

**Meeting Minutes**  
**Southern Indiana Regional Marketing Committee Meeting**  
**December 8, 2023 · 10 AM CST / 11 AM ET**

**1. Call to Order:** The meeting was called to order with the following members present: Melissa Arnold, Nancy Jacobson, Whitney Lubbers, Janice Barniak, Leslie Townsend, Eric Heidenreich, Kate Reibel, Katerina Koehler, Shari Sherman, Alexis Berggren, Megan Glenn

**2. Introduction of Kate Reibel:** Kate Reibel was introduced to the committee

**3. Approval of Minutes:** The minutes from the previous meeting were approved with a motion by Heidenreich and seconded by Berggren.

**4. Financial Report:**

- The financial report has not been circulated to the entire group.
- Current account balance is \$11,099.72.
- Invoices will be sent out in January.
- Buydown of Visit Indiana ad is \$6,000.
- Discussion of 2024 budget being approved. Shari will send information to the group to finalize it. The budget can be finalized quickly.
- No Treasurer's report for December to approve. It will be discussed in the next meeting.
- Inquiry to Propeller on outstanding \$5k balance. Shari followed up.
- Expected income from dues will be \$24,500.

**5. Old Business:**

- Propeller Reports were circulated with YTD analytics. Katerina Koehler was pleased with campaign results overall despite a slight decrease year over year.
- Blog for January will focus on "Winter Outdoor Recreation." Members were encouraged to send ideas to Koehler.
- Eclipse topics for Christmas will be circulated by Berggren.
- Members were reminded to share Southern Indiana blogs and content as often as possible.

**6. Propeller:**

- All information regarding Propeller, including website and content development, e-newsletter, and social media paid campaigns, will flow through the SIRMCM marketing committee.
- Social efforts may target families more heavily in 2024.
- New agreement to be finalized by February of 2024.

**7. Visit Indiana:**

- \$6,000 buydown to help members be represented in the state travel guide.
- Members must opt in for the state to determine the discount each organization receives.
- Nine participants in 2023.
- Commitments needed by December 11, with artwork to be submitted within the next two weeks.
- Currently trending at one page (last year had 2.5).
- Artwork to be sent to Koehler by Friday, December 15, and to Visit Indiana by December 22.
- Request for featured blog and/or Newsletter content in March from Visit Indiana to feature SIRMC eclipse communities. Travel guide is distributed in March.

**8. Eclipse Discussion:**

- A January virtual meeting will target a specific eclipse discussion.
- Melissa will set up a meeting for the week of January 8.

**9. Next Meeting Date:** The next SIRMC meeting is tentatively scheduled for Friday, January 19, at 10 AM CST / 11 AM ET and will be virtual.

**10. Adjournment:** Motion to adjourn at 10:39 signaled by Arnold and seconded by Koehler.

Respectfully submitted,

Alexis Berggren  
February 5, 2024