

**ANDERSON/MADISON COUNTY
VISITORS & CONVENTION BUREAU COMMISSION**

THURSDAY, July 14, 2022

**VISITORS BUREAU MEETING ROOM
8:00 A.M.**

MINUTES

Attending: Commission President Marj Shell, Rick Fulaytar, Kelley Morgan,
Ramiro Rincones (Virtual) & Janet Stover

Ex-officio: Mark Thacker, Executive Director & Skye Huff, Board Chair

Absent: Deep Patel

- I. The meeting was called to order by President Marj Shell at 8:00 am.
- II. The Commission was called on to approve or amend the agenda.
Motion to approve was made by Rick Fulaytar. Seconded by Kelley Morgan.
Motion Passed
- III. The Secretary's report was reviewed from the April 21, 2022 meeting. Motion to approve was made by Rick Fulaytar. Seconded by Janet Stover. Motion Passed.
- IV. The Treasurer's report gave the Commission's financial status noting that through June 30, 2022, \$336,917 has been collected in innkeepers tax.
Motion to approve was made by Janet Stover. Seconded by Marj Shell.
Motion Passed.
 - There are three hotels that are one month behind in payments. Hampton Inn, Quality Inn, Mar-Jon Hotel are in this category.
- V. Old Business:
 - A. AMCVB Strategic Plan – Mark Thacker working through additional points provided by plan consultant, specifically Marketing and Business Plan. Mark Thacker and staff, in collaboration with the consultant, have started roughly 80% of the strategic plan initiatives.
 - B. Rules Update – Commission Rules amendments were sent to Jeff Graham in May. Mark Thacker has followed up recently to get update, as there has been no communication since its submission. He has not yet been able to make contact with them for update.
 - C. Other: Nothing to report

VI. New Business:

- A. Semiannual Review – Jan to June expenses compared to expenses provided by MT. Over budget on equipment, but this was due to updating depreciating technology, but overall, on track.
 - a. Huckster sale – Huckster sold and discussions are being held as to which line item the funds will be applied to. Originally is came from special allocations but would be difficult to place back into the original account.
- B. Commission Membership – Looking to replace two potential Commission member positions. Will be looking for recommendations at the October meeting.

VII. President's Remarks:

- A. Website transparency efforts: Bylaws, Strategic Plan, Budget, Audit, Tax statement, and Annual Report are now available on the VCB website.
- B. Sports competitions are increasing in Madison County.
- C. East Central Indiana Magazine – Livability offerings that is distributed in other markets. Mark Thacker is in conversations with publisher about including Madison Co.
- D. Update on Community Development participation efforts.

IX. Adjourn – The meeting was adjourned at 8:35 AM.

Respectfully Submitted by:

Kelley Morgan, Commission Secretary

2022 COMMISSION MEETINGS
8:00am at the Anderson Madison County Visitors Bureau

October 13