



Board of Directors

Thursday, September 22, 2022; 7:30am

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

Chairman	Mark Baudler	x	Sarah Cowman		Sarah Pugh	
Vice-Chair	Ashton McKeever	x	Nate Fehls	x	Peter Loiler	x
Treasurer	Jeff Dick	x	Julie Feier	x	Heather Ives	
Secretary	Allissa Johnson	x	Tara Kaysen	x	Brad Tadlock	
Executive Director	Amara Huffine	x	Nicole Kems	x	Special Guest: Meg Schneider	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 7:32 AM.	A quorum was established.	
II. Approval of Agenda	Peter Loiler motioned to accept the agenda; Jeff Dick seconded.	Agenda accepted.	
III. Approval of Minutes	Nate Fehls motioned to accept the Minutes from the <u>August 25, 2022 meeting</u> ; Tara Kaysen seconded.	Minutes approved.	
IV. Financial Report	Amara Huffine and Jeff Dick presented details from the Financial Report. Overall revenue is down slightly compared to 2021. Retail sales are down, but they are hoping for an increase during the Coverage Bridge Festival. They mentioned cash was looking good, and there may be an opportunity to make larger payments on Chamber office building loan. Those discussions will happen after the Coverage Bridge Festival. Peter Loiler motioned to accept the Financial Report; Nate Fehls seconded.	Report approved.	
V. Membership Update	Amara Huffine reported recently we brought on three new members including one from Earlham.		
VI. Discussion and Action Items (Old Business)			
A. Events update	CBF: Amara Huffine reported that they are three weeks ahead of schedule. The map is being finalized. The power concerns from last month are no longer concerns. She said there will be increased marketing/advertising starting soon including 102.5, Madisonian, Iowa Public Radio and at the Des Moines Downtown Farmers Market.		Amara is in need of a board member to usher royalty around on Saturday and Sunday.
B. Online Sales	Amara Huffine said online sales are all ready to go. Last minute updates are being made.		

C. Electronic Sign	Amara Huffine discussed that the sign committee met to discuss sponsorship opportunities to pay for the sign. We are currently waiting for a quote, and this will be tabled until after CBF.		
VII. Discussion and Action Items (New Business)			
A. Employee Retention Tax Credit	Amara Huffine and Jeff Dick explained that we may qualify for an Employee Retention Tax Credit. A report was sent to the executive committee for review. They will review to see if we can move forward.		
B. Covered Bridges	Amara Huffine reported that a small group was able to paint two of the Covered Bridges. She said they are looking into making this a yearly event, and they will seek different groups for assistance.		
C. Winter Events	Amara Huffine said Festival of Lights + Lights. Christmas. Action will be on Black Friday. These used to be two different events, but they are being rolled into one this year. The theme is: Christmas Icons. She also discussed the details of Winter Solstice. Amara said that her and Teddi have already recruited nearly 25 vendors which fills up the event. They've also expanded the event to include a PJ Party with Santa for kids.		
VIII. Good of the Cause	The board discussed who carries the insurance liability for tour guides. Ultimately it was decided that tour guides will hold their own insurance liability if they choose to drive their own vehicles, because they are subcontractors. The group also discussed that if the tour guide decides to hop in the tourist's vehicle, during the registration process - the tour guide will collect a copy of the tourist's drivers license and the make/model of the car. Amara Huffine also added that the Chamber office will be open for Trick or Treat on Monday, October 31st. Meg Schneider from the Greater Des Moines Partnership discussed that some chambers are considering adding a 501(c)3. The board ultimately decided that we would not.		
Next meeting		Thursday, October 27, 2022 at 7:30am USB Community Room	
Adjournment at 8:09 AM.	Jeff Dick moved to adjourn the meeting; Tara Kaysen seconded. Minutes respectfully submitted by Allissa Johnson, Secretary.		