

Golden Spike Tower Board Meeting
Friday, February 18th, 2022
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: Jan Minutes: <https://goldenspiketower.com/wp-content/uploads/2022/02/Jan-2022-BOD-Meeting-Minutes-1.pdf>
4. Presidential Comments Tim Malmkar, President
5. Committee Reports
 - a. Property & Growth Committee (John Guethlein)
 - i. Minutes from meeting: <https://goldenspiketower.com/wp-content/uploads/2022/02/2-9-22-Property-Growth-Meeting-Minutes.pdf>
 - ii. Construction update
 - iii. Corn
 - iv. Next meeting: March 9th, 8:00AM, at GST
 - b. Marketing/PR/Events Committee (Anna Stacy)
 - i. Minutes from meeting: <https://goldenspiketower.com/wp-content/uploads/2022/02/2-3-22-Marketing-Meeting-Minutes.pdf>
 - ii. 2022 Marketing plan <https://goldenspiketower.com/wp-content/uploads/2022/02/2022-Marketing-Plan.pdf>
 - iii. 2022 Events
 1. February: For the Love of the Tower; Free admission for Lincoln County residents and 15% off in the gift store.
 2. March: Cranes & IWD with UP
 3. April: Easter Bunny, Drive Thru 4.17.21
 4. May: Tourism Week activity (first week of May)
 5. June: Twilight Tours Fri/Sat of Rodeo night at NLD
 6. July: Fireworks Viewing, 7.4
 7. August: Rail Days: August 5-7th
 8. Sept: Husker Tailgate
 9. Oct: Drive Thru Trick or Treat
 10. November: Open House
 11. December Open Late
 - iv. Next meeting: March 3rd, 8:00AM, at Scooters
 - c. Education Committee (Kirsten Parker)
 - i. Cranes
 - ii. February Tour Event Calendar <https://goldenspiketower.com/wp-content/uploads/2022/02/February-Tour-Events.pdf>
 - d. Operations Committee (Mike Steele)
 - i. Unreconciled Finance Packet: <https://goldenspiketower.com/wp-content/uploads/2022/02/Finance-Packet-1.pdf>
 - ii. Payroll tax error – vote to amend the budget
 - iii. Conflict of Interest Statement <https://goldenspiketower.com/wp-content/uploads/2022/02/Conflict-of-Interest-Policy-and-Form.pdf>
 - iv. 2021 Grants
 1. Open
 - a. Nebraska Tourism Marketing for \$9,495 (closes 2.22)
 - b. Humanities Nebraska for \$14,000
 - c. Nebraska Tourism Mktg for \$18,945
 - d. NPCVB: NPRD for \$8,000
 - e. NPCVB: All in One for \$3,700
 - v. Next Meeting: Monday, March 14th, 12:00PM Location: Zoom
6. UP Report Nate Hammond
7. CVB Lisa Burke
8. Executive Director Report and Questions Kirsten Parker
 - a. Out of Office PTO: March 9th-13th
 9. Adjourn

Next meeting: Friday, Mar. 18th, 8:00AM, location at the Golden Spike Tower

JANUARY 2022 EOM NUMBERS

	2020	2021	2022	+/-
Pd Admission	486	338	349	+11
Comp Passes	16	0	3	+3
Avg Ticket	\$5.98	\$5.61	\$6.85	+\$1.24
Avg Gift Shop	\$6.40	\$6.53	\$13.35	+\$6.82
Transactions	336	408	823	+415
Items Sold (ex tickets)	336	243	367	+124
Tours	3	2 (field trip)	1	-1
Private Events	0	0	0	0
Online	0	6	2	-4

Top 5 Departments by Qty	Top 5 Dept by Sales	Top 5 Items by Qty	Top 5 Items to Sales
x-mas	x-mas	Bakers' choc (1pc)	2022 UP Calendars
Food, candy	Souv	Post cards	Orphan Train DVD
Post cards	Adult t-shirts	2022 UP Calendars	Engineer blue cap youth
Souv	Kids apparel	Soda	Indio country Santa
Kids toys	Orphan train	Small train suckers	Denim apron

WHERE GUESTS VISITED FROM IN JANUARY.

CO	oh	Tilden	Gothenburg	Ord
np	KS	AK	KT	Oshkosh
Omaha	IL	broken bow	MO	switzerland
ia	id	Canada	scottsbluff	VT
kearney	mi	NY	Brazil	wi
Lincoln	pa	tx	LA	coloumbus
sd	wy	Holdrege	Lee	cozad
az	md	Michigan	mccook	OK
mn	fl	polk	minden	pawnee city
ne	holdrege	wa	nc	
Norfolk	kearn	wellfleet	nd	
north platte	lex	CA	ogallala	