



Board of Directors

Thursday, June 27, 2024; 7:30 AM

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

Chairman	Peter Loiler		Nicole Kems	x	Melissa Callstrom	x
Vice-Chair	Nate Fehl	x	Tara Kaysen	x	Guest:	
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 was called to order by Board Vice Chair Nate Fehl at 7:32 AM.	A quorum was established.	
II.	Approval of Agenda	Jeff Dick motioned to accept the agenda; Tara Kaysen seconded.	Agenda accepted.	
III.	Approval of Minutes	Kris Miler motioned to accept the Minutes from the May 23rd board meeting; Jon Stetzel seconded.	Minutes approved.	
IV.	Financial Report	Treasurer, Jeff Dick explained to the board of directors that year-to-date our retail sales are down. Amara Huffine explained that was because of understocked merchandise that she is working on restocking. Jeff also explained that our total income for the year is about \$2,000 behind where we were in 2023, but for the year we are about -\$21,000 behind from last year to this year. Kris Miler motioned to accept the Financial Report. Nicole Kems seconded.	Financial Report accepted.	Amara will look more into the retail sales numbers and report back at our next meeting.
V.	Membership Report	CEO, Amara Huffine reported we have 34 new members in 2024, and we have a total of 294 members. At this time in 2023, we only had 17 new members.		
VI.	Discussion and Action Items (New Business)			
a.	Website	A board member communicated concerns that she heard from members that the information on the Chamber website is inaccurate. Nicole Kems also shared that our new tourism website is not trending high on Google. The board discussed lots of options to help with these website issues including: <ul style="list-style-type: none"> • Have a List of Events - Not Just on Calendar • Include Bridges Information on the Website 		The board will look over the current Chamber website and report back to Amara with any feedback.

	<ul style="list-style-type: none"> Put the Visitor Information with Link to the Tourism Website on the Top of the Page Have a Conversation with Julie Feirer on Best Practices to Improve our Website 		
b. RAGBRAI	The Chamber will have a tent set up outside of the Chamber of Commerce with merch, info and maps. The board also discussed sending an email with printables to members with up to date RAGBRAI information and safety tips.		Amara to send RAGBRAI email to members.
c. Electronic Sign	Amara Huffine discussed fundraising efforts and grant opportunities with the board.		
IX. Discussion and Action Items (Old Business)			
a. Bylaws	Jon Stetzel has continued to review our bylaws. He has received feedback from only one other board member, but he has new bylaws and notes that he will share via email with the entire board. The board was asked to review on their own time and report back to Jon with suggested edits.		Jon will send updated bylaws with notes to full board via email.
b. Wine Walk	Amara Huffine provided final figures from our 2024 Wine Walk event. Overall wine glass costs were up and admission was down. She explained how she got creative with sponsorship and utilizing bags from last year. She added that she is still waiting on reimbursement from two merchants. Invoices have been sent. To help members who provide coupons in bags, the board discussed that next year only the first 200-250 would receive a bag (aka VIP Bag) with purchase of their ticket.		Amara to discuss notes with the Wine Walk Committee.
c. Golf Outing	Amara Huffine shared that we have two hole sponsors left to find, and four businesses may be interested. She said that everything is looking good for this event, we just need teams to get signed up.		
d. Paint Madison County	Amara Huffine shared she will update everyone on this event in her Friday email.		
a. Covered Bridge Festival	Amara Huffine said that she is currently working on Covered Bridge Festival sponsors. She has received commitments for \$9,000. She plans to update everyone in this Friday's email also.		
b. Internet	Amara Huffine said based on bids she received, Mediacom is the best option for the internet. The board discussed splitting up the internet and phone carriers to help with outages. They also discussed purchasing a hot spot for outages.		Amara to research and provide an update at the next board meeting.
Next meeting		Thursday, July 25th, 2024 at 7:30AM at the Madison County Chamber of Commerce.	
Adjournment at 8:41 AM.	Melissa Callstrom moved to adjourn the meeting; Tara Kaysen seconded. Minutes respectfully submitted by Allissa Johnson, Secretary (aka Security).		