

Golden Spike Tower Board Meeting
Friday, January 28th
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:
Dec. Minutes: <https://goldenspiketower.com/wp-content/uploads/2022/01/Dec-2021-BOD-Meeting-Minutes-12-17-21.pdf>
4. Presidential Comments Tim Malmkar, President
5. Committee Reports
 - a. Property & Growth Committee (John Guethlein)
 - i. No meeting in January
 - ii. Annual contract for Jorgensen's has been signed
 - iii. Next meeting: February 9th, 8:00am at GST
 - b. Marketing/PR/Events Committee (Anna Stacy)
 - i. No meeting in January
 - ii. Love My Tower campaign, February
 - iii. Next meeting: February 3rd, 8:00AM at the Chamber
 - c. Education Committee (Kirsten Parker)
 - d. Operations Committee (Mike Steele)
 - i. Finance Packet: <https://goldenspiketower.com/wp-content/uploads/2022/01/BOD-Finance-Binder-Packet-1-25-22.pdf>
 - ii. RJ Meyer (IRS Late Notice-Bob Meyer taking care of. Journal Entries)
 - iii. Conflict of Interest Statement will be done in February
 - iv. Vote on funds transfer to Reserves \$40,157.57 (OCC tax over \$500,000)
 - v. Discussion on Skiles, Loop, Bremer & White contract
 - vi. 2021 Grants
 1. Open
 - a. Nebraska Tourism Marketing
 - b. Humanities Nebraska submitted \$14,000
 2. Submitted Grants: Awaiting Confirmation
 - a. All in One 2022 (\$3700)
 - b. North Platte Rail Days 2022 (\$21,730)
 - c. Nebraska Tourism Mktg submitted \$20,540 (our cost \$6,209.70)
 - vii. Next Meeting: Monday, February 14th, 12:00PM Location: Zoom
 6. UP Report Nate Hammond
 7. CVB Lisa Burke
 8. Executive Director Report and Questions Kirsten Parker
 9. Adjourn

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

December 2021 EOM numbers

	2019	2020	2021	+/-
Pd Admission	411	360	574	+214
Comp Passes	23	4	0	-4
Avg Ticket	\$5.59	\$5.88	\$6.86	+\$0.98
Avg Gift Shop	\$21.33	\$45.03	\$27.69	-\$17.34
Transactions	509	627	788	+161
Items Sold (ex tickets)	1224	1802	2194	+392
Tours	0	0	0	=
Private Events	0	0	0	=
Online	0	14	14	=

Top 5 Departments by Qty	Top 5 Dept by Sales	Top 5 Items by Qty	Top 5 Items to Sales
Christmas	Christmas	Bakers Choc	2022 UP Calendars
Food, Candy	Kids Toys	Soda	17" LED Village
Kids Toys	Souv	Postcards	Canteen as it happened
Souv	Games and Activities	Small Train Suckers	Flatzy Holiday Candle
Games and Activities	Food and Candy	2022 UP Calendars	Kitchen Boa's