



Board of Directors Meeting
 Friday May 17th
 8:00am at the Golden Spike Tower

Open House/Welcome 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 (June 12th at 8:00am)
 - b. Marketing/PR/Events Committee (Jenn, Anna)
 - i. Committee Report
 - ii. Past events
 1. Community Day: May 5th
 2. Giving Day: May 8th
 3. Canteen Video Premier, May 9th, 7pm at the LCHM
 - iii. Upcoming events
 1. Passport: May 1st- Sept 30th
 2. North Platte Rail Days
 - iv. Next Meeting: Marketing/PR/Events...1st Wednesday of the month (June 5th 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 Set Up & Done
 - iii. Reminder: Board of Director's: Open in town position
 - iv. Next Meeting: Monday prior to board meeting: June 14th
 6. Executive Director Report and Questions (Attached) Kirsten Parker
 7. Next meeting: June 21, 8:00am at the Golden Spike Tower
 8. Adjourn
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Snap Shot

	2018	2019	
Pd Admission	1061	1053	-12
Comp Passes	181	30	-151
Avg Ticket	4.44	5.59	+1.15
Avg Gift Shop	5.30	6.92	+1.62
Transactions	798	772	-26
Items Sold (ex tickets)	2273	2052	-221
Tours	7	6-1 cancelled due to the weather	-1
Private Events	1	3 Comp Meetings	+2

7p to 8p	0
8a to 9a	1
8p to 9p	2
6p to 7p	3
9a to 10a	11
5p to 6p	17
4p to 5p	78
12p to 1p	91
2p to 3p	97
3p to 4p	103
1p to 2p	117
11a to 12p	121
10a to 11a	131
Total:	772

Top 5 Departments by Qty
Postcards
Concessions
Food Merchandise
Adult TShirts
Souvenirs

Top 5 Dept by Sales
Adult T-Shirts
Toys
Souvenirs
Caps
Rosie

Top 5 Items by Qty	Top 5 Items to Sales
Postcards	Bailey Yard 2 Line T-Shirt
Soda	Long Sleeve XL
Snacks	150 Trains a Day DVD
Bailey Yard 2 Line T-shirt	Long sleeve M
Cany Bar	T-shirt/Hat Combo L

- Hosted FAM tour.
- Hosted Linc Up meeting.
- Met new superintendent, Mike Santa Maria.
- Met Sara Cassidy: discussion of North Platte Rail Days, Clifford-Safe Kids, Operation Lifesaver.
- UP provided the 150th display and North Platte Gold Spike
- Created and implemented new 2nd/3rd grade and 6th grade curriculum tours. Hosted 9 field trips since last meeting.
- Increase of attendance around the Big boy release and 150th in Ogdon. Had 2 bus tours, that created a full train experience bus tour.
- Training of part time staff.
- Training with Kim on ordering process.
- Watched accounts very closely as lowest point of the year with cash flow. Increase in credit card purchases, not paying off early, as we do most months, to preserve liquid funds.
- Deposited CD interest into Building Fund
- Brenda Christensen resigned after first week, with an offer of more hours/pay.
- Hired two part time weekend: Sara Wagner and Hannah Nelson
- Held Community Day event and Book signing event
- Portable sales stand at Canteen Revival movie release



- Prepared online campaign for Giving Day; upgrade of live cam. Targeted those outside of North Platte. \$320 raised.
 - Prepared and implemented the passport program, tracking and offers.
 - Presented to NP CVB for Rail Days. Confirmed \$7,500 toward marketing/Pr of the event.
 - Met with events team: Community Day, Book Release and NPRD
 - Met with Property and Growth: working on building and ground prep for the season.
 - Met with the new Comfort Inn, secured Rail Days sponsor.
 - North Platte Rail days site is under construction. Still planning for debut in May.
 - Compliance review completed with USDA.
 - Opened new CD and transferred funds to Western Nebraska Bank. Bonnie Kruse and I closed account at FNB. Opened new account with Bonnie Kruse, Tim Malmkar, Jennifer Priest, Mike Steele and Kirsten Parker as signors. Two are required for any changes.
 - Having issues with POS, items deleted randomly. Then reappeared a week later. Working with tech support of Big Hairy Dog to resolve issue.
 - Working with Big Hairy Dog/Intuit on mobile issues.
 - Set up mobile option for sales. Tested the week of Community Day. Works well and will be used for second/third stand as needed. Running into some item issues, so may see an increase in Misc items during this start up process.
 - Switched the vents on the 6th floor.
 - New flags put out.
 - Flowers/Landscaping. Purchased hanging plants, for ease to bring in and out during bad weather. In discussion with Garden Glove for plants, trees, flower planting for the front sign, as we have had 2 shrubs, 2 trees and rose bushes die over the past 3 years. Wind seems to be the biggest issues.
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