Noble County Visitors Bureau
Board of Directors Meeting
Wednesday, March 19, 2014
CVB Office, Kendallville
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 Sam Boggs, Lavina Alderfer, Cathy Linsenmayer, Joy LeCount, Tom Leedy, Sandy Petrie, and Monica Brady. Staff members Sheryl Prentice and David Ober were in attendance. Sara Hobson served as recorder. Board members Bill Owen and Tammy Luce were excused. Board member Carole Bewley informed Executive Director Sheryl Prentice that she was resigning from the board.

EDC Report:

There was no report.

Secretary's Report:

The minutes from the regular February board meeting and the minutes from the Executive Session were presented. There was no discussion. **Tom made the motion to accept both sets of minutes with a second from Sandy. The motions were approved and carried**.

Treasurer's Report:

- The Finance committee met on February 28; they decided each month to review the ratios of expenses to budgeted amounts to gain a better perspective of the overall financial picture.
- Joy will continue with a follow through list of items the CVB should be doing to address suggestions generated from the audit.
- Finance committee would like to focus on where the revenue is coming from in regards to the innkeepers' tax and the impact it has on the overall CVB budget.

With no further discussion, Lavina made the motion to accept the report with a second by Joy. It was approved and carried.

Tourism Asset Development Report:

- David highlighted three House/Senate bills just passed that will positively impact the CVB
  - HB 1039 with the Farm to Fork program
  - SB 308 to allow Allen County future expansion to attract larger conventions
  - SB 367 for historic preservation moving from DNR to OCRA
- Working on an Operation Round-Up grant for the Sower farmhouse
- Continue to proceed with quotes for updating electrical, plumbing and heating/cooling work on the Sower farmhouse.
- Lengthy discussion concerning the Tombstone Trail in regard to ownership/operational control. Tom suggested the Purpose/Program committee review the program. It was further recommended that the CVB staff and both Noble and DeKalb T-T county coordinators work with the Purpose/Program committee to.

Executive Director's Report:

- Sheryl presented two items for board consideration:
  - Continuation of financial support for the Ligonier Visitors Center from May to October in the amount of $300 per month. **After some discussion, Sandy made the motion to continue to provide financial support with "strings". Lavina provided the second to the motion. It was approved and carried.** Sheryl will draft a proposal of expectations/guidelines for the Ligonier Visitors Center for board review.

- Carole Bewley, Ligonier board representative, notified Sheryl of her resignation from the board. Sheryl requested a formal resignation letter from her and will inform Carole that she should also send the Ligonier mayor a formal resignation. Sara requested Sheryl to ask Carole for the Board book from her as well.

Human Resoures Committee Report:

Sam gave board members copies of their report which outlined Board Development and Development of Expectations for NCCVB staff. Several recommendations and/or suggestions were presented for board consideration including:

- Develop a formal orientation for new board members presented by Sheryl and David as well as an informal orientation between new members and current members.
- Recommend the committee work with the CVB staff to develop a checklist of objectives for the board.
- Suggested a board retreat for the entire board with a facilitator to share mission/vision of CVB and understand major programs of CVB.
- Recommended that Secretary, Treasurer (if possible), Tourism Asset and Executive Director Reports be emailed to board members by the Friday prior to the next stated board meeting to reduce the amount of printed material prepared for board meetings.

Purpose/Program Committee Report:

The committee met on Tuesday prior to the board meeting and reviewed two programs: the Non-Profit Institute and the Noble Tourism Partners group using the committee's Program/Service Summary form they developed. The committee revised the form based on their evaluation of using the form with those two programs.

Old Business:

The item dealing with collection of current contractual agreements was based on prior Tombstone Trail accounts and will be handled in agreement with the CVB staff and the Purpose/Program Committee. On a positive note, the board was informed by Kathy that Best Western will remain open. An FYI mention was made concerning Laura's Victorian Inn in Ligonier; the inn has been closed and has a "For Sale by Owner" sign in the front yard. Sheryl has been unable to contact the owner, Laura Scott for confirmation.

New Business:

The April board meeting scheduled for Wednesday, April 16 has been rescheduled for Monday, April 14 at 6:00 p.m. The annual Kendallville Chamber Banquet is being held at the same time as the regular CVB board meeting and several of the board members will be attending the banquet. **With no further business, Sam made the motion to adjourn with a second by Monica. It was approved and carried**. The meeting was adjourned at 8:35 p.m.

Recorded and transcribed by Sara Hobson