



# Board of Directors

Thursday, March 23, 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>	
<b>Vice-Chair</b>	<b>Heather Ives</b>	x	<b>Nate Fehls</b>		<b>Kris Miler</b>	x
<b>Treasurer</b>	<b>Jeff Dick</b>	x	<b>Brad Tadlock</b>	x	<b>Tori Willis</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>	x	<b>Special Guest:</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 Chair Ashton McKeever at 7:32 AM.	A quorum was established.	
II. Doug Jurgens	Doug Jurgens with Vintage Iron Shed requested to speak at the board meeting to share his feedback on why he will not be renewing his membership. The board discussed Doug's feedback and will respond via letter with board consensus.		Return letter to Doug
III. Approval of Agenda	Sarah Pugh motioned to accept the agenda; Heather Ives seconded.	Agenda accepted.	
IV. Approval of Minutes	Jeff Dick motioned to accept the Minutes from the February 23, 2023 meeting; Kris Miler seconded.	Minutes approved.	
V. Financial Report	Jeff Dick presented details from the Financial Report. He explained that Q2 income is down compared to 2022 which he says most likely due to timing and our membership dues being down 1/3 compared to last year. He also noted that Covered Bridge Festival income and Annual Meeting expenses are up compared to 2022. Sarah Pugh motioned to accept the financial report; Allissa Johnson seconded.	Report approved.	Amara will work to provide budget breakdowns by event going forward.
VI. Membership Update	Amara Huffine reported that we have 18 new members in 2023, but overall we are down about 35% in revenue compared to January last year.		
VII. Discussion and Action Items (Old Business)			
a. 2023 Priority	Amara Huffine explained that one of her top goals this year is to be more transparent with the members by spotlighting board members in the Madisonian, opening		Allissa and Tori will provide Amara with contacts.

	up communications to members of any major decisions and sharing the Chamber's story. The board suggested that Amara also share all of those items with outside communities through the Earlham Echo and the St. Charles newspaper.		
b. Confidentiality	Amara Huffine reminded the board of our Confidentiality Agreement, and she requested board members read through the agreements and sign them.		If agreements weren't signed on 3/23/23, board members were encouraged to sign and return them to Amara ASAP.
c. St. Charles Welcome Center	Tori Willis presented positive feedback from the City of St. Charles on the Welcome Center partnership. She shared that the city is working on getting a tourism board established that will help in the success of the Welcome Center.		
d. Event Update	Amara Huffine shared that vendor sign ups for the Covered Bridge Festival are going very well as well as the ticket sales for the Wine Walk.		
<b>VII. Discussion and Action Items (New Business)</b>			
a. Marketing Committee	Amara Huffine shared that the Marketing Committee was able to meet with the goal of curating a cohesive message from the Chamber to the membership and beyond. This was strictly a brainstorming session.		
b. Marketing Survey	Amara Huffine discussed there was an email sent to the membership asking what their skill set was like and if they needed additional support for Facebook, Instagram, TikTok or Google.		
c. Member Exit Survey	Amara Huffine shared that she has received one response from members not renewing their membership citing the member not seeing the value in the membership anymore.		
d. Chamber Storytelling	Amara Huffine explained how she and staff plan to tell the Chambers entire story, and how she plans to focus on a more well-rounded story of the Chamber and not focus too much on one aspect or another.		
e. Non-profit Breakfast Topic	Amara Huffine gave a recap of March's event, and she shared the positive feedback she received.		
<b>Next meeting</b>		<b>Thursday, April 27, 2023 at 7:30AM at the Madison County Chamber of Commerce.</b>	
Adjournment at 9:10 AM.	Allissa Johnson moved to adjourn the meeting; Jeff Dick seconded. Minutes respectfully submitted by Allissa Johnson, Secretary.		