



# Board of Directors

Thursday, December 14, 2023; 7:30am

*Making Madison County a better place to live, work, play and conduct business.*

<b>Chairman</b>	<b>Ashton McKeever</b>	x	<b>Sarah Pugh</b>	x	<b>Peter Loiler</b>	x
<b>Vice-Chair</b>	<b>Heather Ives</b>		<b>Nate Fehls</b>	x	<b>Kris Miler</b>	x
<b>Treasurer</b>	<b>Jeff Dick</b>	x	<b>Brad Tadlock</b>	x		
<b>Secretary</b>	<b>Allissa Johnson</b>	x	<b>Tara Kaysen</b>	x		
<b>Executive Director</b>	<b>Amara Huffine</b>	x	<b>Nicole Kems</b>			

<b>AGENDA</b>	<b>Presentation/Discussion</b>	<b>Recommendations/Actions</b>	<b>Follow-up</b>
I. Call to Order	The Meeting of the Board of Directors called to order by Board Chair Ashton McKeever at 7:38 AM.	A quorum was established.	
II. Approval of Agenda	Kris Miler motioned to accept the agenda; Peter Loiler seconded.	Agenda accepted.	
III. Approval of Minutes	Tara Kaysen motioned to accept the Minutes from the December 14, 2023 board meeting; Sarah Pugh seconded.	Minutes approved.	
IV. Financial Report	Treasurer, Jeff Dick explained he is still cleaning up the financials from the transition from Quickbooks Desktop to Quickbooks Online. Jeff said that our profit for 2023 was \$25,978. In 2022, our profit was \$38,700. He outlined that membership dues were down 3,000, Covered Bridge Festival income was up \$7,000, Sales were down \$1,000 and there were no significant notes about expenses in 2023. Allissa Johnson motioned to accept the Financial Report. Sarah Pugh seconded.	Financial Report accepted.	
V. Membership Report	Amara Huffine reported that we had no new members added from the last board meeting.		Amara to provide the total of chamber members in 2022 & 2023 for comparison.
VI. Discussion and Action Items (Old Business)			
a. Ashton McKeever Resignation	Ashton McKeever submitted her resignation to the board. Tara Kaysen reluctantly motioned to accept Ashton's resignation. Kris Miler seconded.	Resignation accepted	
b. Membership Renewals	Notices and reminders have been sent to the full membership. In reminders, Amara Huffine explained that if memberships are not paid, memberships will expire on 1/31/24.		Amara to provide an internal Membership Form for all members to keep track of membership benefits.

c. Marketing Plan	Amara Huffine discussed that she and Teddi Yaeger have developed a daily marketing plan through Q1.		Amara to provide the detailed 2024 marketing plan to the board.
d. Big Green Umbrella Proposal	Amara Huffine outlined two marketing proposals from Big Green Umbrella. The board decided to not pursue either option and focus marketing elsewhere for 2024.		
e. Tourism Update	Amara Huffine shared a quick update on tourism figures for 2023. The board commended Teddi Yaeger's efforts. Amara also made the board aware of a letter from Yaeger proposing changes to her position and compensation. The board agreed to discuss this matter in February prior to Yaeger's annual review.		Add to February's Agenda.
f. Ambassadors	Zach Newborough submitted his official resignation as Ambassador. The board accepted. Amara Huffine added that Maria Forgy will continue to be Chair of Ambassadors and Lance Queck will be added as an Ambassador.		
g. Membership Committee	Amara Huffine reiterated that she will be creating an internal Membership Form for all members to keep track of membership benefits. She also added that she will be contacting two members/non-board members to join this committee.		
h. Annual Meeting	Amara Huffine reminded board members to purchase their tickets. She also said that each board member will be getting a headshot done for our website at the Annual Meeting. We currently have sold 147 tickets. Our goal is 225.		Board Members purchase your tickets to the Annual Meeting.
i. Strategic Planning Session	Amara Huffine reminded the board that a Doodle was emailed to narrow down a date and time for our Strategic Planning session.		Board Members complete the Doodle request.
<b>Next meeting</b>		<b>Thursday, February 22nd, 2023 at 7:30AM at the Madison County Chamber of Commerce.</b>	
Adjournment at 8:45 AM.	Nate Fehl moved to adjourn the meeting; Peter Loiler seconded. Minutes respectfully submitted by Allissa Johnson, Secretary.		