

**Golden Spike Tower Board Meeting**  
**Friday, May 20, 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:  
April Minutes: <https://goldenspiketower.com/wp-content/uploads/2022/05/April-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/2022/05/5-11-22-Property-Growth-meeting-minutes.pdf>
    - ii. Construction update – ticket window
    - iii. Snells new electrical vendor
    - iv. Next meeting: June 8<sup>th</sup>, 8:00AM, at GST
  - b. Marketing/PR/Events Committee (Anna Stacy)
    - i. Minutes from meeting: <https://goldenspiketower.com/wp-content/uploads/2022/05/5-5-22-marketing-meeting-minutes.pdf>
    - ii. 2022 Events
      1. May: Recap - Tourism Week (first week of May)
      2. June: Twilight Tours Fri/Sat of Rodeo night at NLD
      3. July: Fireworks Viewing, 7.4
      4. August: Rail Days: August 5-7<sup>th</sup>
      5. Sept: Husker Tailgate
      6. Oct: Drive Thru Trick or Treat
      7. November: Open House
      8. December Open Late
    - iii. Next meeting: June 2<sup>nd</sup>, 8:00AM, at Scooters
  - c. Education Committee (Kirsten Parker)
    - i. Tours <https://goldenspiketower.com/wp-content/uploads/2022/05/June-2022-tours.pdf>
  - d. Operations Committee (Mike Steele)
    - i. Finance Packet: <https://goldenspiketower.com/wp-content/uploads/2022/05/5-20-22-Finance-binder-packet-for-BOD.pdf>
    - ii. New computer for Office Manager
    - iii. QB moving to subscription
    - iv. 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
      3. CVB Improvement for lighting up the Tower
    - v. Next Meeting: Monday, June 13<sup>th</sup>, 12:00PM Location: Zoom

6. UP Report
7. CVB
8. Executive Director Report and Questions
  - a.
9. Adjourn

Nate Hammond  
 Lisa Burke  
 Kirsten Parker

Next meeting: No June meeting. Friday, July 15<sup>th</sup>, 8:00AM, location at the Golden Spike Tower

APRIL 2022

	2020	2021	2022	+/-
Pd Admission	0	1169	1152	-17
Comp Passes	0	17	49	+32
Avg Ticket	\$0.00	\$5.93	\$6.58	+\$0.65
Avg Gift Shop	\$0.00	\$9.04	\$10.08	+\$1.04
Transactions	36	980	1025	+45
Items Sold (ex tickets)	9	1702	1452	-250
Tours	0	0	1	+1
Private Events	0	1	3	+2
Online	24	11	2	-9

Top 5 Departments by Qty	Top 5 Dept by Sales
Postcards	Adult T-shirts
Food, Candy, Soda	Adult Books
Souvenirs	Cranes
Pins/Patches	Train Nerd
Cranes	Long sleeve

Top 5 Items by Qty	Top 5 Items to Sales
Postcards	Gry UP Cap
Bakers Choc 1pc	Union Pacific Big Boy PB
Soda	Mrn Pict lg
Pano Magnet	Turbine Power
Small Suckers	Postcards

Where our guests came from in April:

gs

np

cambridge

co

AZ

mn

mccook

ca

oh

wi

PA

id

va

mt

ct

ia

al

il

nh

ks

columbus

ne

gd

wy

GERRING

Omaha

GRETNA

tx

nv

wa

orchard

nj

ELM CREEK

north plat

GERMANY

or

lexington

ut

ga

mi

kearney

mo

bellevue

MA

nd

nm

nc

tn

nv

canada

ok

fl

poland

grand isla

SUTHERLAND

lincoln

campbell

alma

broken bow