

Note for The Financial Meeting Monday 17th 2019

TIME STARTED: 12:03

1 Balance Sheet vs Last Year

- 120000 Accounts receivable
 - May 2019 — \$8,195.00
 - May 2018 — \$ 12,990.00
 - Sponsor Change (price reduced for this year's Rail Days)
- 200000 Account payable
 - May 2019 — \$ 29,189.66
 - May 2018 — \$ 22,009.18
 - \$5,000 for sponsoring the canteen book / \$5,000 for purchase of books

02 A/P Aging Summary

- Needs May 2019 included

03 A/R Aging

- NTC (Nebraska Tourism Commission)
 - \$7,595.00 (amount was reduced for website fee previously not billed)

4- Profit and Loss (Month vs Budget)

- 461000 Merchandise sales- gift shop
 - May 2019 — \$ 29,289.83
 - Budget — \$ 18,000.00
- 495000 Occupancy Tax
 - May 2019 — \$ 27,413.84
 - Budget — \$ 33,000.00
- 606840 Special Event Advertising
 - 606851 Internet
 - May 2019 — \$ 0.00
 - Budget — \$ 1,778.00
 - 606843 newspaper/ magazine
 - May 2019 — \$ 0.00
 - Budget — \$ 3,362.00
- 607450 lawn/ outdoor maintenance
 - May 2019 — \$ 1,720.60
 - Budget — \$ 0.00
 - Weeds, spraying
- 609000 Operating Supplies
 - May 2019 — \$ 2,020.63
 - Budget — \$ 1,200.00
 - 609550 Operating
 - May 2019 — \$ 870.11
 - We bought the iPad
 - The iPad we had was out of date
 - Updates were too new for the iPad

5- Profit & Loss (Month vs Last Year)

- 495000 occupancy tax proceeds
 - May 2019 — \$ 27, 413.84
 - May 2018 — \$ 35,192.12

Inventory Is Higher Than Normal

- inventory will be leveling out in July (comparison from July forward will be on par going forward)
- Having more inventory has help with our sales numbers

The Occupancy Tax Is Down 20%

- Spike is doing well year over year despite the occupancy taxes being low
- We are looking better than last year to date

Worries

While we are looking good this year, there is worry that we don't have any big events happening next year

- Last year: solar eclipse
- This year: 150 promontory post events, Passport

(there was a lot of new people coming in the Spike - the hope is that new guests will be going home and talking and sending more people our way through the word of mouth)

Advertising

- Got a grant for 7,500 through LCCVB
 - There are not regulations on the grant
- The year will be balancing out in advertising

Canteen Book

- Spent \$5,000
 - Why we spent so much
 - it was more for having a little bit of control
 - Didn't want to end up like the canteen spirit video
- Was thinking of doing \$5 from every book to Historical Museum (during Rail Days)
 - Gives us good partnership
 - Maybe a space for advertising out there (will need to ask and follow up)
 - They send more people to us, than we send to them
- The book is more advertisement for the Spike
- The LCHM has the rights to the book
 - There is an agreement
- The CVB will pay for the reprints
 - there is an agreement

Thoughts About the Book

- Going paper back
 - Saves money
 - Gets more money out of it

Insurance

- Will be going up \$300 this year
- Our numbers are up right now
 - We had over paid at first
 - Will be leveling out
- Is only for full time employees
 - Spike pays 50% and employee pays 50%
- Insurance is through united

Kristen question

- Window washing happens after the cable is inspected
- Company we go through for the inspection was supposed to come than a snow storm happened
 - Haven't been able to get a call back
- Having troubles with inspection so we are having troubles with window washing
- 600 to 700 for window washing
- call chief (Kirsten wrote it down)

Video

- July 10th will be taking video (big boy will be stopping for the day, but you will not be able to go through the experience car)
- Taking video of the big boy coming through for a promotion of railways
- The grant for marketing will help pay for the video
- These 2 are the ideas of who can do it locally
 - RA has done weddings/ and some rail-days things
 - Dennis McConnel

Ideas for rail days

Rail-days 3rd through 5th and 6th is when the big boy will be in town

- Ask the museum for some pictures of trains—put them up and Frame them for rail-day in the photo contest.
- 150th display
 - In the mall
 - Helps the mall with traffic coming through
 - VIP Tickets
 - Possibly getting priority for the Bus tour
- We are only having 2 busses this year
- Food completion
 - Pals / the new place
 - Spike can get a liquor license
- Model train show
 - Possibly in rue 21

Rail days

- Last blast to summer
 - Partnering with eagle radio
 - Cutting our expenses in half
- Food completion
 - Nebraska land days arena
 - \$500 without bathrooms
 - We want bathrooms (looking around \$700)
 - Income would be us selling drinks
 - No one else could sell drinks
 - Sponsorships
 - Hotels
 - \$1,500
 - LCCVB
 - \$7,500
 - Other
 - Do we have one
 - Will we have time to get one