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**Board of Directors Meeting Minutes**

September 19, 2024

Prepared by: Jennifer Matthys

**Attendance:**

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

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

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

**Opening of meeting:**

Vice Chairperson, Scott Tuft called the meeting to order at 4:01 pm. The Pledge of Allegiance was recited.

**Approval of minutes:**

* Barb Lusco made a motion to approve the minutes as presented. Richard Riley seconded the motion. All in favor. Motion carried.

**Treasurer’s Report:**

* Richard Riley read the August 2024 Treasurer’s report.
* Barb Lusco made a motion to approve the August Tax and Non-Tax vouchers in the amount of $229,541.50.
* Total expenditures year-to-date = 50.63% of the total operating budget.
  + Andy Vasquez seconded the motion.
  + There was no discussion. Motion carried.
* The August 2024 Innkeeper’s Tax collection revenue collected was $248,950.97, which is a year-to-date decreaseof 3% on a cash basis from 2023.

**Board Chair’s report:**

* Board Chair Ensign was not in attendance.
* Vice Chairperson Tuft introduced new board members, Maura Mundell and Bill Welter.

**Executive director and staff reports:**

Christine:

* Shared an image of the possible floor plan of IDT to identify NPS, IDT and shared areas. There may be a one year extended lease agreement with a longer term lease agreement in the future.
* Attended a meeting at the Memorial Opera House to discuss the Opera House, IDT’s financial support, the Opera House possibly wanting IDT’s chairlift and hosting our December 19th board meeting at their location.
* Distributed business cards for all board members.
* Provided a National Park and Eastern National update. An MOU has been presented to Eastern National.
* Provided a strategic plan update. A contract has been signed with Advisa to assist with this project. Projected dates are January 16 in the afternoon and on January 17 in the morning. The board of directors is encouraged to attend.
* Contracts discussed for Advisa, E.N. MOU, painting and an external finance company.
* Andy Vasquez, Maura Mundell and Bill Welter are invited to attend an orientation with Livingston on October 8 from 2-3 pm.
* Shared upcoming events:
  + Tonight, 5-7:30- Resonating Voices at South Shore
  + October 11, 10-11:00- Grant committee meeting at the Visitor Center.
  + October 17, 4-6:30- Chamber Network Night at the Expo Center.
  + October 17, 3-4:00 - Meet the Candidate at marina Shores.
  + October 31, 2-3:00- Coffee tasting at Fluid in Michigan City.
  + November 1, 8-12:00- Business and Economic Outlook at Ivy Tech
  + December 19, 4-5:30- Board meeting at Riley’s Railhouse House
* President/CEO Livingston shared images of the placement of the new welcome sign, turtle sculptures. benches and signage.

Michelle:

* Communications Director Senderhauf shared a Simpleview update. Granicus has acquired Simpleview. Granicus focuses on government and community connection, engaging residents, and improving government operations.
* Communications Director Senderhauf shared information on the Google Ad and Search campaign results. The highest engagement searches were for the National Park and Places to Stay.
* Nickelodeon partnered with Entertainment Marketing Group to create a Dora the Explorer activity sheet featuring the Indiana Dunes. It will feature IDT’s Kids Guid Discovery Kids and the Love & Protect campaign. There was no cost for IDT. The visitor’s center will receive free copies

Dustin:

* Production Director Ritchea was not in attendance, but provided IDT’s YouTube videos titled Discover Lakefront Communities and There’s more for you in Valparaiso.

Jenny:

* Senior Operations Director Matthys reported this year we had the highest August visitation to date with 37,337 guests. Year to date, we have hosted 182,160 visitors.
* The Pedal Power bike rental season of Labor Day to Memorial Day grossed $10,625.00 in income. The cost of staffing was $5,564.30 and cost of storage and repairs was $1,192.54. The overall season net profit for the season was $3,868.16.

**Attorney’s report:**

* Attorney Lyp did not have a report to share.

**Old business:** None

**New business:**

* Vice Chairperson Tuft presented a motion to approve the potential floor plan with square footage for NPS and IDT. Motion approved by Richard Riley. Second by Karen Webster. [Patrick Lyp](mailto:patrick@indianadunes.com)noted that this is only approval for this floor plan and square footage to be presented to NPS. This is not the final agreement.
* The board agrees to invite Mitch Peters and David Hollinbeck to the IDT holiday party.
* Vasquez mentioned IDT may be audited as we are recipients of federal grant funds.

**Public comments:** None.

**Adjournment:**

With no other new business, Vice Chairperson Tuft motioned to close the meeting. Dave Bolla seconded the motion. The meeting was adjourned at 5:05 p.m.

**Next meeting:**

The next meeting will be Thursday, November 21, 2024, at 4:00 p.m. There will not be a Board meeting in October due to Chamber Network Night.