



# Board of Directors

Thursday, April 25, 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>		<b>Tara Kaysen</b>	x	<b>Guest: Emily McClain, Greater DSM Partnership</b>	x
<b>Treasurer</b>	<b>Jeff Dick</b>	x	<b>Kris Miler</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>			

<b>AGENDA</b>	<b>Presentation/Discussion</b>	<b>Recommendations/Actions</b>	<b>Follow-up</b>
I. Call to Order	The Meeting of the Board of Directors called to order by Board Chair Peter Loiler at 7:34 AM.	A quorum was established.	
II. Approval of Agenda	Jeff Dick motioned to accept the agenda; Allissa Johnson seconded.	Agenda accepted.	
III. Approval of Minutes	Kris Miler motioned to accept the Minutes from the March 28th board meeting; Melissa Callstrom seconded.	Minutes approved.	
IV. Financial Report	Treasurer, Jeff Dick explained to the board of directors that our cash is still in a good position. Jeff shared that our profit and loss was at \$43,000 at this point in 2023, but in 2024, we are sitting at \$26,000. He said the main contributor to this difference year over year is due to timing of profit and expenses. He provided an update on membership income: \$64,000 (2024) vs \$66,800 (2023). Emily McClain added that the retention rate right now for membership is 70-80%. Right now, we are sitting at 81%. Allissa Johnson motioned to accept the Financial Report. Kris Miler seconded.	Financial Report accepted.	
V. Membership Report	CEO, Amara Huffine reported we have 24 new members in 2024 vs 14 at this time in 2023. The board requested a few more details on our membership.		<b>Amara to provide an updated membership report that outlines current/paid members, paid members that have not yet paid and unpaid members.</b>
VI. Discussion and Action Items (New Business)			
a. St. Charles Welcome Center	Amara Huffine discussed and shared an agreement she put together for the City of St. Charles for the Welcome Center.		

b. Inventory Shirts	Amara Huffine discussed that she will be getting three quotes from local screen printers for shirts being sold in the Welcome Center.		<b>Amara to provide quotes at the next board meeting.</b>
c. Friday's FYI Email	Amara Huffine shared that she will be sending an email every Friday to discuss any happenings going on at the Chamber in an effort to keep all board members informed and engaged.		
d. Tourism Video	The Board of Directors discussed making a tourism video on behalf of the Chamber. Peter Loiler discussed two options. #1: Utilize Winterset High School students as a school project, but have to wait until fall of 2024. #2: Work with 2/5 Studio for \$1,500, and complete the project now. Amara shared a video from the Soul of Iowa that will be available soon that was shot in 2023. Allissa Johnson offered to help direct a video. The board elected to wait until the fall to utilize the Winterset High School students.		
e. Redeemer Church	Amara Huffine shared that the Redeemer Church has been rezoned, and we may be seeing changes with that soon.		
<b>IX. Discussion and Action Items (Old Business)</b>			
a. Bylaws	Peter Loiler explained Jon Stetzel will be reviewing the bylaws, and he will provide the suggested edits at our next board meeting. Jon was not in attendance, so this will be moved to the next board meeting.		<b>Jon to present updated Bylaws at the next board meeting.</b>
b. Membership Code of Conduct	Amara Huffine provided the finalized Membership Code of Conduct to the board. Kris Miler made a motion to accept the finalized document. Jeff Dick seconded. The Code of Conduct will be uploaded to the website and included in the new member packet as an FYI to members.	Motion carries.	
c. Dress Code	Amara Huffine provided an updated Dress Code policy. Allissa Johnson made a motion to accept the Dress Code policy removing Tour Guilds. Nicole Kems seconded.	Motion carries.	
d. Wine Walk	Amara Huffine provided updates on our Wine Walk event and shared that there will be 24 stops at this year's event with a scavenger hunt. The event is Saturday, May 11th from 2-7 PM.		
e. Paint Madison County	Amara Huffine shared an update on this event, and said she is currently looking for artists. This event is September 22nd.		
f. Covered Bridge Festival	Amara Huffine said the committee is working on royalty nominations, and she shared that they are still working on vendors. The board discussed the generators that will be provided by Ziegler that all vendors requiring power will be required to use. This event is October 12th & 13th.		
g. Ambassadors	Amara Huffine shared updates and that 11 of our new members because of our Ambassador group.		
<b>Next meeting</b>		<b>Thursday, May 23rd, 2024 at 7:30AM at the Madison County Chamber of Commerce.</b>	

Adjournment at 8:56 AM.

Allissa Johnson moved to adjourn the meeting; Nicole Kems seconded. Minutes respectfully submitted by Allissa Johnson, Secretary.