

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

**THURSDAY, October 13, 2022**

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

**MINUTES**

Attending: Commission President Marj Shell, Rick Fulaytar, Kelley Morgan (virtual), Ramiro Rincones (virtual), and Darla Sallee (Virtual)

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

Alison Flores

Absent: Janet Stover, Deep Patel

- I. The meeting was called to order by President Marj Shell at 8:03 a.m.
- II. The Commission was called on to approve or amend the agenda. Motion to approve was made by Rick Fulaytar. Seconded by Darla Sallee. Motion Passed.
- III. The Secretary's report was reviewed from the July 14, 2022, meeting. Motion to approve was made by Rick Fulaytar. Seconded by Darla Sallee. Motion Passed.
- IV. The Treasurer's report gave the Commission's financial status noting that through September 30, 2022, the Commission has received \$556,335.03 in innkeepers tax. Motion to approve was made by Marj Shell. Seconded by Kelley Morgan. Motion Passed.
- V. Old Business:
  - A. **Innkeepers Tax:** Three locations are behind 1 month.
  - B. **2023 Commission Members:** Looking for 2 new members for the commission. Allison Flores (First Merchants Bank) possible at large member, present at this meeting. Will learn under Rick to possibly take over the treasurer position when he retires as treasurer.
    - Motion to approve Alison Flores as a new At Large member to the commission by Marj Shell. Seconded by Rick Fulaytar. Motion Passed.
    - Still need one new member as Ramiro Rincones is resigning due to employment position change. Call for member possibilities to be submitted to the President.

VI. New Business:

- A. **2023 Commission Dates:** Commission meetings will be held At the Madison County Visitors Bureau at 8:00 a.m.:
- a. January 12, 2023
  - b. April 13, 2023
  - c. July 13, 2023
  - d. October 12, 2023
- B. **2023 Budget Presentation:** Motion to present the budget (as presented) to the full Board for approval was made by: Marj Shell. Seconded by: Darla Sallee.
- a. Discussion Topics:
    - i. Due to 2020 issues, the budget was constructed conservatively. In 2021, the decision was made to increase the budget due to income in 2020 exceeding the expectation. In 2022, the budget is being evaluated on ongoing successes.
    - ii. Website: Increase due to ongoing maintenance and upgrades needed to maintain a quality product. This is a realistic ongoing amount for needs.
    - iii. Sponsorships: Increase of 10k, in talks with Madison Co Chamber and Government to host “A Taste of Madison County” in 2023
    - iv. Marketing and Advertising: Creating new line items for social media and digital campaigns. Digital content is also a new line item
    - v. Insurance, property, etc.: Amount based on actual quote, increase due to industry increase in insurance premiums. Bureau opted into cyber security protection, which is new coverage this year.
- C. Other: Three new hotels are on the horizon for Madison County.

VII. President’s Remarks:

- Halloween Trick or Treat at the Bureau: 3 to 6 pm drive through trick or treat option. Looking for volunteers and for representation.
- Mark Lamey is in physical therapy due to injury.
- Esther’s 70<sup>th</sup> Birthday.

VIII. Adjourn – The meeting was adjourned at 8:41 AM.

Respectfully Submitted by: Kelley Morgan, Commission Secretary