

# DRAFT

## SWITZERLAND COUNTY RECREATION, TOURISM AND CONVENTION COMMISSION MEETING MINUTES December 18, 2017

### Meeting Information

These are the minutes of the regularly scheduled meeting of the Switzerland County Recreation, Tourism And Convention Commission held Monday, December 18, 2017, at 6:00 PM at the Ogle Haus Inn, Vevay, IN, 47043. The meeting was chaired by Sheri Works (President) and it was determined that a quorum was present. The following Commission Members were present (in last name alphabetical order): Jeanne Bragg, Anita Danner, Rhonda Griffin, Stacy Streett, Don Talbert, and Michele Thompson. Barbara Davidson and Pam Haines were absent from the meeting.

Others present include: Lacey Ekberg, Stephanie Furnish (CPA), Sarah Givin. John Kanoli from the Switzerland County Parks Board was also present.

### Actions of the Board

#### A. General Business

1. The meeting was called to order and opened with the Pledge of Allegiance. A motion was made by Sheri Works to approve the Consent Agenda.

***Don Talbert made a motion to approve the Consent Agenda, seconded by Michele Thompson. Motion carried.***

2. Sheri noted that agendas and last month's meeting minutes will be available at successive meetings, but that full packets will no longer be printed, as all information is available on Google Documents and emailed out the week prior. If any specific information is requested to be printed off, please let the Office Manager Sarah Givin know prior to the meeting. Michele Thompson requested that just the prior month's general ledger be uploaded, instead of a year-to-date general ledger, as the YTD is harder to read all the way through.

3. Public Presentations: None

#### B. Committee Reports

##### 1. Executive Committee:

a. 2018 Budget: Sheri Works questioned Stephanie Furnish if the 2017 Budget needs to be updated to move funds from accounts that were overspent/where negative balances show on the budget. Stephanie said that we do not, as long as the overall budget is still within plan.

2. Activities and Acquisitions: Anita Danner reported the Christmas Events/Festival of Lights went really well. Hannah Shelton reported on Facebook the success of the events as well. Michele Thompson noted that Hannah needs to complete her budget reports on past events, in addition to the full

3. Special Projects: Michele Thompson reported that the roof repairs are complete. Nothing new.

##### 4. Technology and Performance Analysis:

a. Sarah Givin shared that SCT has purchased a new computer and monitor for marketing endeavors and that Joe Fryman is assisting with the set up and also migrating emails over to a new Go Daddy email system.

Director's Report: Lacey Ekberg

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Lacey noted that the Festival of Lights Kick-off/First Friday was a success. The ice skating rink paid for a1/3 of itself; Lacey suggests we purchase a rink and capitalize it instead of renting it each year. This way we can have ice skating longer than one weekend. Sheri Works will check on the liability insurance with this idea.

Lacey mentioned that the new PC will be used for bringing the marketing in house. Marketing will go live on January 26, 2018. Joe Fryman to complete a day's training with the SCT staff. Marketing will include a calendar module for community events.

## C. Unfinished Business:

1. Kiosk at Belterra; is not updating because of internet issue at Belterra. Sheri is not impressed with kiosk – it is too time consuming and arduous to use. Sheri – can we add a visitor's guide to kiosk so that people will have something to take with them? Cody Springer is the contact at Belterra for media/kiosk/IT issues.
  2. Rhonda Griffin noted that Belterra has sold from Pinnacle Entertainment to Boyd Gaming. Lacey is planning a meeting with a Belterra representative and we will see how this affects Tourism in the future.
  3. Lacey noted that we need to do more "brand" marketing. Is Swiss culture that important? What do we want to identify us? Anita noted that Swiss Culture is important – but that the original Swiss settlers here wanted to assimilate into American culture. Michele noted that in past years, SCRTCC has tried to move away from a general branding into a more specific branding.
  4. SCRTCC Newsletter will come back in house on February 1, 2018.
  5. ProMedia contract to cease on January 26, 2018. New SCRTCC website will have a storefront with the ability to purchase items online.
  6. New Alcohol Policy instated. SCRTCC has the ability to purchase alcohol to use at free events, but is not able to sell alcohol. Wine Walks are an idea Lacey has for 2018.
  7. Timeclock/payroll – working towards automation. Square will track hours for employees.
  8. Working on a Switzerland County Business Directory and Vevay "Vintage" Wedding Guide.
  9. Social Media contests – monthly – to help drive followers on social media.
2. Roof Project - Issue with Drainage. Sheri stated that we will revisit this issue in 2018.
  3. Campground Proposal. Town Council voted to allow Tourism to take this over in 2018. Sheri told Town Council that SCRTCC will give them updates on this over the next few months.
  4. 2018 Kick Off Dinner. Event will take place at the Ogle Haus on 1/11/18. Invitations have gone out and RSVPs are needed.
  5. Review progress on other items.

## D. New Business

1. Problem with Nonprofit Tax ID number status versus Commission status. Nonprofit number is expired. Stephanie, Sheri, and Lacey working together to get nonprofit status reinstated. Idea: Have the nonprofit be the contract employee of the Commission, that way, SCRTCC can apply for grant money also. Update Policies for 2018. Staff Planning and Job Descriptions – in progress.
2. Swiss Perks – do we want SCRTCC to continue to run the coffee shop? Lacey wants the area to be turned into a small promotional shop selling Switzerland County clothing, etc. Anita Danner motioned we move forward with closing Swiss Perks. Rhonda Griffin seconded. Vote: All Board Members voted to close Swiss Perks. Sheri has a contact who is interested in buying

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Swiss Perks business and will keep the name but move the location across the street. More on this in 2018.

3. Board Retreat – Lacey prefers an informal retreat. Date set for Wednesday, January 24, 2018 at the Tech Center. Time TBD once new SCRTCC Board members set.

E. Public Comments:

1. John Kniola shared an update on the Bryant Creek dredging project. The plan has been paid for. The Parks Board needs a “sponsor”/umbrella organization to run their money through.

Public Comments:

New SCRTCC Board TBD

Anita Danner – Hannah should check with 4-H before planning chili-cookoff as this may conflict with 4H’s annual event

Sarah Givin – role changing back to solely bookkeeper/accountant; all HR management/scheduling will be taken over by Executive Director, Lacey Ekberg.

F. Adjournment:

***Michele Thompson made motion at 7:33pm, seconded by Don Talbert to adjourn the meeting. Motion carried.***

The next regularly scheduled meeting for the SCRTCC is Monday, January 15, 2017 at 6:00 PM at the Ogle Haus Inn Conference Room in Vevay, IN 47043.

Written By: Program Administrator/Office Manager, Sarah Givin (acting in place of Commission Secretary due to her absence)

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