

Golden Spike Tower Board Meeting
Friday, March 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:
Feb Minutes: <https://goldenspiketower.com/wp-content/uploads/2022/03/Feb-2022-BOD-Meeting-Minutes.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/2022/03/3-9-22-Property-Growth-Meeting-minutes.pdf>
 - ii. Construction update
 - iii. Next meeting: April 13th, 8:00AM, at GST
 - b. Marketing/PR/Events Committee (Anna Stacy)
 - i. Minutes from meeting: <https://goldenspiketower.com/wp-content/uploads/2022/03/3-3-22-Marketing-Meeting-minutes-1.pdf>
 - ii. 2022 Events
 1. April: Easter Bunny, Drive Thru 4.17.21
 2. May: Tourism Week activity (first week of May)
 3. June: Twilight Tours Fri/Sat of Rodeo night at NLD
 4. July: Fireworks Viewing, 7.4
 5. August: Rail Days: August 5-7th
 6. Sept: Husker Tailgate
 7. Oct: Drive Thru Trick or Treat
 8. November: Open House
 9. December Open Late
 - iii. Next meeting: April 7th, 8:00AM, at Scooters
 - c. Education Committee (Kirsten Parker)
 - d. Operations Committee (Mike Steele)
 - i. Finance Packet: <https://goldenspiketower.com/wp-content/uploads/2022/03/March-2022-BOD-Finance-Binder.pdf>
 - ii. USDA payment breakdown received late so we had used previous month's breakdown.
 - iii. 2021 Grants
 1. Open
 - a. Humanities Nebraska for \$14,000
 - b. Nebraska Tourism Mktg for \$18,945
 - c. NPRD for \$8,000
 2. Closed: Awaiting Funding
 - a. Nebraska Tourism Marketing
 - iv. Next Meeting: Monday, April 11th, 12:00PM Location: Zoom
6. UP Report Nate Hammond
7. CVB Lisa Burke

8. Executive Director Report and Questions
9. Adjourn

Kirsten Parker

Next meeting: Friday, April 15th, 8:00AM, location at the Golden Spike Tower

FEB 2022

	2020	2021	2022	+/-
Pd Admission	389	285	508	+223
Comp Passes	3	5	6	+1
Avg Ticket	\$5.79	\$5.98	\$6.49	+\$0.51
Avg Gift Shop	\$0.60	\$10.27	\$8.07	-\$2.22
Transactions	351	246	438	+192
Items Sold (ex tickets)	59	413	813	+200
Tours	1	0	3	+3
Private Events	0	0	0	=
Online	2	13	2	-11

Top 5 Departments by Qty	Top 5 Dept by Sales
Food candy soda	Adult t-shirts
Postcards	Long sleeve shirt
Souvenir	Souvenir
Kids toys	Kids toys
Adult t-shirt	Nebraska

Top 5 Items by Qty	Top 5 Items to Sales
Post cards	University sweatshirt
Bakers choc	NE Icon cutting board
Soda	Pano magnet
Candy bar	Gry UP/BY/NE long sleeve shirt
Pano magnet	Engine and coal car

Where our guests came from in February:

ne	
NP	fl
co	nh
Rustad tours	ny
wi	CAN
ks	Lexington
mn	ogallala
R&J tour	omaha
NORTH	tn
PLATTE	tx
ia	ga
Riley tours	pALMYRA
hershey	sutherland
il	md
MI	seward
ns	VA
CA	in
lincoln	minden
nc	oh
UT	Sidney
MO	Aurora
ok	
sd	
Canada	
columbus	
cozad	
Germany	
Gothenburg	
Grant	
kansas	
kearney	
McCook	
ms	
ontario	
va	
Ar	
ma	
NJ	