Noble County Visitors Bureau
Board of Directors Meeting
October 27, 2014
Stanley Schoolhouse
Chain O'Lakes State Park, Albion, IN
6:00 p.m.

The Board of Directors meeting was called to order at 6:00 p.m. by President Kathy Dues. Board members present were Bill Owen, Sam Boggs, Cathy Linsenmayer, Monica Brady, Lavina Aldefer, Joy LeCount, and Everett Newman. Tom Leedy, Tammy Luce and Sandy Petrie were excused. Staff members Sheryl Prentice, David Ober and Office Assistant Sara Hobson were also present.

Sam provided a brief history of the Stanley Schoolhouse for the board. Executive Director Sheryl Prentice introduced the new board member, Everett Newman, as the Ligonier city appointment.

<u>EDC Report</u>:

There was no report.

<u>Secretary's Report</u>:

The report was presented for review. There were no additions or corrections. **Joy made a motion to approve the minutes as presented. Monica seconded the motion. It was approved and carried.**

<u>Treasurer's Report</u>:

Tom was absent and could not provide explanation; it was presented for review. No official action was recorded for its approval.

<u>Tourism Asset Development Report</u>:

- David presented his report for review. He provided an update on the status of expenditures for the Sower Farmhouse projects.
- Farm-Fork will be undergoing a rebranding with a new logo and new printed promotional materials. David will be meeting with Doug Keenan and the farm producers to begin that work.
- Two students from Goshen College have been staying at Merry Lea and have been creating videos for marketing the farms.

<u>Executive Director's Report</u>:

- Sheryl presented her report for review.
- Shared additional information about the "Community Conversation" workshop which Noble County and the CVB will be participating in. Interesting note about the application approval—the CVB was one of four applicants that was selected and the only one located north of Indianapolis!
- The focus for the workshop will be on the Jewish Temple in Ligonier and the potential for linking the history of the Temple and the town to the future.
- The first planning meeting is scheduled for November 21 with a county wide workshop sometime in the early spring of 2015.

<u>Human Resources Committee Report</u>:

- The committee has no report since it has not met.

<u>Program/Purpose Committee Report</u>:

- Cathy reported she received information about two possible moderators for the board retreat. At the last board meeting, it was recommended that a retreat for the full board of directors be arranged as soon as convenient.

- Based on the proposals, Cathy recommended Jessica White and her proposal. She will send a copy of the proposal to the Human Resources Committee members, Sam and Kathy for review.
- **Sam made a motion to wait until after the first of the year in 2015 and schedule the retreat to allow all the newly appointed board members to attend. The motion was seconded by Lavina. It was approved and carried.**
- There was discussion about where the funds for the retreat would come from. Cathy suggested the Finance committee look in the possibility of adding the expense to the 2015 budget. It was also mentioned that the Professional/Contract Services line item in the budget could also be used.
- Cathy agreed to contact Jessica White about a workable date for the retreat. Suggested dates are Saturday, January 31 or Saturday, February 7, 2015.

<u>Old Business</u>:

- <u>Board Retreat</u>:
    - Tentative dates are Saturday, January 31 or Saturday, February 7 subject to Jessica White's schedule.
- <u>Punch List</u>:
    - More discussion about what is required and should be done when an event is being planned, contact information for people/services, etc.
    - Suggested Sheryl may want to contact Fair Board and initiate a conversation to see if they are really interested in hosting events.
    - Sheryl will develop a packet of information for event planners.
    - Program/Purpose Committee will work on developing guidelines for whom/what kind of groups the CVB will work with and/or promote.
- <u>Sower Farmhouse</u>:
    - David will be working more with the interior elements such as phone/internet access and copier.
- <u>Kendallville Middle School</u>:
    - There is no additional information available at this time.

<u>New Business</u>:

- <u>Financial Report</u>:
    - Tom prepared a draft of the 2015 budget for review. The board will vote on the budget at the next meeting in November.
- <u>Economic Survey</u>:
    - Sheryl received information about conducting another survey. The cost to participate increased to $2500. Since the CVB just did the first survey last year, she felt that doing it again so soon would not provide more useable information. **Monica made a motion to postpone doing another survey. Sam seconded the motion. It was approved and carried.**

<u>General Discussion</u>:

- Kathy received an email from a former board member expressing concern about the CVB's lack of a presence on Face book. Strong reactions voiced from several board members prompted the Program/Purpose Committee to agree to work on creating guidelines for social media at their next meeting.
- Sheryl created a list of things to ponder in regard to social media.

Sam made a motion to adjourn the meeting at 7:40 p.m. with a second by Bill. It was approved and carried.