waived custom fees, and small minimums easily makes this event affordable.
- Placed orders for the season. Boxes arriving daily. Working with team to place using visual merchandising principals.
- Working on some new concepts and custom products for arrival by Rail Days and Christmas.
- Working with trains magazine to re-evaluate marketing plan; as funding was limited from NE Tourism. Only directed advertising was approved this year through the grant. Nothing for North Platte Rail Days. Grant has been updated and submitted to North Platte Visitor Bureau for \$15,000 for marketing of Rail Days. Meeting will be end of April.
- 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.
- Met with potential hospitality sponsors. 6 confirmed.
- North Platte Rail days site is under construction. Sage Merritt is doing for \$2,000. Paid deposit. Site is in progress and will be up in May.
- Had compliance reviewed scheduled with Sara at USDA. She was at a conference, left a message. Will need to reschedule.
- Filed our biannual report.
- RFP went out March 22nd for USDA Reserve Fund CD. Received seven bids back. Prepared for financial meeting.
- Model Train show held April 13-14. Educate: Operation Lifesaver activity books. Entertain: Fun Jump, Games, Puzzles. Bouncback: Coupons and Photo Booth contest. Use a hashtag and win. Like the concept but many people have their sites on private making it difficult for contesting.
- Met with Telegraph, Events team and CVB. Canteen book release is slated for 2-5pm on Community day. Spike will provide some advertising (Facebook, Chamber, \$10 per book sold. Radio, PSAs, popcorn bar, tables/chairs, postage for invites, tent, linens and will sell books. Telegraph will provide signers, invite list, volunteers to hand out pre-purchased books, and advertising (Facebook, posters, internet and telegraph). CVB will provide advertising (Facebook) and invitations. LCHM will provide mailing list and volunteer on-site to discuss the addition at the museum.
- Spike signed on to sell books at the LCHM Video premier May 9th at 7pm. Will sell at normal \$44.95 price with \$10 of each book going to LCHM. Our cost is \$25 per book.