

Golden Spike Tower Board Meeting

Friday, October 14th
8:00AM @ GST & via Zoom

<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:
Sept Minutes: <https://goldenspiketower.com/wp-content/uploads/2021/10/September-Board-Meeting-notes.pdf>
4. Presidential Comments Tim Malmkar, President
5. Committee Reports
 - a. Property & Growth Committee (John Guthelein)
 - i. Next meeting: Wednesday, Nov 11th, 8:00AM, at Golden Spike Tower
 - b. Marketing/PR/Events Committee (Anna Stacy)
 - i. North Platte Rail Days Recap <https://goldenspiketower.com/wp-content/uploads/2021/10/NPRD-2021-Final-Report.pdf>
 - ii. All in One Ticket Recap <https://goldenspiketower.com/wp-content/uploads/2021/10/All-in-One-2021-Wrap-up.pdf>
 - iii. Trick or Treating Drive Thru <https://goldenspiketower.com/wp-content/uploads/2021/10/Drive-Thru-Trick-or-Treat.pdf>
 - iv. Christmas Events:
 1. Thursday, November 4th, Friends & Family Shopping Late
 2. Special Weekend: Black Friday, Shop Small Saturday, Museum Store Sunday
 3. Thursday late nights in December 7pm
 - v. Past and upcoming tours (see attached calendar)
<https://goldenspiketower.com/wp-content/uploads/2021/09/October-Tours-Events.pdf>
 - vi. Next meeting: November 4th, 8:00AM, at Scooters
 - c. Education Committee (Kirsten Parker)
 - d. Operations Committee (Mike Steele)
 - i. Finance Packet
<https://goldenspiketower.com/wp-content/uploads/2021/10/Finance-Meeting-Board.pdf>
 - ii. 2022 Budget <https://goldenspiketower.com/wp-content/uploads/2021/10/2022-Budget.pdf>
 - iii. 2021 Open Grants
 1. Nebraska Tourism Marketing
 2. CVB All-In-OneClosed Grants
 1. CVB North Platte Rail Days

iv. Next Meeting: Monday, November 15th , 12:00PM Location: Zoom

- 6. UP Report
- 7. CVB
- 8. Executive Director Report and Questions
- 9. Adjourn

Nate Hammond
 Lisa Burke
 Kirsten Parker

Next meeting: Friday, Nov 19th, 8:00AM, location at the Golden Spike Tower

Sept. 2021

| | 2019 | 2020 | 2021 | +/- |
|-------------------------|------|--------|--------|---------|
| Pd Admission | 3451 | 1999 | 3105 | +1106 |
| Comp Passes | 525 | 8 | 27 | +19 |
| Avg Ticket | 4.26 | \$6.11 | \$6.98 | +\$0.87 |
| Avg Gift Shop | 5.84 | \$8.31 | \$7.86 | -\$0.45 |
| Transactions | 2869 | 1608 | 2506 | +898 |
| Items Sold (ex tickets) | 3554 | 2700 | 4404 | +1704 |
| Tours | 7 | 0 | 6 | +6 |
| Private Events | 0 | 0 | 1 | +1 |
| Online | 0 | 8 | 7 | -1 |

| Top 5 Departments by Qty | Top 5 Dept by Sales |
|--------------------------|---------------------|
| Post cards | Adult t-shirts |
| Adult t-shirts | Home and Office |
| Souv | Drink ware |
| Magnets | Souv |
| Pins and patches | Kids toys |

| Top 5 Items by Qty | Top 5 Items to Sales |
|---------------------|----------------------|
| Post cards | Denim apron |
| Bakers choc | Pano magnet |
| Pano magent | Mrn Pic t-shirt xlg |
| Soda | 150 trains a day |
| Small train suckers | Orphan Train DVD |