

Golden Spike Tower Board Meeting

Friday, February 18th, 2022

8:00am @ GST & via Zoom

1. Called meeting to order at 8:02am by Vice President Anna Stacy
2. Attendance: Katie Franzen, Anna Stacy, Dick Foran, Mike Steele, Cody O'Dell, Cassie Condon, John Guethlein, Lisa Burke, Todd Hlavaty. Staff in attendance: Kirsten Parker, Jane Kuchta, Kim Martin
3. Approval of minutes: 1st by Mike, 2nd by John. Motion passed.
4. Presidential Comments
 - On behalf of Tim, Kirsten mentioned what a wonderful experience he had at the Tower with his friends over the past weekend. Great to hear!
5. Committee Reports
 - a. Property & Growth
 - Construction on staff room will begin next week!
 - Brian Baxter will take care of the corn for us and we let him keep it. In return he will help us out if we need leveling done, or anything else that requires big machinery.
 - b. Marketing
 - Focus this year is on local advertising, using local brand ambassadors to get the community involved. Will use guest quotes to inspire, and data from the impact study to back it up.
 - Reminder of the Friend of GST program and the different levels of membership.
 - We had some excellent media vendor presentations. Discovered we can use our local media in different ways for national advertising.
 - Love My Tower campaign is going well in getting local folks in. Will ramp up advertising the last half of February. Also, gift store sales are \$1000 over the same time last year.
 - c. Education
 - We look to add something new to the crane display each year. Natasha is working on this, with a focus on the crane dances.
 - Nice to be collaborating with UP. Nate and Renee helped with a student tour that came in who are studying the supply chain. Good recruitment opportunity for the future for UP.
 - Partnering with Dusty Trails for crane season; we plan to include coupons in the birding tour bags (around 500) that Dusty will hand out.
 - d. Operations/Finance
 - Occupancy tax overage is being rolled into Reserves, this is being completed in Feb.
 - Discussed grants; things are moving forward.
 - Replacing the phone system will save money in the long run and get the technology updated to where it should be.
 - Payroll tax error: Payroll taxes were mistakenly omitted from the budget. Motion by Dick to amend the budget to include the \$20,000, second by Todd. Motion carried.

- Increased goal for the gift shop this year is \$270,000.
 - Conflict of interest forms were dispersed; please sign and return if it applies.
6. UP
 - Kirsten reported UP is having issues with hiring. We will assist them by hosting a hiring fair for them at the end of March.
 - International Women's Day is March 8th; UP asked if we would host an event that they will pay for. It's nice when we can work together with them.
 7. CVB
 - No report
 8. Exec Director Report
 - Kirsten on PTO March 9-13
 - Admissions are similiar to this time last year; however, the ticket price was \$7 at this time in 2021.
 - It is already paying off having Kim in the gift store full time. She will be putting some effort toward the online store.
 9. Motion by Mike, second by Cassie to adjourn the meeting. Motion carried and meeting adjourned at 8:39am.