



Board of Directors Meeting  
 Friday, July 19th  
 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
    - a. John, Jim and Tim will not be in attendance.
    - b. Welcome new board member: Cassie Condon, NP Area Chamber and Economic Dev
  3. Approval of minutes Jennifer Priest, Secretary
  4. Presidential Comments Bonnie Kruse, President
  5. Committee Reports
    - a. Property & Growth Committee (Tim)
      - i. Committee: No meeting was held in July.
      - ii. Next Meeting: Property and Growth.....2<sup>nd</sup> Wednesday of the month (August 14<sup>th</sup> 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, August 3-6<sup>th</sup>
          - a. Scheduled Events
          - b. Reception
        3. North Platte Rail Days, Part 2- Sept 20-21
      - iii. Next Meeting: Marketing/PR/Events...1<sup>st</sup> Wednesday of the month (August 7<sup>th</sup> 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: August 12<sup>th</sup> 12noon at NLNB
  6. Executive Director Report and Questions (Attached) Kirsten Parker
  7. Next meeting: August 16<sup>th</sup>, 8:00am at the Golden Spike Tower
  8. Adjourn
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Snap Shot

	2018	2019	
Pd Admission	4156	4965	+805
Passport Stamps		149	
Passport Pd Admission		113	
Passport Gift Shop Item Purchases		209	
Comp Passes	59	60 (15 form NLD parade)	+1
Avg Ticket	5.54	5.49	-.05
Avg Gift Shop	5.04	6.06	+1.02
Transactions	3111	32	+641
Items Sold (ex tickets)	3955	5574	+1615
Tours	2	2	-
Private Events	0	0	-

9p to 10p	10
8a to 9a	10
10p to 11p	11
8p to 9p	14
7p to 8p	37
6p to 7p	162
9a to 10a	248
5p to 6p	277
4p to 5p	279
1p to 2p	324
12p to 1p	334
3p to 4p	363
10a to 11a	380
2p to 3p	399
11a to 12p	441
<b>Total:</b>	<b>3,289</b>

Top 5 Departments by Qty
Postcards
Candy
Adult T-shirts
Postage
Kids Toys

Top 5 Dept by Sales
Adult T-Shirts
Kids Toys
Sweatshirts
Drinkware
Rosie

Top 5 Items by Qty	Top 5 Items to Sales
Postcards-812	Big Boy Back in Steam magazine
Bakers Chocolate-333	The Orphan Train
Pano Magnets-94	150 Trains A Day DVD
Candy Sticks-91	We rode the Orphan Train
Candy Bars-88	Canteen: As it Happened

- 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. This is key. We suffer greatly on days we are not full staffed.
- Hired three new employees: Sarah Phares (seasonal), Emily Kearney (seasonal), Alysha Thomas Update; Sarah is done July 31<sup>st</sup>. Alysha Thomas was a no show for her shift, and terminated employment. Part time position is open. Kim is interviewing.
- Attendance was up in June and continues in July.
- Big Boy arrival was well covered. Professional photos and video obtained for media and educational purposes.
- Worked with Asst. Gift Store Manager Kim Wood on ordering for the summer. Going heavy in July to cover through August. Many new items and custom items.
- Met with UP; discussed new Rail Days for 2019 with the Big Boy.
- Rail Days T-shirts, and pins are all created and in for production.
- Passport continues to impress. Discount cards are helpful. Many do admission and purchase in the gift shop.
- Met with events team
- Attended Western Nebraska Tourism Coalition in Sidney.
- Working with Rod Chrismann on LED lighting for parking lot.
- In audit process with George from RJ Meyer.
- Heavy training period and active in gift shop.
- Heavy in working on North Platte Rail Days.
- Fell ill, worked from home a few days and took 2 days off, plus the weekend off.
- Did Twilight Tours for NebraskaLand Days and 4<sup>th</sup> of July. Both seem to be a success. Great traffic during NLD. For the 4<sup>th</sup> we had about 30 and it was full in front in the windows. People really enjoy this. Make sure lights are covered.