



Board of Directors

Thursday, April 27, 2023; 7:30am

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

Chairman	Ashton McKeever	x	Sarah Pugh	x	Peter Loiler	x
Vice-Chair	Heather Ives	x	Nate Fehls		Kris Miler	x
Treasurer	Jeff Dick	x	Brad Tadlock		Tori Willis	
Secretary	Allissa Johnson	x	Tara Kaysen	x		
Executive Director	Amara Huffine	x	Nicole Kems	x	Special Guests: Mary Seibert, Margaret Blair & Marsha Thompson	x

AGENDA	Presentation/Discussion	Recommendations/Actions	Follow-up
I. Call to Order	The Meeting of the Board of Directors called to order by Chair Ashton McKeever at 7:35 AM.	A quorum was established.	
II. St. Charles Tourism Board	Our Special Guests shared the state of affairs of the St. Charles Welcome Center and the goals of the newly established St. Charles Tourism Board.		
III. Approval of Agenda	Allissa Johnson motioned to accept the agenda; Sarah Pugh seconded.	Agenda accepted.	
IV. Approval of Minutes	Kris Miler motioned to accept the Minutes from the March 23, 2023 meeting; Peter Loiler seconded.	Minutes approved.	
V. Financial Report	Jeff Dick presented details from the Financial Report. He explained that our cash is up \$21,000 compared to 2022. He added that membership dues and special event income are also up. Jeff explained that year-to-date, we are still behind nearly 30% in membership dues compared to 2022 - but that does not include any dues that came through at the end of 2022. Kris Miler motioned to accept the Financial Report; Allissa Johnson seconded.	Report approved.	Amara will work with Billie to provide the board with a membership financial breakdown from November 2022 to now.
VI. Membership Update	Amara Huffine reported that we have 20 new members in 2023 including two in Indianola.		Amara will provide the board with exit survey responses.
VII. Discussion and Action Items (Old Business)			
a. Board Resignation (ADDED)	Ashton McKeever announced that Tori Willis has resigned from the Chamber Board.		
b. 2023 Priority	Amara Huffine reminded the board of our priorities for 2023.		
c. St. Charles Welcome Center	Amara Huffine discussed that the City of St. Charles is requesting that the Chamber purchase a steel gate for	Motion carried.	Amara will purchase the steel gate for the St. Charles Welcome Center.

	\$136.00. Tara Kaysen made a motion to approve the purchase of the gate; Allissa Johnson seconded.		
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.		
a. Marketing Committee	Amara Huffine shared updates regarding Annual Meeting, Wine Walk, Golf Outing, En Plein Aire, Covered Bridge Festival and Festival of Lights.		
b. Surveys	Amara Huffine discussed a few details of the Membership Exit Survey and Marketing Survey.		Amara will provide the board with the results of both surveys.
VII. Discussion and Action Items (New Business)			
a. Chamber Storytelling	Discussion pushed to the next board meeting.		
b. Sign Committee	Amara Huffine discussed the committee is working on getting two different types of bids: one to update the existing sign and the other for a completely new sign concept.		
Next meeting		Thursday, May 25, 2023 at 7:30AM at the Madison County Chamber of Commerce.	
Adjournment at 9:05 AM.	Allissa Johnson moved to adjourn the meeting; Nicole Kems seconded. Minutes respectfully submitted by Allissa Johnson, Secretary.		