

The Southern Indiana Regional Marketing Cooperative held a virtual meeting on Wednesday, November 20, 2024 at 10:00 am (CT). Those joining the meeting were:

Melissa Arnold (Spencer Co.), Janice Barniak (Knox Co.), Katerina Koehler (Clark/Floyd Co.), Shari Sherman (Warrick Co.), Tonya Chastain (Lawrence Co.), Kate Reibel (Vanderburgh Co.), Eric Heidenreich (Gibson Co.), Heather Weyer (Dubois Co.), Megan Glenn (HSI), Leslie Townsend (HSI), Kori Peterson (IDDC), Hailey Reynolds (IDDC).

Melissa Arnold called the meeting to order and welcomed those joining the virtual meeting. Katerina Koehler made a motion to approve the minutes from the June 2024 meeting. Shari Sherman seconded the motion. The minutes were approved. Shari Sherman presented the treasurer's report. Katerina Koehler made a motion to approve the report. Janice Barniak seconded the motion. The treasurer's report was approved.

- Melissa Arnold announced that Propeller Marketing will be closing its business as of the end of 2024. Propeller will be providing one more newsletter for SIRMC before the end of the year. Melissa will check to make sure she has access to the SIRMC website's CMS and to Constant Contact. She also asked members to submit recommendations for a marketing agency to replace Propeller.
- The proposed 2025 SIRMC budget was presented for review and approval. Following a discussion, Kate Reibel made a motion to approve the 2025 budget. Eric Heidenreich seconded the motion. The motion was approved.
- Kori Peterson has replaced Nancy Jacobsen at IDDC. She discussed the two-page SIRMC coop ad. The deadline for submitting artwork for SIRMC coop ad participants is December 1, 2024. Artwork should be sent to Katerina Koehler.
- Melissa reminded members to submit their holiday events to the SIRMC website.
- Megan Glenn stated that SIRMC members could begin submitting Spring/Summer 2025 events to her for the Historic Southern Indiana Calendar of Events.
- Leslie Townsend briefly gave an update on the member status of Posey County.
- Tonya Chastain gave a brief report on the recent RADIUS meeting.
- Melissa Arnold suggested that February 2025 might be an appropriate time to schedule a meeting to discuss SIRMC's identity and purpose, as well as potential future partnership opportunities. Leslie Townsend will check on possible facilitators to lead this discussion.

With nothing further to come before the meeting, the meeting was adjourned at 10:42 a.m.