

Golden Spike Tower Board Meeting
Friday, April 22nd, 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. Tanner Pettera with HUB - presentation
4. Approval of minutes:
March Minutes: <https://goldenspiketower.com/wp-content/uploads/2022/04/Mar-2022-BOD-meeting-minutes.pdf>
5. Presidential Comments Tim Malmkar, President
6. Committee Reports
 - a. Property & Growth Committee (John Guethlein)
 - i. Minutes from meeting: <https://goldenspiketower.com/wp-content/uploads/2022/04/4-13-22-Property-Growth-Meeting-minutes.pdf>
 - ii. Construction update
 - iii. Next meeting: May 11th, 8:00AM, at GST
 - b. Marketing/PR/Events Committee (Anna Stacy)
 - i. Minutes from meeting: <https://goldenspiketower.com/wp-content/uploads/2022/04/4-7-22-Marketing-Minutes.pdf>
 - ii. 2022 Events
 1. Recap: Women of UP event, pre-FAM tour, Easter Bunny
 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: May 5th, 8:00AM, at Scooters
 - c. Education Committee (Kirsten Parker)
 - i. Tours <https://goldenspiketower.com/wp-content/uploads/2022/04/Apr-2022-event-calendar.pdf>
 - d. Operations Committee (Mike Steele)
 - i. Finance Packet: <https://goldenspiketower.com/wp-content/uploads/2022/04/Apr-2022-Finance-Binder-Packet-for-BOD.pdf>
 - ii. Giving Day
 - iii. 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. UP Foundation
 4. CVB Improvement
 - iv. Next Meeting: Monday, May 16th, 12:00PM Location: Zoom

7. UP Report
8. CVB
9. Executive Director Report and Questions
 - a. Out for MSA in Boston May 16-23
10. Adjourn

Nate Hammond
 Lisa Burke
 Kirsten Parker

Next meeting: Friday, May 20th, 8:00AM, location at the Golden Spike Tower

MARCH 2022

	2020	2021	2022	+/-
Pd Admission	672	1216	1390	+174
Comp Passes	11	2	19	+17
Avg Ticket	\$4.48	\$5.93	\$6.61	+\$0.68
Avg Gift Shop	\$0.16	\$10.69	\$9.00	-\$1.69
Transactions	297	1007	1084	+77
Items Sold (ex tickets)	9	1888	2062	+174
Tours	8	0	2	+2
Private Events	0	1	1	=
Online	0	7	7	=

Top 5 Departments by Qty	Top 5 Dept by Sales
Food candy soda	Adult t-shirt
Post Cards	Long sleeve
Souvenirs	Souvenirs
Kids Toys	Kids Toys
Adult t-shirts	Nebraska

Top 5 Items by Qty	Top 5 Items to Sales
Postcards	Orphan train novel
Bakers Choc	Pano Mag
Pano Mag	Nothing like it in the world
Soda	Cranes with solar lights
Small train suckers	We rode the Orphan Train

Where our guests came from in March:

wilber

co

mccook

mn

nd

ne

nv

wi

vt

ia

Ashland

ks

canada

il

tn

np

lin

wy

nh

crete

ia

tx

ct

Omaha

ga

az

gothenburg

Lincoln

Grand Isla

wa

minden

sd

ms

in

nj

fairbury

nm

MI

ky

ca

va

UT

cozad

mo

sc

pa

paxton

nc

Waverly

id

RI

oh

holdredge

or

fremont

Union NE

osceola

elkhorn

Kearney

North Plat

Toronto

ME

FL