

SIRMC Meeting Minutes – Virtual April 14, 2023 at 10 am CT / 11 am ET

Attendees: Melissa Arnold, *Spencer County Visitors Bureau*; Janice Barniak, *Visit Vincennes / Knox County*; Katerina Guljas, *SoIN / Clark & Floyd County Tourism*; Eric Heindenrich, *Gibson County Tourism*; Nancy Jacobson, *Indiana Destination Development Corporation*; Jennifer Lantaff, *Daviess County Chamber of Commerce*; Whitney Lubbers, *Visit Dubois County*; Shari Sherman, *Warrick County Chamber of Commerce*; Brandy Ream, *Visit French Lick West Baden*; Casey Stutsman, *Perry County CVB*; and Heather Weyer, *Visit Dubois County*

April Meeting Minutes – Shari Sherman motioned to approve. Heindenrich seconded. Motion Approved.

Treasurer's Report: Sherman reported that SIRMC ended 2022 with \$4,749.22. Katerina Guljas motioned to approve Treasurer's Report as presented. Stutsman seconded. Motion Approved.

2023 Budget Discussion:

- Overall Expectation of \$24,500 in membership revenue with a possibility of increases if Crawford County and Posey County decide to rejoin.
- Propeller's suggested budget of \$21,768 needs decrease in order to stay at breakeven if additional membership past \$24,500 does not occur. With that being the case, Propeller total amount needs to fall more in line with \$18,000. Once subtracting the annual web care hosting plan of \$850 and the annual Constant Contact email subscription of \$918, the budget of ad campaigns and agency hours needs to fall at \$16,232 or below. Whitney Lubbers motioned a budget of \$16,232 for the marketing committee to align with Propeller to create a digital advertising plan plus agency hours as they feel will best serve SIRMC. Barniak seconded. Motion approved.
- Shari Sherman plans to adjust the 2023 Budget as discussed with SIRMC seeking approval at the June Board Meeting.

Election of Officers: Eric Heindrigh motioned to nominate the current slate of officers for another 2-year term. Katerina seconded the motion. Motion approved with the following officers: Melissa Arnold, *President*; Whitney Lubbers, *Vice President*; Jenny Lantaff, *Secretary*; and Shari Sherman, *Treasurer*.

SIRMC Membership Portal: <https://www.southernindiana.org/sirmc-members/>

- Individuals asked how to make website updates. Members should submit forms through the SIRMC membership portal (link above). Megan Glenn with University of Southern Indiana receives the submissions and makes the modifications / additions.

Radius | Discover Southern Indiana:

- Website Refresh plus rebrand occurred with Discoversouthernindiana.com
- Outreach occurs via Facebook group with tourism members in which questions / discussion takes place for them to initiate blog content with the BSMT (Discover Southern Indiana's agency of choice).

IDDC Update:

- Significant Budget Increase through Legislation
- IN>Indiana Identifier adoption is important for all DMOs - Raises awareness as a collective and makes Indiana a stronger tourism presence as a whole.

Education: SIRMC decided to table "Lunch and Learn" until in-person meetings scheduled.

Future Topics of Possible Interest:

- Transfer from UA Google Analytics to GA4 in July 2023 > Two Six Digital Expert?
- Bookkeeping Seminar / Budgeting
- Simpleview / Placer Ai / Arrivalists: *Future Possible Co-op either Regional or Statewide was briefly discussed. Table this item for future discussion on a possible development.*

Bandwango Partnership with SoIN: Discussion needs to take place in June if that is a route that SIRMC wants to pursue. Partner engagement increase needs to take place for it to have a better response if SIRMC has an interest in participation. Once 2023 budget is finalized, this will be put on the agenda for June.

Motion for adjournment: Melissa Arnold motions to adjourn at 11:05 am CT / 12:05 am ET. Weyer seconded. Motion adjourned.