



Board of Directors

Thursday, March 28, 2024; 7:30 AM

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

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| Chairman | Peter Loiler | x | Nicole Kems | x | Melissa Callstrum | x |
| Vice-Chair | Nate Fehls | x | Tara Kaysen | x | Guest: Teddi Yaeger | x |
| Treasurer | Jeff Dick | x | Kris Miler | x | | |
| Secretary | Allissa Johnson | x | Jen Frease | x | | |
| CEO | Amara Huffine | x | Jon Stetzel | x | | |

| AGENDA | Presentation/Discussion | Recommendations/Actions | Follow-up |
|--|---|--------------------------------|---|
| I. Call to Order | The Meeting of the Board of Directors called to order by Board Chair Peter Loiler at 7:33 AM. | A quorum was established. | |
| II. Teddi Yaeger, Tourism Update + Upstairs Renovation | Teddi joined the board meeting as a guest reporting on tourism trends for 2024 (Agritourism) and updating the board on all things tourism including motor coach tours planned so far this year.. Teddi also gave the board a tour of the upstairs space, and she shared the renovation dreams she has for the space. | | |
| III. Approval of Agenda | Kris Miler motioned to accept the agenda; Nate Fehl seconded. | Agenda accepted. | |
| IV. Approval of Minutes | Kris Miler motioned to accept the Minutes from the February 22nd board meeting; Tara Kaysen seconded. | Minutes approved. | |
| V. Financial Report | Treasurer, Jeff Dick explained to the board of directors that our cash is currently in a good position. He shared that February income was down and expenses were up compared to 2023, but he went on to add that it's most likely due to timing of both income and expenses. Last year at this time we had reported a \$16,000 net income, and this year we are breaking even. He also explained that 2024 membership dues are at \$62,000 vs. \$61,000 in 2023. We also have \$14,000 in dues that have not been collected yet. Allissa Johnson motioned to accept the Financial Report. Kris Miler seconded. | Financial Report accepted. | |
| VI. Membership Report | CEO, Amara Huffine reported that our membership is currently sitting at 283 members. She added that our | | Amara to provide an updated membership report that outlines current/paid members, paid members that have not yet paid and unpaid members. |

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| | Ambassadors are all following up with unpaid members along with any new member potential. Amara said that we have 16 new members in 2024. | | |
| VII. Discussion and Action Items (New Business) | | | |
| a. New Board Members | Peter Loiler discussed Lance Queck's interest in joining the Board of Directors. The board discussed that, since we have a full board according to bylaws, adding him at a committee lead would be the best course of action right now. Heather Ives has also requested to rejoin the Board of Directors, but still has not rejoined as a member of the Chamber yet. | | |
| b. Tourism Video | Peter Loiler discussed putting together a Tourism Video with the help of the Winterset High School. The details will be discussed further at a later date. | | |
| c. Chamber Credit Card | Amara Huffine provided an update and shared that she has the credit card in hand. | | |
| d. Membership Code of Conduct | Amara Huffine shared that she received no feedback on the Membership Code of Conduct. Board Members expressed there are a few updates that still need to be made. | | Board Members are to review further and contact Amara by April 9th with any further updates. |
| e. Annual Meeting P&L | Amara Huffine shared that we profited less than expected from the Annual Meeting. She discussed that catering costs were higher than anticipated. | | Amara will look into why catering costs were higher than initially discussed. |
| f. Paint Madison County Committee | Amara Huffine proposed the following Paint Madison County Committee: <ul style="list-style-type: none"> • Kris Miler • Luann Gilman • Brooke Suptin • Paige Clausen • Sarah Pugh • Kevin Fifo • Holly Anderson • Sandy Hoenig Allissa Johnson motioned to approve the committee for 2024.. Nate Fehl seconded. | Motion carries. | |
| g. Chamber Golf Outing Committee | Amara Huffine proposed the following Chamber Golf Outing Committee: <ul style="list-style-type: none"> • Peter Loiler • Nate Fehl • Jen Frease • Sarah Cowman • Lance Queck Jeff Dick motioned to approve the committee for 2024. Allissa Johnson seconded. | Motion carries. | |
| IX. Discussion and Action Items (Old Business) | | | |
| a. Bylaws | Peter Loiler explained Jon Stetzel will now be reviewing the bylaws, and he will provide the suggested edits at our next board meeting. | | Jon to present updated Bylaws at the next board meeting. |

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| b. Dress Code | Amara Huffine provided an updated Dress Code policy to the board. | | Board Members are to review the policy further and contact Amara by April 5th with any edits. |
| c. Social Media Policy | Amara Huffine provided an updated Social Media Policy to the board. | | Board Members are to review the policy further and contact Amara by April 5th with any edits. |
| d. Wine Walk | Amara Huffine provided updates on our Wine Walk event and shared that we have sold 50 tickets so far. | | |
| e. Covered Bridge Festival | Amara Huffine proposed adding new members, Lance Queck and Kyle Kuhns to the committee. Allissa Johnson made a motion to accept adding the two new members. Kris Miler seconded. The board also discussed donating a portion of the Covered Bridge Festival gate income to the Covered Bridge Preservation Association. Allissa Johnson made a motion to confirm a 2024 donation will be made. Nate Fehl seconded. | Motion carries. Motion carries. | |
| f. Ambassadors | Amara Huffine shared the Ambassadors are reaching out to members who have not renewed their 2024 membership. | | |
| g. Special Event Ordinance | Amara shared the details of a county-wide Special Event Ordinance Madison County Emergency Management and the Board of Supervisors is finalizing that would require events over a to be determined amount of people will be required to apply for a permit with a fee. This is in an effort to keep people safe during large events in the county. | | Amara will provide more details to the board as they are finalized. |
| Next meeting | | Thursday, April 25th, 2024 at 7:30AM at the Madison County Chamber of Commerce. | |
| Adjournment at 9:17 AM. | Allissa Johnson moved to adjourn the meeting; Nate Fehl seconded. Minutes respectfully submitted by Allissa Johnson, Secretary. | | |