

Golden Spike Tower Board Meeting

Friday, June 19, 2020

8:00am at the Golden Spike Tower

or via Zoom <https://zoom.us/j/2281536382> ,

Meeting ID: 228 153 6382 , Phone:+1 301 715 8592 US

1. Call to order Bonnie Kruse President
2. Roll call & Introductions Bonnie Kruse President
3. Approval of minutes: Jennifer Priest, Secretary
<https://goldenspiketower.com/wp-content/uploads/2020/06/GST-5-2020-1.docx>
4. Presidential Comments Bonnie Kruse President
5. Committee Reports
 - a. Property & Growth Committee (Tim)
 - i. Meeting Recap: <https://goldenspiketower.com/wp-content/uploads/2020/06/Growth-Committee-6.10.20.docx>
 - ii. Next Meeting: Wednesday, July 8, 2020 at 8:00am at GST
 - b. Marketing/PR/Events Committee (Jenn, Anna)
 - i. Meeting Recap: <https://goldenspiketower.com/wp-content/uploads/2020/06/Marketing-6.4.20.docx>
 - ii. Upcoming Events: No onsite events in 2020
 1. North Platte Rail Days-Virtual Aug 7-9
 2. NO 4th of July Viewing
 - iii. Next Meeting: Thursday, 2nd, 8:00am
 - c. Education Committee (Kirsten)
 - i. Kids Korner on Summer Break
 - ii. Displays (Donations, Rosie, Orphan Train, Merci Train, Types of Trains, OLI Stairs, Hall of Fame)
 - d. Operations Committee (Mike)
 - i. Finance Meeting
 1. Finance Packet <https://goldenspiketower.com/wp-content/uploads/2020/06/Finance-Packet.pdf>
 2. Grant Updates
 - a. Nebraska Tourism Marketing
 - b. Humanities Nebraska
 - c. DED Grant
 3. New Budget Proposal-To amend in July
 4. Next Meeting: Monday prior to board meeting: July 13th
6. Executive Director Report and Questions Kirsten Parker
7. Next meeting: July 17, 2020 at the Golden Spike Tower
8. Adjourn

	2019	2020	+/-
Pd Admission	1819	308 Open May 22 nd -31 st	-314
Passport Stamps	552	0	-552
Passport Pd Admission	246	0	-246
Passport Gift Shop Item Purchases	232	0	-232
Comp Passes	592 Community Day	0	
Avg Ticket	\$4.24	\$6.12	+\$1.88
Avg Gift Shop	\$7.73	\$7.82	+\$0.09
Transactions	2609	229	-2380
Items Sold (ex tickets)	4320	568	-3752
Tours	11	0	-11
Private Events	2	0	-2

Top 5 Departments by Qty	Top 5 Dept by Sales	Top 5 Items by Qty	Top 5 Items to Sales
Souv- 43	Adult t-shirt \$652.04	Face masks-15	Face Mask- \$89.22
Adult t-shirt- 33	Adult Cap- \$208.29	Postcards-14	Ylw UP Map (L)- \$79.96
Snacks- 22	Souv \$197.58	Honey Sticks-9	Khaki Cap- \$66.19
Magnets- 21	Drinkware- \$95.50	Soda-9	Camo Cap- \$65.97
Food candy soda- 18	Xmas- \$90.95	Candy bar-7	YLW UP Map (2xl) \$64.82

- Reopened with Restrictions: New Restriction coming June 22nd.
- Hired 2 Part Time Position: Addie Bardell (Seasonal) & Sydnee Sudbeck.
- Resignation from Sydnee Sudbeck (after 1 day)-Not recommended for re-hire
- Alli has been keeping contact with volunteers on weekly basis (only 3 8th floor have yet to return, no 1st volunteers at this time due to space)