

Golden Spike Tower Board Meeting

Friday, April 16, 2021

8:00AM @ GST with option via Zoom

Zoom Link: <https://us02web.zoom.us/j/2281536382>

Meeting ID: 228 153 6382

1. Call to order Tim Malmkar, President
2. Roll call & Introductions Tim Malmkar, President
3. Approval of minutes:
 - a. March 2021 Minutes <https://goldenspiketower.com/wp-content/uploads/2021/03/GST-3-21.docx>
4. Presidential Comments Tim Malmkar, President
5. Committee Reports
 - a. Property & Growth Committee (Tim Malmkar)
 - i. Meeting Update
 - ii. Live Cam
 - iii. Lawn Plan (Jorgenson, Garden Glove & Lawn Wizard contracts signed
 - iv. Next meeting: Wednesday, May 12 2021, 8:00AM, at Golden Spike Tower
 - b. Marketing/PR/Events Committee (Anna Stacy)
 - i. Drive thru Easter Bunny Recap – Saturday April 3, 2021 11AM-1PM
 - ii. North Platte Rail Days 2021-August 6-8, 2021 Sponsorship Packet
 - iii. All-in-One Ticket
 - iv. Next meeting: Thursday, May 6th, 8:00am at Scooters
 - c. Education Committee (Kirsten Parker)
 - i. Display Updates
 - ii. Virtual Field Trips
 - d. Operations Committee (Mike Steele)
 - i. Finance Packet <https://goldenspiketower.com/wp-content/uploads/2021/04/March-Finance-Packet-1.pdf>
 - ii. Insurance Evaluation <https://goldenspiketower.com/wp-content/uploads/2021/04/Chubb-Evaluation.pdf>
 - iii. NLNB CD-Matures 5/17/21 <https://goldenspiketower.com/wp-content/uploads/2021/04/RFP-Golden-Spike-USDA-4.9-1.pdf>
 - iv. 2020 Open Grants
 1. PPP Draw 1
 2. PPP Draw 2
 3. Nebraska Tourism Marketing
 4. Humanities Council-Applied
 - v. Potential Grants

1. CVB – Rail Days – Due April 1
2. CVB- All-in-One -Due April 1
3. UP Grant-Due July 31st-New Informational CD
- vi. New board members – Applications due April 1st
 1. Cody Odell <https://goldenspiketower.com/wp-content/uploads/2021/04/Cody-ODell-Applicaiton.pdf>
- vii. Minutes from meeting <https://goldenspiketower.com/wp-content/uploads/2021/04/Operations-4.12.21.docx>
- viii. Next Meeting: Monday, May 17th 2021, 12:00PM Location TBA

6. UP Report (Nate Hammond)

7. CVB (Lisa)

8. Executive Director Report and Questions

Kirsten Parker

March 2021 numbers

	2020	2021	+/-
Pd Admission	674	1216	+548
Comp Passes	12	4	-8
Avg Ticket	4.29	5.93	+1.64
Avg Gift Shop	3.32	11.23	+7.91
Transactions	297	1007	+710
Items Sold (ex tickets)	700	1915	+710
Tours	8	0	-8
Private Events	0	0	0
Online	0	7	+7

8a to 9a	5
5p to 6p	10
4p to 5p	71
9a to 10a	86
2p to 3p	104
10a to 11a	129
3p to 4p	142
12p to 1p	143
1p to 2p	151
11a to 12p	166
Total:	1,007

Top 5 Departments by Qty	Top 5 Dept by Sales
Food candy	Cranes
Cranes	Adult tshirts
Post cards	souviner
Souviners	Long sleeve
Kids toys	Kids toys

Top 5 Items by Qty	Top 5 Items to Sales
Post cards	Cranes
Bakers 1pc	Gry UP logo cap
Soda	Face mask
Candy sticks	Ferro train hoodies
Face mask	GST ornaments

9. Adjourn

Next meeting: Friday, May 21 2021, 8:00AM, location at the Golden Spike Tower