

February 8th, 2021 Switzerland County Tourism Board Meeting.

Virtual Meeting.

Meeting Called to Order

Minutes from January Meeting Tabled.

Claims Register Reviewed. Motion to accept made by Lane Penick 2nd by Angel Lieland. Approved 8/0.

*\$500 in gift cards to Belterra to be repurposed for future events.

New Business

Banner inventory completed. Due to condition no reuse possible. New banners to be planned and purchased.

Old Business

Bee Removal= Bees identified as Euro Honeybees and protected. Check to original Bee Handler cancelled.

Update on Action Register

New list of local Businesses needed, and locations identified.

Wine Festival is still undecided due to covid restrictions.

Directors Report

Marketing Committee needs to meet ASAP focusing on community collaboration and youth involvement. Teresa Lyons to join committee.

Jon wants to move toward press releases vs paid advertisement to get better coverage for local events and information.

Events on timeline Vevay Extravaganza and Antiques Show needs to start marketing. Sleepy Hollow set for Oct 8th-9th Covid willing.

Looking to recruit outside organizations and groups to hold conferences and workshops in Switzerland County.

Investigate possible new State Historical Markers.

Goat Statue insurance questioned. Jon to check with provider.

Motion to adjourn made by Lane Penick 2nd by Jon Bond. Meeting Adjourned.