



# 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	
Vice-Chair	Ashton McKeever		Nate Fehls		Peter Loiler	x
Treasurer	Jeff Dick	x	Julie Feier	x	Heather Ives	
Secretary	Allissa Johnson		Tara Kaysen	x	Brad Tadlock	
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	Jeff Dick motioned to accept the agenda; Peter Loiler seconded.	Agenda accepted.	
III. Approval of Minutes	Did not vote to approve minutes		
IV. Financial Report	Jeff Dick presented the notes shared by Billie Haines for and the Financial Report. Billie noted that overall income is up 2.3% driven by Special Events and Tourism. She also noted that overall expenses are up 21.6% from last year due to salary and special event expenses. Tara Kaysen motioned to accept the Financial Report; Peter Loiler seconded.	Report approved.	
V. Membership Update	Amara Huffine reported that YTD, we have 24 new members. This compares to 15 last year to date.		
VI. Discussion and Action Items (Old Business)			
A. Chamber Logo	Amara Huffine reported that Mr. Eaves has been approved as the official font. Teddi is working on a design book for branding guidelines. The Chamber will unveil the new logo on September 1st so that we have apparel in house to sell		
B. Events Update	CBF: Amara Huffine said that we currently have 121 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. The CBF committee approved to increase admission from \$2 to \$3 or 2 for \$5 this year. Golf outing		

	was a success and we were 1 foursome short of a full roster. Winter Events are being planned. We are working with the Winterset Livery to add a preview night Friday. The Christmas! Lights! Action! event has been combined with the Festival of Lights and will be on Friday, November 25th. The theme is Christmas Icons		
C. Welcome Center Manager	Amara Huffine suggested to the board to hire Lucretia Banks as the new Welcome Center Manager for \$13 an hour and extend an offer to Catherine Stetzel to join the team at \$11 per hour. Jeff Disck motioned and Tara Kaysen seconded.	Motion approved	
D. On-line Sales	Amara Huffine reported that the goal is to have on-line sales launched on September 1st.		
Discussion and Action Items (New Business)			
A. 2023 Events	Amara Huffine discussed that we should add a Beer/Cider Walk and an En Plaine Arts Festival to 2023 events to bring in more revenue during the summer months. Mark suggested forming committees to get planning started. Amara Huffine discussed that Hidden Madison County may need to be re-evaluated for 2023 as an event.		
B. Membership Renewal	Amara Huffine discussed the membership renewal process suggesting we keep it the same this year (as it was last year) with the addition of adding a checkbox to determine if members are interested in auto renewal in the future. Nicole Kems suggested adding an update contact information form to the renewals.		
VII. Good of the Cause	Amara Huffine added that the Chamber Board should feel empowered to represent the Chamber in any public capacity and feel encouraged to have conversations with any of our current and prospective members.		
<b>Next meeting</b>		<b>Thursday, August 25, 2022 at 7:30am</b> <b>USB Community Room</b>	
Adjournment at 8:50 AM.	Tara Kaysen moved to adjourn the meeting; Nicole Kems seconded. Minutes respectfully submitted by Amara Huffine, Executive Director.		