



Board of Directors

Thursday, April 26, 2022; 7:30am

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

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|--------------------|-----------------|---|--------------|---|--------------|---|
| Chairman | Mark Baudler | x | Sarah Cowman | x | Sarah Pugh | x |
| Vice-Chair | Ashton McKeever | x | Nate Fehls | x | Sarah Reed | x |
| Treasurer | Jeff Dick | x | Julie Feier | x | Brad Tadlock | x |
| Secretary | Allissa Johnson | x | Tara Kaysen | x | Peter Loiler | x |
| Executive Director | Amara Huffine | x | Nicole Kems | | Heather Ives | |

| AGENDA | Presentation/Discussion | Recommendations/Actions | Follow-up |
|--|---|---------------------------|--|
| I. Call to Order | The Meeting of the Board of Directors called to order by Chair Mark Baudler at 7:30 AM. | A quorum was established. | |
| II. Approval of Agenda | Sarah Cowman motioned to accept the agenda; Peter Loiler seconded. | Agenda accepted. | |
| III. Approval of Minutes | Sarah Pugh motioned to accept the Minutes from the March 24, 2022 meeting; Sarah Reed seconded. | Minutes approved. | |
| IV. Financial Report | Jeff Dick explained the biggest difference in the PNL from Jan-Mar 2021 to 2022 is that we received ~\$26,000 from the PPP. In actuality, Jeff said that we are only down ~\$3,000 from last year at this time. Sarah Pugh motioned to accept the Financial Report; Allissa Johnson seconded. | Report approved. | |
| V. Membership Update | Amara Huffine said YTD we have 15 new members including two in Earlham and one in St. Charles. She added that the Chamber office will be sending out one last "Collection Letter" for past due memberships. | | |
| VI. Discussion and Action Items (Old Business) | | | |
| A. Board Confidentiality | Mark Baudler reminded all board members of the standing confidentiality agreement that all board members signed when becoming a board member. He added that sharing any confidential information shared at a board meeting is grounds for dismissal from the board. | | |
| A. Chamber Logo | Amara Huffine discussed that the new chamber logo is an ongoing discussion. She added that the logo the board was considering was getting too close to looking like the Scenic Byways' logo. | | Schedule to discuss at the next Executive Meeting. |
| B. Events Update | CBF: Last meeting, Amara Huffine asked the board if she could send the Covered Bridge Festival (CBF) sponsorship spreadsheet to the full board to enlist their | | Board members reach out to Amara ASAP to sign up to reach out to potential Covered Bridge Festival sponsors. |

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| | <p>help with sponsorship requests. She reminded board members to sign up to reach out to potential sponsors and review the material she sent in an email on April 5th. Amara also added that currently there are 60 arts and crafts and 20 food vendors. Kudos to the CBF Vendor Committee.</p> <p>Wine Walk: Amara said that we have sold about 100 tickets which is about the same as last year. She added that they are sticking with time slots for this year's event.</p> | | |
| C. Mission Guided Goals | No update. | | |
| D. St. Charles Welcome Center | Amara Huffine provided the board with the brief financials for the St. Charles Welcome Center from 3Q 2019 - 4Q 2021. The board discussed at length potential expenses (i.e. staff) and revenue possibilities (i.e. new vendors). They discussed the potential of marketing to help push revenue. Amara added that she applied for the Greater Madison County Community Foundation Grant to help offset expenses. Sarah Cowman motioned to move forward with taking over the St. Charles Welcome Center; Peter Loiler seconded. | Motion carried. | |
| VII. Discussion and Action Items (New Business) | | | |
| A. Board Member Resignation | Sarah Reed submitted her resignation to the board. Mark Boulder motioned to accept Sarah's resignation; Allissa Seconded. | Motion carried. | |
| B. Staff Update | Amara Huffine discussed that Nancy Trask would be stepping away from the Welcome Center for personal reasons. She said that they hired Lucretia Banks to backfill that position. | | The board suggested Amara reach out to Jen Jackson to enlist her advice on documentation. |
| C. Heroism Ceremony | Amara Huffine updated the board on the planning of the ceremony on May 5th at 5:30 PM and invited the board to attend. | | |
| D. May Welcome Center Hours | Amara Huffine said that Welcome Center hours changed May 1st to 7 days a week: Monday-Saturday from 9 AM - 4 PM and Sunday 12 - 3 PM. | | |
| Next meeting | | Thursday, May 26, 2022 at 7:30am | USB Community Room |
| Adjournment at 8:22 AM. | Sarah Cowman moved to adjourn the meeting; Allissa Johnson seconded. Minutes respectfully submitted by Allissa Johnson, Secretary. | | |