

## Golden Spike Board Meeting 10/15/2021

In attendance: Kirsten, Tim, John, Lisa, Dick, Matt, Brad, Cody, Cassie, Brad, Todd, Katie, Kim and Jane

Approval of minutes: Cody and John

Introduction of new administrative assistant: Jane

State audit request:

- Anonymous call to state about mishandling of OCC funds
- Kirsten provided requested audit information
- Bad PR if media finds out/Good PR when the audit comes back good

Committees:

Growth: goal projects in short term

- Construction of new office space
- Save for new HVAC system
- Storage

Long term

- Addition to the building

Marketing:

- NPRD: we are still waiting on some invoices
- All in one: GST will continue to participate if the ticket price is increased, and we get a bigger cut.
- BBR: looking to raise their ticket price to \$4.00 per person
- LCM: looking to raise their ticket price to \$6.00 per person
- VB: pays for the All-in-One tickets through grants

Trick or treat drive thru:

- We are expecting 500 kids, 300 cars
- We have a budget of \$1000.00 (\$900.00 in cash and \$500.00 in trade)

October Schedule: We will host three tours this month, two have already happened; those did include a meal and the third one is upcoming. We had one private event scheduled this month, it has cancelled.

Christmas:

- Friends and family night November 4<sup>th</sup>
- Black Friday
- Shop Small Saturday
- Museum Store Sunday

Continuing with the late-night shopping this season, only change is that we will run it alongside of the downtown late-night shopping on Thursdays instead of Wednesday nights like we did last year.

Education: Nothing to report currently.

Finances:

- Cash is up more than expected \$307,949.92.
- Re-payment to USDA (reserve fund) continues
- Inventory is at \$71,000.00 due to Christmas inventory coming in
- OCC payment is higher than expected
- Credit Card payments: higher amounts on credit cards and more payments made due to the small companies we are using. They do not offer 30-day pay terms; they require CC payments.

Accounts payable: No surprises. Items in 30 days plus column are either waiting on invoice or the payment has been made.

Accounts receivable: the only thing outstanding is the University of NE bill

Admission:

- Ticket sales income is up due to the increase in price. The number of guests is level with 2019
- Gift shop sales at the end of September \$214,000.00
- Credit card fees are higher due to more people using credit cards instead of cash

Budget:

- Preliminary budget complete and was distributed with Board packet
- Finalized budget by the end of year

Grants: Open

- All in one, waiting on one invoice
- NE Tourism: closing next spring will have 2 grants open with them during this time

Closed

- NPRD

Additional:

- Retained earnings to pay for building projects
- Leaking dining car: Josh from Wheelhouse is going to help with how to seal
- Things with UP are going well

VB: Lisa

- Lodging numbers record: up 100% since last year
- Conventions dropped off
- Summer #'s were record setting this year
- Budgeted 20% down for next year.
- Nebraska Tourism Conference next week.