

Golden Spike Tower Board Meeting

Friday, July 15, 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
Approval of minutes: May Minutes: <https://goldenspiketower.com/wp-content/uploads/2022/07/May-2022-BOD-Meeting-Minutes.docx>
3. Presidential Comments: Last Meeting Tim Malmkar, President
4. Committee Reports
 - a. Property & Growth Committee (John Guethlein)
 - i. Construction update – ticket window 90% done!
 - ii. Grounds
 - iii. Technology
 - iv. Next meeting: August 10th 8:00AM, at GST
 - b. Marketing/PR/Events Committee (Anna Stacy)
 - i. Minutes from meeting: <https://goldenspiketower.com/wp-content/uploads/2022/07/Marketing-Meeting-minutes.pdf>
 - ii. 2022 Events
 1. June Recap: Twilight Tours Fri/Sat of Rodeo night at NLD
 2. July Recap: Fireworks Viewing, 7.4
 3. August: Rail Days: August 5-7th
 4. Sept: Husker Tailgate
 5. Oct: Drive Thru Trick or Treat
 6. November: Open House
 7. December Open Late
 - iii. Next meeting: Need to set a new date in August.
 - c. Education Committee (Kirsten Parker)
 - i. Tours
 1. May: <https://goldenspiketower.com/wp-content/uploads/2022/07/May-Tours.pdf>
 2. June: <https://goldenspiketower.com/wp-content/uploads/2022/07/June-Tours.pdf>
 3. July: <https://goldenspiketower.com/wp-content/uploads/2022/07/July-Tours.pdf>
 - d. Operations Committee (Mike Steele)
 - i. Finance Packet: <https://goldenspiketower.com/wp-content/uploads/2022/07/BOD-Finance-Packet-1.pdf>
 - ii. Board of Directors
 1. Election of Officers
Anna Stacy, President
Cody Odell, VP
John Guethlein, Secretary

Kaitie Holm (Franzen), Treasurer
 Tim Malmkar, Past President

- 2. Terms Ending
 - Tim Malmkar-Out of Town, Term Out
 - Cassie Condon-In Town, 2nd Term Available

iii. Grants

- 1. Open
 - a. Humanities Nebraska for \$14,000
 - b. Nebraska Tourism Mktg for \$18,945
 - c. NPRD for \$8,000
- 2. CVB Improvement for lighting up the Tower

iv. Next Meeting: Monday, August 15th, 12:00PM Location: Zoom

- 5. UP Report Nate Hammond
- 6. CVB Lisa Burke
- 7. Executive Director Report and Questions Kirsten Parker
- 8. Adjourn
 - a. Next meeting: Friday, August 19th, 8:00AM, location at the Golden Spike Tower

June 2022

| | 2020 | 2021 | 2022 | +/- |
|-------------------------|--------|--------|--------|---------|
| Pd Admission | 1807 | 4560 | 3878 | -682 |
| Comp Passes | 15 | 81 | 12 | -69 |
| Avg Ticket | \$6.11 | \$6.86 | \$7.00 | +\$0.14 |
| Avg Gift Shop | \$6.70 | \$7.50 | \$7.47 | \$0.03 |
| Transactions | 1332 | 3238 | 2719 | -519 |
| Items Sold (ex tickets) | 1922 | 5104 | 4037 | -1067 |
| Online | 8 | 24 | 6 | -18 |

| Top 5 Departments by Qty | Top 5 Dept by Sales | Top 5 Items by Qty | Top 5 Items to Sales |
|--------------------------|---------------------|--------------------|------------------------------|
| Postcards | Adult t-shirt | Postcard | Mrn pict xl |
| Food | Souv | Soda | 150 trains a day |
| Adult t-shirt | Kids toys | Sm train suckers | Postcard |
| Souv | Adult books | Bakers choc | Gst vinyl magnets |
| Kids toys | Orphan Train | Gst vinyl magnets | Royal bailey yard 1 line xlg |

May 2022 Stats

2,543 Guests

Where were they from?

| | | | |
|-------------|--------------|----------------|----------------|
| Arkansas | Florida | Louisiana | Omaha |
| Alabama | France | Maine | Oregon |
| Arizona | Georgia | Maryland | Overton |
| Aurora | Germany | Massachusetts | Paxton |
| Australia | Gothenburg | McCook | Pennsylvania |
| Bellevue | Grand Island | Mexico | Roseland |
| Blair | Hastings | Michigan | Scottsbluff |
| Brazil | Humphrey | Minden | Scribner |
| Burwell | Idaho | Minnesota | Sidney |
| California | Iowa | Missouri | South Carolina |
| Callaway | Illinois | Mississippi | South Dakota |
| Cambridge | Imperial | Montana | St. Paul |
| Canada | Indiana | Mullen | Stapleton |
| Colorado | Italy | North Carolina | Sutherland |
| Columbus | Julesburg | North Dakota | Tennessee |
| Connecticut | Kearney | Netherlands | Texas |
| Cozad | Kansas | Nevada | Tryon |
| Delaware | Kentucky | New Hampshire | United Kingdom |
| Elm Creek | Lexington | New Jersey | Utah |
| England | Lincoln | New York | Virginia |
| | | New Zealand | Vermont |
| | | North Platte | Washington |
| | | Ogallala | Wisconsin |
| | | Ohio | Wyoming |
| | | Oklahoma | |



*When's the last time
you visited "The Tower?"
Open Daily.*

June 2022 Stats

3,878 Guests

Where were they from?

| | | | | |
|-------------|---------------|---------------|-----------------|----------------|
| Ainsworth | Cozad | Holdrege | Montana | Scribner |
| Alabama | Crawford | Humphrey | Morse Bluff | Seward |
| Alaska | Crofton | Hyannis | Murray | Sidney |
| Albion | Delaware | Idaho | Nebraska City | South Carolina |
| Alliance | Davenport | Iowa | New Mexico | South Dakota |
| Atkinson | Davey | Illinois | New Zealand | Spencer |
| Arkansas | David City | Imperial | Norfolk | Springfield |
| Arizona | Donovan | Indiana | North Carolina | Stapleton |
| Auburn | Elm Creek | Italy | North Dakota | Stanton |
| Aurora | Elwood | Japan | Norway | St. Paul |
| Australia | England | Julesburg | Netherlands | Sutherland |
| Beatrice | Florida | Juniata | Nevada | Sutton |
| Bellevue | France | Kearney | New England | Syracuse |
| Blair | Fremont | Kansas | New Hampshire | Tennessee |
| Bloomfield | Georgia | Kentucky | New Jersey | Texas |
| Brady | Gering | Lexington | New York | Tryon |
| Brazil | Germany | Lewellen | North Platte | United Kingdom |
| Broken Bow | Glennville | Lincoln | Ogallala | Utah |
| Burwell | Giltner | Louisiana | Ohio | Virginia |
| California | Gothenburg | Maine | Oklahoma | Vermont |
| Cairo | Grand Island | Maryland | Omaha | Wahoo |
| Callaway | Grant | Massachusetts | O'Neill | Washington |
| Cambridge | Great Britain | McCook | Oregon | West Virginia |
| Canada | Hastings | Mexico | Overton | Wilbur |
| Chadron | Hawaii | Michigan | Palmer | Wisconsin |
| Colorado | Hay Center | Minden | Paxton | Wolbach |
| Columbus | Henderson | Minnesota | Pennsylvania | Wyoming |
| Connecticut | Hershey | Missouri | Plainview | York |
| | | Mississippi | Ponco | |
| | | | Republican City | |
| | | | Rhode Island | |
| | | | Scottsbluff | |

*When's the last time
you visited "The Tower?"
Open Daily.*

