

Golden Spike Tower Board Meeting

Friday, March 18th, 2022

8:00am @ GST & via Zoom

1. Called meeting to order at 8:02am by President Tim Malmkar
2. Attendance: Katie Franzen, Anna Stacy, Dick Foran, Mike Steele, Cody O'Dell, John Guethlein, Lisa Burke, Tim Malmkar. Staff in attendance: Kirsten Parker, Jane Kuchta, Kim Martin.
3. Approval of minutes: 1st by Cody, 2nd by Dick. Motion passed.
4. Presidential Comments
 - None
5. Committee Reports
 - a. Property & Growth
 - Discussed parking lot striping. We will complete on our own, renting a machine and buying the paint and stencils.
 - b. Marketing
 - Kirsten will meet with Nate and John regarding NPRD. It is unlikely that we'll get the Big Boy, but if not, we will have the Operation Lifesaver Train.
 - Will need to get information out to the local media regarding the impact study.
 - Ad size in the Bulletin was off. Kirsten will discuss with them.
 - c. Education
 - Excited to have some tours and field trips in March.
 - Sandhill crane display is out.
 - We can get aerial photos from the airplane per Emily and save money by doing it in conjunction with the Chamber.
 - Looking to change up the wall graphics on the Orphan Train area.
 - d. Operations/Finance
 - Things are looking good. The payment to Reserves was unbalanced.
 - A/R – Will hold off on collecting from the University to see if they want to re-book for NPRD. Difficult to find the right person to discuss with. May not be able to collect from Super 8; will hold off until the May 1st sponsorship deadline for NPRD. We also could send a collection letter to the corporate office.
 - Insurance costs have increased; Tanner is pricing out for us.
 - Occupancy tax is up.
 - Have to wait and see what impact the higher gas prices will have on travel.
 - USDA – actual numbers will be late so used last month's numbers.
 - Grants – the Nebraska Tourism check for about \$10,000 should be coming in.
 - Hoping the city will accept the Covid dollars that are out there because the money will go to another community if we don't use it. The city is currently back-up for our loan. Matt Kibbon resigned, so the search is on for a new city administrator.
6. UP
 - No report.

7. CVB

- Sandhill crane tours are in full swing with three per day. Prairie Chicken tours are going in the mornings. The Governor declared the crane the state migratory bird.
- Prepping for tourism season.

8. Exec Director Report

- Kirsten gave her updates throughout the meeting.
- Kirsten will need time with Katie and Mike to prepare for Board transition.

9. Meeting adjourned at 8:47am.