

Golden Spike Tower Board Meeting

Friday, August 20, 2021

8:00AM @ GST

1. Call to order Tim Malmkar, President
2. Roll call & Introductions Tim Malmkar, President
3. Approval of minutes:
July Minutes <https://goldenspiketower.com/wp-content/uploads/2021/07/GST-7-21.docx>
4. Presidential Comments Tim Malmkar, President
5. Committee Reports
 - a. Property & Growth Committee (Tim Malmkar)
 - i. Next meeting: Wednesday, Sept 8th, 8:00AM, at Golden Spike Tower
 - b. Marketing/PR/Events Committee (Anna Stacy)
 - i. North Platte Rail Days Recap
 - ii. All in One Ticket Update
 - iii. McDonalds Flag Raising
 - iv. Past and upcoming tours (see attached calendar)
<https://goldenspiketower.com/wp-content/uploads/2021/08/August.pdf>
<https://goldenspiketower.com/wp-content/uploads/2021/08/September.pdf>
 - v. Next meeting: Need to adjust due to the NE State Fair
 - c. Education Committee (Kirsten Parker)
 - d. Operations Committee (Mike Steele)
 - i. Finance Packet <https://goldenspiketower.com/wp-content/uploads/2021/08/Finance-Packet.pdf>
 - ii. 2021 Open Grants
 1. Nebraska Tourism Marketing
 2. CVB North Platte Rail Days
 3. CVB All-In-One
 - iii. Open Board Position (in town, Finance background)
 - iv. Audit
 - v. Next Meeting: Monday, September 13th, 12:00PM Location TBA
6. UP Report Nate Hammond
7. CVB Lisa Burke
8. Executive Director Report and Questions Kirsten Parker
9. Adjourn to Executive Session Tim Malmkar

Next meeting: Friday, Sept 17th, 8:00AM, location at the Golden Spike Tower

July 2021

| | 2019 | 2020 | 2021 | +/- |
|-------------------------|------|------|------|-------|
| Pd Admission | 5973 | 3318 | 5770 | +2452 |
| Comp Passes | 8 | 11 | 28 | +17 |
| Avg Ticket | 5.13 | 6.15 | 6.64 | +.49 |
| Avg Gift Shop | 5.21 | 7.07 | 7.98 | +.91 |
| Transactions | 3985 | 2228 | 3969 | +1741 |
| Items Sold (ex tickets) | 5522 | 3564 | 7003 | +3439 |
| Tours | 4 | 2 | 3 | +1 |
| Private Events | 0 | 1 | 0 | -1 |
| Online sales | 0 | 16 | 9 | -7 |

| Top 5 Departments by Qty | Top 5 Dept by Sales |
|--------------------------|---------------------|
| Food and candy | Adult t-shirts |
| Post cards | Kids toys |
| Adult t-shirt | Souv |
| Souv | Magnets |
| Magnets | Adult books |

| Top 5 Items by Qty | Top 5 Items to Sales |
|--------------------|----------------------|
| Post cards | GST ornament |
| Bakers choc | Grey UP hat |
| Candy | Freight loco |
| NP dishtowel | Pano magnet |
| Pano magnet | 150 trains a day |