

Noble County Visitors Bureau  
Tourism Commission Meeting  
Monday, May 15, 2023  
5pm GSP State Historic Site

Board Members present: Gary Gatman, Pam Lipasek, Dave Pine, Heather Steele, Cyndi Schlemmer, Kristen Johnson, Kate Emmert  
Absent: Devon Miller, Macy Burtch, Jacob Ihrle  
Staff: Grace Caswell

President Gary Gatman called meeting to order.

Attendance- Attendance and name review was done to ensure correct spelling for future minutes. See above.

Welcome New Board Member- Kate Emmert. Kate is our new representative for the County Commissioners appointment. She comes highly recommended by many members of the community and commissioners. When looking for a new board member, there was need to have a person associated with lodging and/or conventions in some way. There was also a expressed interest in having some associated with the short term rental markets ( Vrbo, Airbnb). Kate has a rental on Eagle Lake that is very unique. It is somewhat of a destination rental as it is set in a converted grain bin. The board welcomes Kate and looks forward to her input from the rental perspective.

Approval of Consent of Financials- The board reviewed financials as sent earlier. Grace explained the distinction between branding and marketing. Branding has physical logo on materials. As Grace learns more about the tourism industry ( through her classes, etc) , she may wish to define or change wording to more current vocabulary. It was suggested that more clarity may be achieved by updating budget line items to reflect services, promotions, programming, etc. This will be discussed and evaluated during the fall budget proposals

The financials were reviewed. Dave motioned to approve, Pam -2nd . All approved and carried.

Meeting Adjourned.