



Board of Directors

Thursday, September 26, 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: Chance Dullard, DS's Lawn Care	x
Treasurer	Jeff Dick	x	Kris Miler	x	Guest: Emily McLain, Greater Des Moines Partnership	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 7:42 AM.	A quorum was established.	
II.	Approval of Agenda	Allissa Johnson motioned to accept the agenda; Jon Stetzel seconded.	Agenda accepted.	
III.	Approval of Minutes	Melissa Callstrom motioned to accept the Minutes from the July 31st & August 22nd board meeting; Tara Kaysen seconded.	Minutes approved.	
IV.	Financial Report	Treasurer, Jeff Dick explained to the board of directors that we continue to be in a good cash position. He said that retail sales were up, Covered Bridge Festival was equal and Hotel/Motel tax was down year-to-date. He added that special event expenses are up compared to August of 2023. Overall, Jeff said that we are seeing a loss of \$4,700 compared to an increase of \$10,000 last year at this time. Jeff made a note to say that some of that is due to the timing of when we received 2024 membership dues. Jon Stetzel motioned to accept the Financial Report. Allissa Johnson seconded.	Financial Report accepted.	
V.	Membership Report	CEO, Amara Huffine shared that we finally surpassed the 300 memberships goal for the year with 9 new members in September. (305 total) The board applauded Amara's elaborate report.		
VI.	Discussion and Action Items (Old Business)			
a.	Bylaws	Jon Stetzel reviewed the updates he's made to our bylaws. The board was asked to review the bylaws once again and email Jon if they have any updates.		Jon to update "Executive Director" to "CEO". The board has until the October board meeting to reach out to Jon with any updates.

b. Paint Madison County	Kris Miler recapped the event noting that there was great attendance, reception and artists, a positive environment, and an overall good event. Amara Huffine mentioned that she thought it helped that we offered cash prizes for the artist, and she added that sponsorships were up compared to last year. There were 20 artists including 5 youth artists.	.	
c. Covered Bridge Festival	Jen Frease shared that the festival is completely full of vendors and that the map this year is expanding. Amara Huffine added sponsorship is up \$3,500 from last year and just short of the 2024 goal.		
d. Internet	Amara Huffine said the internet has been changed, but she is still working with Starlink to migrate the phone systems over. She will wait until after the Covered Bridge Festival.		
e. Electronic Sign	Amara Huffine reported at the last meeting that our electronic sign was damaged during a recent storm. The board discussed the option to fix the sign versus buying a new sign. Amara shared she is waiting to hear back from our insurance company. She added that in an upcoming membership survey, she plans to ask a few questions regarding a new electronic sign to get membership input. She also plans to looking into a tourism grant or other grant opportunities. In the meantime, the board discussed supplementing with two TVs in the Chamber Welcome Center windows.		Amara Huffine will look into buying TVs.
f. Festival of Lights	Amara Huffine presented three bids from All-American Turf Beauty Inc, Midwest Services LLC and CD's Lawn Care. The options ranged from temporary or semi-permanent lights. The board agreed to go with Midwest Services' bid for 2024, but would discuss a more long-term option with merchants on the square and CD's Lawn Care. Tara Kaysen made a motion to accept Midwest Services' bid for 2024. Kris Miler seconded.	Motion carries.	Amara Huffine to start conversations with merchants on the square during January meetings.
g. Membership Committee	The membership committee presented new Membership Levels to the board based on feedback from the last board meeting. The committee proposed the following 2025 membership fee adjustments: Individuals: \$50 (no change from 2024) 2nd Business: \$165 Nonprofits (1-15 employees): \$225 Nonprofits (16+ employees): \$300 Businesses with the following employees - 1-4: \$300 (no change from 2024) 5-9: \$325 10+: \$550 Kris Miler made a motion to accept the committee's membership fees proposal for 2025. Allissa Johnson seconded.	Motion carries.	
Next meeting		Thursday, October 24th, 2024 at 7:30AM at the Madison County Chamber of Commerce.	

Adjournment at 9:07 AM.

Jeff Dick moved to adjourn the meeting; Jon Stetzel seconded. Minutes respectfully submitted by Allissa Johnson, Secretary (aka Security).