



# Board of Directors

Thursday, October 24, 2024; 7:30 AM

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

<b>Chairman</b>	<b>Peter Loiler</b>	x	<b>Nicole Kems</b>	x	<b>Melissa Callstrom</b>	x
<b>Vice-Chair</b>	<b>Nate Fehl</b>	x	<b>Tara Kaysen</b>	x	<b>Guest: Sarah &amp; Brendan Pugh</b>	x
<b>Treasurer</b>	<b>Jeff Dick</b>	x	<b>Kris Miler</b>	x	<b>Guest: Ryan Marquardt</b>	x
<b>Secretary</b>	<b>Allissa Johnson</b>	x	<b>Jen Frease</b>	x		
<b>CEO</b>	<b>Amara Huffine</b>	x	<b>Jon Stetzel</b>	x		

<b>AGENDA</b>	<b>Presentation/Discussion</b>	<b>Recommendations/Actions</b>	<b>Follow-up</b>
I. Special Guests	<p>Guests' discussions started at 7:32 AM.</p> <p>Sarah &amp; Brendan Pugh shared that they will not be able to run entertainment for the Covered Bridge Festival for the 2025 festival.</p> <p>Ryan Marquardt gave the Board of Directors updates on what's going on with economic development in Madison County.</p>		The board will discuss people to take over booking entertainment for the 2025 Covered Bridge Festival.
II. Call to Order	The Meeting of the Board of Directors was called to order by Board Chair Peter Loiler at 7:55 AM.	A quorum was established.	
III. Approval of Agenda	Nicole Kems motioned to accept the agenda; Jon Stetzel seconded.	Agenda accepted.	
IV. Approval of Minutes	Jon Stetzel motioned to accept the Minutes from the September 26th, 2024 board meeting; Tara Kaysen seconded.	Minutes approved.	
V. Financial Report	<p>Treasurer, Jeff Dick explained to the board of directors that we continue to be in a good cash position. He said that in September retail sales were down, event income was up and motorcoach tours were down. He followed up with year-to-date retail sales are down \$5,000; Covered Bridge Festival income is up \$7,000; Paint Madison County and Hotel/Motel income are up. Overall our net income for 2024 is -\$4,400 compared to -\$5,900 in September 2023.</p> <p>Jon Stetzel motioned to accept the financial report. Allissa Johnson seconded.</p>	Financial Report accepted.	
VI. New Business			

a. 2025 Leadership	Peter Loiler discussed that Melissa Callstrom will be taking over for Jeff Dick as treasurer in 2025. Jeff Dick and Nicole Kems will be rolling off the board since their terms are up.		
b. Accounts	Peter Loiler discussed opening an account at American State Bank to spread the wealth to all local banks. The board discussed moving cash from our Farmers and Merchants "Tourism" account to American State Bank.		
c. Closed Session: Staff	Jon Stetzel motioned to go in to closed session at 8:20 AM to discuss a staff issue. Nate Fehl seconded.  Allissa Johnson motioned to come out of the closed session at 8:28 AM. Jeff Dick seconded.	No motion was made.	
d. December Hours	Amara Huffine said that the Chamber will close from December 25th through January 2nd.		
VII. Membership Report	CEO, Amara Huffine shared her Membership Report and said that we have added three new members in October and lose one member leaving our total at 306.		
VIII. Discussion and Action Items (Old Business)			
a. Bylaws	Nicole Kems motioned to accept the updated Bylaws. Tara Kaysen seconded.	Motion carries.	
b. Paint Madison County	Amara Huffine shared the final numbers for Paint Madison County. She showed a net income of \$3,193. This is nearly double what Amara budgeted.		<b>Amara Huffine will check to see if we can host the 2025 Golf Outing in June to space out events and sponsorship requests.</b>
c. Covered Bridge Festival	Amara Huffine said that she was very pleased with this year's Covered Bridge Festival. She shared that we made approximately \$35,000 from gate fees. She also said that the Covered Bridge Festival Committee would like the board to consider changing the hours of the festival to: Saturday 9 AM - 7 PM Sunday 9 AM - 3 PM with the parade at 3 PM. The board discussed many options, but they would like more feedback from vendors, spectators, etc. The board also discussed a need for security behind the entertainment stage.		<b>Nicole Kems will reach out to the Commander of the American Legion to see if they would be interested in being security.</b>  <b>Amara Huffine will do more research and get more feedback on the time change and report back to the board in November.</b>
d. Electronic Sign	There was no update on the Electronic Sign. Amara Huffine is still waiting to hear back from insurance.		<b>Amara Huffine will look into buying TVs.</b>
e. Membership Renewal	Amara Huffine said that she is working with Ambassadors on sending out membership renewals.		<b>Amara Huffine will work on a draft letter that she will send to the Membership Committee for review.</b>
<b>Next meeting</b>		<b>Thursday, November 21st, 2024 at 7:30AM at the Madison County Chamber of Commerce.</b>	
Adjournment at 9:06 AM.	Jon Stetzel moved to adjourn the meeting; Jeff Dick seconded. Minutes respectfully submitted by Allissa Johnson, Secretary (aka Security).		