



Board of Directors Meeting
Friday, November 15th
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
 - a. Absent: Bonnie Kruse, Todd Hlvarty
 3. Approval of minutes: Jennifer Priest, Secretary
 4. Presidential Comments Tim Malmkar, Vice President
 5. Committee Reports
 - a. Property & Growth Committee (Tim)
 - i. Next Meeting: Property and Growth.....2nd Wednesday of the month (December 11th)
 - b. Marketing/PR/Events Committee (Jenn, Anna)
 - i. Committee Report Recap
 - ii. Past events
 1. Nebraska Travel Conference Welcome Party: October 21st
 - iii. Upcoming Events
 1. Prairie Art Center Festival of Trees: November 23rd
 2. Christmas at the Codys: December
 3. Lincoln County Museum Christmas Land: December
 4. Lincoln County Fair Grounds Caboose: December
 5. Museum Store Sunday: December 1st
 - iv. Next Meeting: Marketing/PR/Events...1st Wednesday of the month (December 4th)
 - c. Education Committee (Kirsten)
 - i. Safety Stairs update
 - ii. Tour Update
 - d. Operations Committee (Mike)
 - i. Finance Meeting
 - ii. 1st Round of 2020 Budget approval
 - iii. Next Meeting: Monday prior to board meeting: December 16th, noon at NLNB
 6. Executive Director Report and Questions (Attached) Kirsten Parker
 7. Next meeting: December 20th , 8:00am at the Golden Spike Tower
 8. Adjourn
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Snap Shot

	2018	2019	
Pd Admission	1672	1564	-108
Comp Passes	23	110 NE Travel Conference	+87
Avg Ticket	5.69	5.18 ½ price Husker Saturdays	-0.51
Avg Gift Shop	6.47	7.99	+1.52
Transactions	1248	1259	+11
Items Sold (ex tickets)	1754	2328	+572
Tours	5	6 (1 cancellation due to weather)	+1
Private Events	0	1	+1

Top 5 Departments by Qty
Postcards
Food & Candy
Adult T-Shirts
Magnets
Pins & Patches

Top 5 Dept by Sales
Adult T-shirt
Sweatshirts/Long Sleeve
Orphan Train
Souvenir
Men's Wear

Top 5 Items by Qty	Top 5 Items to Sales
Postcards	2020 UP Calendar
Bakers Chocolate	Long Sleeve Shirt XLG
Soda	Demim Apron
Postage	The Orphan Train
Candy Bars	UP Road Map T-Shirt

- Staffing Update: Allison has been on medical leave. Returned for limited hours the week of November 11th-14th. She is on leave from November 15th-November 30th for wedding and honeymoon.
- Worked A LOT in gift shop. Covering shifts and prepping for the holiday season. This has been BIG focus.
- Working on online gift shop, hoping to finish soon!
- Worked on budget analysis and submitted ideas to Treasurer. Worked with Treasurer to submit the 2020 proposed budget.
- Work Comp audit completed. Received a credit of \$412.
- Attended Nebraska Travel Conference.
- Hosted Nebraska Travel Conference Welcome event
- Prepared the Tower for the Holidays
- Worked with Emily on the Holidays Around the World Display. To be displayed by Thanksgiving.
- Talked with Brandon Jones, assisting with learning about LED rebates for light upgrade.
- Trying to get in touch with Morris McConnell about containers and pricing.
- Pitched the sheds to the local pumpkin patches. Not interested.
- Met with Leon from Dean Runyan office to discuss the completion of the Impact Study in 2019. Still on course.
- Creation of new membership program.

