



Noble County Convention & Visitors Bureau, Inc.

110 S. Orange Street, Albion, IN 46701

www.visitnoblecounty.org | 260-636-3602 | info@visitnoblecounty.com

Board of Directors Meeting Minutes Monday, January 20, 2025 Held virtually due to frigid weather

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

Staff: Grace Caswell

(This meeting had been scheduled for Augusta Hills LRCC. A tour date will be scheduled for any board members who can attend.)

President Heather Steele called the meeting to order at 4:31 pm.

Approval of Consent Board Minutes: Darcy Fish made a motion to approve the November 2024 minutes and notes from virtual December 4 informal meeting, Pattie Gatman seconded, and the motion carried.

Approval of Financials: Reports were provided. We are over budget as expected but have reserves to cover the shortfall. Tiffany Parker made a motion to approve the report, Kristen Johnson seconded, and the motion carried.

New Holiday Closures: Grace requested that some legal holidays be added in the off-season in consideration of the fact that Grace and Alexis have to work many summer holidays for festivals and events. These are Presidents' Day, Juneteenth, Columbus Day and Veterans Day. Kristen made a motion to approve these holidays, Kate Emmert seconded, motion carried. The employee handbook will be amended to reflect these holidays.

Operations and Data Intelligence Director Update: Alexis submitted a brief update of some end-of-year statistics and attendance since the move to the CLC. Attendance will continue to be tracked to see how this location compares to the old one. She produced an attractive one-page graphic of the high points of staff growth and development from 2023 and 2024 which will be included in the Visit Noble County Annual Report.

Committee Reports

- **HR/Governance:** Some topics that have been recently discussed were the holidays (voted on today) and how to approach the intern position after the challenges from last year. A Director performance review will be conducted soon.
- **Program Purpose:** Nothing new to report because this committee has not met since October. We will be meeting before the March meeting. There will be a spring cycle of grants.
- **Finance:** This committee has been in talks with Butler CPA. We are looking for higher yields on savings by checking with area banks about options, specifically something with higher yield but more liquid than a CD. We should have news on this at the March meeting. The goal is to hold approximately one half of our operating budget in reserve.

CEO Report: Grace briefly touched on several points in her report, including current legislation, attendance and feedback from the ribbon cutting/open house, marketing updates, sales topics, leadership and development, participation on other boards, data and administration, grants and fundraising, and a calendar of upcoming events. (Please see the CEO Report for details.) While talking about Leadership and Development, it was noted that Alexis has been a wonderful addition and worth every penny. Board member Kate Emmert will be presenting about short-term rentals at the ITA Conference which takes place March 3-5.

Good of the Corporation:

Planning for the Taste of Noble event by Grace, Matt and Pattie is underway. They have toured the space and are getting quotes and making contacts. It will be held at 5C Event Center on Thursday and Friday, June 19 and 20. We are hoping for around 40 vendors to participate. We are avoiding Saturday so we don't compete with area farmers' markets. Still working out logistics including parking and entry and/or parking fees.

Two tickets each are available for Britain's Finest (Feb. 15) and Darrell Scott (April 19). Let Grace know if you want them.

Alexis and Cyndi will be at the WN Career Fair (Feb. 12) to talk to students about careers in tourism. This is the first time we have been asked to participate in something like this.

Adjournment: Kristen made a motion to adjourn, Tiffany P. seconded, motion carried. The meeting adjourned at 5:18 pm.

Submitted by Cyndi Schlemmer, Secretary
March 3, 2025

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