



Board of Directors

Thursday, August 22, 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 Callstrom | x |
| Vice-Chair | Nate Fehl | | Tara Kaysen | x | Guest: | |
| Treasurer | Jeff Dick | x | Kris Miler | x | | |
| Secretary | Allissa Johnson | x | Jen Frease | x | | |
| CEO | Amara Huffine | x | Jon Stetzel | | | |

| AGENDA | Presentation/Discussion | Recommendations/Actions | Follow-up |
|--|--|--------------------------------|---|
| I. Call to Order | The Meeting of the Board of Directors was called to order by Board Chair Peter Loiler at 7:34 AM. | A quorum was established. | |
| II. Approval of Agenda | Allissa Johnson motioned to accept the agenda; Melissa Callstrom seconded. | Agenda accepted. | |
| III. Approval of Minutes | Kris Miler motioned to accept the Minutes from the June 27th board meeting; Melissa Callstrom seconded. | Minutes approved. | |
| IV. Financial Report | Treasurer, Jeff Dick explained to the board of directors that we are in a good cash position right now. In July, retail sales, Covered Bridge Festival and tourism income was up compared to 2023. He added that overall we are looking very similar to last year, but membership dues are down slightly (\$1,700). Allissa Johnson motioned to accept the Financial Report. Tara Kaysen seconded. | Financial Report accepted. | |
| V. Membership Report | CEO, Amara Huffine shared her new membership report outlining a year over year membership comparison since 2021. She added that we welcomed 4 new members in July and August that are typically slow months for membership. She said overall we have 36 new members this year compared to 22 new members by this point last year. | | |
| VI. Discussion and Action Items (New Business) | | | |
| a. Electronic Sign | Amara Huffine reported that our electronic sign was damaged during a recent storm. The board discussed the option to fix the sign versus buying a new sign. The quote to fix the current sign is \$6, 798.74 (Chesnut Signs). Figures for a new sign are upwards of \$50, 000. The board discussed marketing plans for | | Amara will look into getting updated quotes for a new electric sign. |

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| | a new sign, and discussed that new quotes for a new electronic sign would be needed to move forward. The board agreed not to fix the old sign. | | |
| b. Merchants/Members Support | This agenda item was tabled. | | |
| c. Heather Ives | Amara Huffine discussed that Heather Ives would like to be reinstated to the Chamber Board of Directors. The board agreed not to reinstate Heather Ives. | | Peter Loiler will discuss the board's decision directly with Heather. |
| d. Board 2025 | The board discussed several different options for new board members to replace our two board members rolling off the board at the end of the year: Jeff Dick and Nicole Kems. This discussion was tabled until the next board meeting. | | |
| e. Membership Committee | <p>The membership committee presented a new Membership Application and Levels to the board outlining new membership fees and levels of promotion & visibility, resources & support and engagement opportunities for members. The committee proposed the following membership fee adjustments:</p> <p>Individuals: \$50 Nonprofits: \$200 Businesses with Employees - 1-4: \$250 5-9: \$325 10 - 49: \$450 50+: \$625</p> <p>The board discussed the fees at length. As a whole, the board proposed to instead increase membership for 2025 by 10% to align with the rising costs of inflation. The board requested to see analytics that correspond with these figures.</p> | | Amara Huffine and the Membership Committee will meet again to discuss the board's feedback, and they will present a new proposal at the next board meeting. |
| f. Festival of Lights | Amara Huffine presented a new bid from Midwest Services for lighting the roofs, the tree and alleyways for \$6,700. She also provided an updated quote from All American Turf Beauty (who we currently use) for lighting just the roofs and the tree for \$4,942. The board requested Amara to ask for an updated quote from Midwest Services without the alleyways, and they asked for her to request they become members to be considered. | | Amara Huffine to request a new quote from Midwest Services and an updated quote from All American Turf. |
| IX. Discussion and Action Items (Old Business) | | | |
| a. Bylaws | Jon Stetzel has continued to review our bylaws. The board was asked to review on their own time and report back to Jon with suggested edits. | | The board will need to clarify who can be a "Director". |
| b. Golf Outing | Amara Huffine provided a breakdown on the Golf Outing budget. The total income was \$12,565, and the expenses came to \$2,115. | | |
| c. Paint Madison County | Amara Huffine shared she is still looking for artists, specifically kid artists. She said she will be working with the county schools to recruit kid artists. | | |

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| a. Covered Bridge Festival | Amara Huffine said that she is currently working on Covered Bridge Festival sponsors. She has received close to \$25,000 in sponsorship. | | |
| b. Internet | Amara Huffine said she is still working on bids for a new internet and phone provider for the Chamber Welcome Center. | | Amara will send out the bids via email for approval from the board. |
| Next meeting | | Thursday, September 26th, 2024 at 7:30AM at the Madison County Chamber of Commerce. | |
| Adjournment at 9:31 AM. | Tara Kaysen moved to adjourn the meeting; Nicole Kems seconded. Minutes respectfully submitted by Allissa Johnson, Secretary (aka Security). | | |