



## Noble County Convention & Visitors Bureau, Inc.

110 S. Orange Street, Albion, IN 46701

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### Board of Directors Meeting Minutes Monday, November 11, 2024 Stanley Schoolhouse at Chain O'Lakes State Park, Albion, IN

**Board Members present:** Andi Barrand, Kate Emmert, Darcy Fish, Pattie Gatman, Tiffanie Gudakunst, Tiffany Parker, Katie Schaller, Cyndi Schlemmer, Heather Steele

**Staff:** Grace Caswell

**Members absent (excused):** Matt Dice, Kristen Johnson

President Heather Steele called the meeting to order at 4:27 pm.

**Approval of Consent Board Minutes:** Katie Schaller made a motion to approve the minutes from September, Kate Emmert seconded, motion carried.

**Approval of Financials:** Just as noted at the commission meeting, our financials are not properly up to date due to a longer than usual lag in the county transferring Innkeepers Tax to the commission. There have been some federal holidays in addition to election day so we have not yet received the funds. We do expect it to be around \$15,000, though. We are slightly over budget at this time but that was expected. Kate E. made a motion to approve the report, Tiffanie Gudakunst seconded, motion carried.

**Admin Update:** Alexis submitted a brief update of the fall season along with our top two blogs from October. A survey will be sent to event hosts to collect data on their event performance to be entered into a calculation program to estimate economic impact. Great Indiana Golf Packages' performance is now being tracked to estimate the impact of our investment. A comprehensive table for comparison of data tools was also prepared, showing PlacerAI as the preferred program for this if we can secure funding. Grace made a presentation for funding to ITF. They have requested more information and another presentation.

#### Committee Reports

- **HR/Governance:** A Director performance review will be conducted soon. Grace will conduct a review with Alexis and HR/Governance will do Grace's. Grace has requested a title change to CEO to represent changes to her duties and be more in line with other executives in the industry. Pattie Gatman made a motion to change Grace's title to CEO, Tiffany Parker seconded, motion carried. Grace's salary has been raised to meet the threshold for her to be exempt from overtime pay. Alexis will be hourly and will not be exempt but was given a \$2K raise.
- **Program Purpose:** Grace, Andi, and Cyndi met on October 15 to discuss changes to grants. Before the meeting, we, along with Alexis, helped Nic Caswell, install the new outdoor bulletin board by pouring cement in the barrels! Back inside, we discussed whether we wanted to keep granting or change to some type of award in order to save money. We decided to keep the grant program, stressing that applicants apply for only as much as they need rather than just automatically asking for the full \$1000. A few changes will be made to the application form. We will add a question about budget sustainability and add that applications must be typed or submitted on a digital form. We have had some problems with legibility in the past. We may

have some Program Purpose committee meetings at coffee shops, etc. to be more present in our communities, still meeting at the CVB when we evaluate grant applications.

- Finance: Even though Matt Dice was not able to attend this meeting, he helped write the following motion: “Motion to allow Butler CPA to transfer the necessary amount from the Visit Noble County Money Market account to the Operating Checking account to balance the 2024 CVB Budget after all 2024 Innkeepers Tax, CEDIT Funding, Online Shop Sales, and year-end gifts have been processed. Butler CPA staff will notify Grace Caswell, Executive Director, and Matt Dice, Board Treasurer, of the exact amount required before the fund transfer.” Darcy Fish initiated the motion, Andi Barrand seconded, and the motion carried. The proposed budget for 2025 was submitted, explained and discussed. Tiffany P. made a motion to approve the 2025 budget, Andi seconded, motion carried.

### **Director’s Report:**

Grace briefly touched on several points in her report, including strategic priorities, department updates, sports tourism developments, recent events, and upcoming events. We will be addressing AI and Social Media policy at our January 2025 meeting. Most of the discussion was in reference to the condition of the 110 S. Orange St. building, its inspection results and what would happen if the EDC decides to move out. Grace has called several properties but they are mostly over our budget. Grace has an interview at the CLC on December 2 as part of the application process to be able to move to a space there. The rent there for the year would be \$6100 and other related expenses, including maintenance, would be reduced. In order to make the transition more seamless, the following motion was put forth: “A motion to move to the CLC IF the application is approved, AND IF Be Noble moves, Visit Noble County can move to the CLC.” Tiffany P. made the motion, Kate seconded, motion carried.

### **Elect Slate of Officers:**

- Heather Steele, President
- Kate Emmert, Vice President
- Matt Dice, Treasurer
- Cyndi Schlemmer, Secretary

Pattie made the motion to re-elect the current slate, Darcy seconded, motion carried.

### **Good of the Corporation:**

Virtual meeting on December 4 at 5 pm to discuss the result of the EDC board meeting and general feeling about the interview at the CLC.

December 12th-Board Appreciation at LaOtto Brewing Company 4:30-6:30 pm

**Adjournment:** Tiffany P. made a motion to adjourn, Tiffanie G. seconded, motion carried. The meeting adjourned at 5:36 pm.

Submitted by Cyndi Schlemmer, Secretary  
December 10, 2024

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