



Board of Directors

Thursday, June 23, 2022; 7:30am

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

Chairman	Mark Baudler	x	Sarah Cowman	x	Sarah Pugh	x
Vice-Chair	Ashton McKeever	x	Nate Fehls		Peter Loiler	x
Treasurer	Jeff Dick	x	Julie Feier	x	Heather Ives	x
Secretary	Allissa Johnson	x	Tara Kaysen	x	Brad Tadlock	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 Mark Baudler at 7:30 AM.	A quorum was established.	
II. Approval of Agenda	Allissa Johnson motioned to accept the agenda; Sarah Pugh seconded.	Agenda accepted.	
III. Approval of Minutes	Mark Baudler motioned to accept the Minutes from the May 26, 2022 meeting; Sarah Pugh seconded.	Minutes approved.	
IV. Financial Report	Mark Baudler presented the notes shared by Billie Haines for the Financial Report. Billie noted that overall income is up 3.5% driven by Special Events and Tourism. She also noted that overall expenses are up 32.5% from last year due to salary and special event expenses. Sarah Pugh motioned to accept the Financial Report; Peter Loiler seconded.	Report approved.	
V. Membership Update	Amara Huffine reported that YTD, we have 18 new members. She said she's looking into businesses in St. Charles to join the chamber now that we have taken over the Welcome Center.		
VI. Discussion and Action Items (Old Business)			
A. Chamber Logo	One old logo and two brand new logos were presented. The board agreed that option three was the favorite. The board suggested brightening the colors, adding a rectangle name plate to the bridge and changing the font. Allissa Johnson motioned to approve the logo with the revisions discussed; Peter Loiler seconded.	Logo approved with revisions.	Make revisions to logo.
B. Events Update	CBF: Amara Huffine said that we currently have 107 vendors and encouraged the board to continue to reach out to sponsors to help reach out sponsorship goal of		

	\$20,000.00. She added that the parade will be at 3 PM Sunday.		
C. Electronic Sign	Amara Huffine said the sign appears to be working again, but it is very unreliable. She would like to work on a fundraising plan to purchase a new sign. Allissa Johnson, Brad Tadlock and Peter Loiler agreed to be on the committee to help with this fundraising.		
Discussion and Action Items (New Business)			
A. Welcome Center Manager	Amara Huffine discussed that we currently have two applicants for the job, and interviews will be set up soon.		
B. On-line Sales	The board discussed best practices that should be noted on our website regarding things like return and exchange policy and shipping costs.		
VII. Good of the Cause	<p>Amara Huffine added that the St. Charles Welcome Center currently has one staff member, and they are currently getting traffic. She is working on getting numbers from Lucinda. She added that only chamber items are currently being sold in the St. Charles Welcome Center, but she is looking at getting wine and consignment items there soon. Amara also mentioned that all golf sponsors were secured and they are about half-full with teams. She was looking at getting more raffle prizes donated.</p> <p>The board also discussed an email that was sent to Amara and Mark Baulder from Stephanie Grabill regarding her membership. The board discussed multiple options to help assist merchants that may be struggling including a reminder to members to email Amara for upcoming events, help with city sign ordinance and maps/shopping & dining guides.</p>		
VIII. Closed Session	The board entered closed session at 8:23 AM regarding staff. The closed session was adjourned at 8:50 AM.		
Next meeting		Thursday, July 28, 2022 at 7:30am	
Adjournment at 8:50 AM.	Jeff Dick moved to adjourn the meeting; Tara Kaysen seconded. Minutes respectfully submitted by Allissa Johnson, Secretary.		