



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	x	Kris Miler	x
Treasurer	Jeff Dick	x	Brad Tadlock	x		
Secretary	Allissa Johnson	x	Tara Kaysen	x		
Executive Director	Amara Huffine	x	Nicole Kems	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.	Approval of Agenda	Allissa Johnson motioned to accept the agenda; Peter Loiler seconded.	Agenda accepted.	
III.	Approval of Minutes	Kris Miler motioned to accept the Minutes from the April 27, 2023 meeting; Jeff Dick seconded.	Minutes approved.	
IV.	Financial Report	Jeff Dick presented details from the Financial Report. He explained that our cash is up \$14,000 compared to 2022, but we are behind about \$30,000 on profit and loss due to receiving 2023 membership dues at the end of 2022. He added that retail sales are down, but the Covered Bridge Festival and Tours are up. Sarah Pugh motioned to accept the Financial Report; Nate Fehls seconded.	Report approved.	
V.	Membership Update	Amara Huffine reported that we have 28 new members in 2023, and we currently have an 83% retention rate which is above the average.		
VI.	Discussion and Action Items (Old Business)			
a.	2023 Priority	Amara Huffine reminded the board of our priorities for 2023.		
b.	St. Charles Welcome Center	Amara Huffine shared that we have two staff hired to work at the St. Charles location, and she updated the board with the current hours: Thurs/Fri. 11 AM - 4 PM, Sat. 10 AM - 2 PM & Sun. Noon - 3 PM.		
c.	Event Update	Amara Huffine shared that the Golf Outing has 3 sponsors, 9 hole sponsors and 18 golf teams. They are working on raffle prizes, but this event planning is ahead of schedule.		

	She also shared the Covered Bridge Festival currently has 99 vendors signed up and that Wine Walk was a great success.		
d. Sign Committee	Brad Tadlock presented multiple quote options with two different sign companies - Chestnut Signs & Precision Signworks. Brad recommended the 8mm expanding sign dimensions (option #3). The board discussed how we could pay for the sign through different fundraising, grants and capital campaign options.		Amara Huffine will present her ideas for sign fundraising at one of the next board meetings.
VII. Discussion and Action Items (New Business)			
a. Chamber Storytelling	Amara Huffine shared that our Story Telling efforts will now be shared in Earlham through The Echo in exchange for a membership.		
b. Storage Shed	Amara Huffine discussed that the City of Winterset has asked the Chamber to clean up & paint our storage shed. Amara got a bid for \$1,500.		Amara Huffine will share if the \$1,500 bid includes taking off the old paint and email the board for approval.
c. City and Chamber CBF Relationship	The City of Winterset (Sky Smothers) has asked that the Chamber provide Type 3 Barricades for this year's Covered Bridge Festival. (City barricades have been used in years past.)		Amara Huffine will clarify this request from the City of Winterset and provide clarification at the next board meeting.
Next meeting		Thursday, June 22, 2023 at 7:30AM at the Madison County Chamber of Commerce.	
Adjournment at 9:00 AM.	Allissa Johnson moved to adjourn the meeting; Heather Ives seconded. Minutes respectfully submitted by Allissa Johnson, Secretary.		