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**Board of Directors Meeting Minutes**

July 18, 2024

Prepared by: Michelle Senderhauf

**Attendance:**

Don Ensign (X); Scott Tuft (X); Richard Riley (X); Barb Lusco (X); Dave Bolla (); Cathy Brown (); Matthew Soliday (X); Andy Vasquez (X); Karen Webster (X); Patrick Lyp (X); Christine Livingston (X); Dustin Ritchea (X); Michelle Senderhauf (X); and Jenny Matthys().

**Members of the public in attendance**: None.

**Members of the media in attendance**: None.

**Opening of meeting:**

President Don Ensign called the meeting to order at 4:00 pm. The Pledge of Allegiance was recited.

**Approval of minutes:**

* Ricard Riley made a motion to approve the minutes as presented. Barb Lusco seconded the motion. Motion carried.

**Treasurer’s Report:**

* Richard Riley read the June 2024 Treasurer’s report.
* Barb Lusco made a motion to approve the June Tax and Non-Tax vouchers in the amount of $154,720.99.
* Total expenditures year-to-date = 35% of the total operating budget.
  + Scott Tuft seconded the motion.
  + There was no discussion. Motion carried.
* The June 2024 Innkeeper’s Tax collection revenue collected was $138,540.14, which is a year-to-date decreaseof 4% on a cash basis from 2023.
* Fund Report
  + The board discussed using Opportunity Enterprises for IDT’s cleaning services and the increase in prices in the past. The services were underpriced to start with.

**Board Chair’s report:**

* Board Chair Ensign had nothing to report.

**President/CEO and staff reports:**

Christine:

* President/CEO Livingston reported on the progress with the Visitor Center welcome sign and sculptures.
  + The welcome sign will have a built-in selfie station. Sidewalks and platforms for the sculptures will also be built. Benches, interpretive signs, and animal imprints will also be included.
  + Two bids were received back out of the three companies approached.
  + Livingston and Lyp are working on the contract details.
    - Scott Tuft motioned to approve negotiations with GE Marshall for an amount not to exceed $160,000 for the welcome sign. Barb Lusco seconded the motion. Motion carried.
  + The turtle sculptures will be done by Roman Villarreal from Chicago. Many variables are still to be considered, such as the delivery of raw materials and the delivery of the final sculptures.
    - Scott Tuft motioned to approve that Livingston and Lyp finalize the contract with Chicago Sculpture International for up to $90,000. Barb Lusco seconded. Motion carried.
* Livingston stated that IDT’s organizational manual is complete.
  + Richard Riley motioned to approve the new organizational manual. Scott Tuft seconded the motion. Motion carried.
* Livingston spoke with the National Park Conservation Association about beach erosion. The state funded a one-million-dollar study on the beach erosion issue. She is going to stay in the loop.
* Livingston mentioned that the Calumet Heritage Area may get a federal designation.

Dustin:

* Production Director Ritchea shared the newly-printed Outdoor Adventures guide. This year, there are new sponsors for each niche section. IDT also has its own campaign ads throughout. The paper is an FSC mix and, therefore, more sustainable because it uses recycled and responsibly forested materials.
* Ritchea shared the newly-printed Travel Planner, a distilled version of the Activities Guide. This paper is also an FSC mix.
* Ritchea mentioned that IDT is working on getting Printers of Record with two different printers.

Michelle:

* Communications Director Senderhauf shared the results from the digital marketing campaigns IDT completed with the State of Indiana.
  + During the active campaign, 52% of the traffic to IndianaDunes.com came from VisitIndiana.com. This is a huge increase from the past. Even after the campaign, traffic from the state is higher than in past years.
  + The social media component of the state’s campaign resulted in 31,885 impressions and 2092 interactions.
  + All of the state’s digital campaigns resulted in 7+ million impressions and about 24,000 interactions.

Jenny:

* Senior Operations Director Matthys could not attend the meeting. Livingston covered Matthys’ slides:
  + Livingston updated the board about the visitor center facelift construction.
  + A main water valve was replaced.
  + The Volunteer and Office Coordinator position has been posted.
  + The Visitor Center saw 35,820 visitors in June compared to last June’s 39,593 visitors.
  + In June, Pedal Power lost $112.00, the penny smasher made $737.50, and the online store made $67.50.
  + The Gift Shop’s June gross sales were $82,127.73.

**Attorney’s report:**

* Attorney Lyp mentioned that the meeting with NPS will be somewhat of a listening session. He would like to hear the new Superintendent’s reasons why the Eastern National book store is so important. After, if negotiations are not quick, another lease extension might happen instead of a new lease.
* Lyp revisited the issue of participating virtually at board meetings. Virtual members could still be counted toward the quorum.
  + Richard Riley motioned to approve. Andy Vasquez seconded the motion. Motion passed.

**Old business:** None

**New business:** None.

**Public comments:** None.

**Adjournment:**

With no other new business, Scott Tuft motioned to close the meeting. Andy Vasquez seconded the motion. The meeting was adjourned at 4:59 p.m.

**Next meeting:**

The next meeting will be Thursday, August 15, 2024, at 4:00 p.m.