

SWITZERLAND COUNTY TOURISM
MEETING MINUTES
Monday, November 18, 2019

Meeting Information

These are the minutes of the regularly scheduled meeting of Switzerland County Tourism held Monday, November 18, 2019, at 6:20 PM at the Switzerland County Tourism Center, Vevay, IN, 47043. The meeting was chaired by Sheri Works (President) and it was determined that a quorum was present. The following Members were present (in last name alphabetical order): Melissa Brush, Anita Danner, Barbara Davidson, Pam Haines, Andrea Kappes, Jon Charles Smith, and Stacy Streett. Rhonda Griffin, was absent.

Others present include: Paula Myers (CFO, SCT), Christy Morgan (Info Spec, SCT), Mike Dean (SCT 2020 appointee), Stephanie Furnish (CPA), Cheryl Burress (Vevay Main Street), John Kniola (Vevay Main Street, Historic Hoosier Theater, and Switzerland County Parks), Rose Leap (Creative Images), Tami Hagemeyer (Lanthier Winery and Indiana Wine Trail), Sarah Prasil (Visit Madison, Inc.), and Mary Jane Demaree (The Ridge Winery and Indiana Wine Trail).

Actions of the Board

A. General Business

The meeting was called to order. A request was made by Sheri Works to approve the Consent Agenda. It was noted that George Altepeter's name was misspelled and the date for the November meeting was incorrect.

Anita Danner made a motion to approve the Consent Agenda with changes, seconded by Jon Charles Smith, Motion carries.

B. Presentations: Jane Demaree, Tami Hagemeyer, and Sarah Prasil (representatives of the Indiana Wine Trail) gave an update on expenditures of the funds received from SCT regarding the Wine Trail's advertising initiatives. Jane Demaree stated that the Ridge Winery used funds for advertising, photos, holiday footage, social media, and rack cards. Tami Hagemeyer added that \$2,000.00 was returned to SCT in the form of photos and raw footage for use in self promotions. Sarah Prasil stated that Jefferson County has provides \$20,000.00 in funds with plans to add another \$20,000.00.

C. Committee Reports

1. Executive Committee:

a. Budget: Shari Works announced that the approved 2020 budget has been presented to the commissioners.

b. Staff Planning: There was no update on whether Rhonda Griffin contacted Carrie Lambert of Indiana Tourism. Paula Myers will follow up.

c. Board Appointments: Shari Works announced that two openings remain to fill the 2020 SCRCCC/SCT. Stacy Streett and Melissa Brush will research the costs associated with retaining an attorney.

2. Feasibility Committee/Feasibility Study: Paula Myers stated that the commitment for the study was signed and we are waiting to receive the approved funds from the Vevay Switzerland County Foundation. She expressed that the report could take up to 60 months.

3. Directors Report: See board packet for additional information.

a. Paula Myers reminded everyone of the SCRTCC/SCT board and staff dinner scheduled for December 12, 2019 at 6:00pm at Stadium Restaurant.

b. Paula Myers stated that John Haskell met with the speedway and they were receptive to accepting SCT cards and advertising. Further research is needed regarding cost associated with advertising on the track.

c. Indiana Bass Federation River Classic 2020:

Andrea Kappes made a motion to sponsor the 2020 Indiana Bass Federation River Classic, 2-day tournament, October 3 & 4, seconded by Barbara Davidson. Motion carries.

D. Unfinished Business:

1. Bee Removal: SCT will address this issue in the spring of 2020.

2. Christmas Decorations on Main Street

Lights on the South side of the street are going up. The purchase price for the lights were approximately \$250 with the installation running another \$455 per labor and the manlift being donated. It was agreed that Switzerland County Tourism will refund Allison at Swiss Perks for the cost of the lights for the south side that she has already purchased. The Vevay-Switzerland County Foundation has purchased lights towards the project as well.

Andrea Kappes made a motion to purchase the remaining lights needed to do the North side of the street and the east and west side of Ferry Street to the extent that business owners want to participate. Switzerland County Tourism will pay the amount equal to the VSCF light purchase towards the total labor bill of installing the lights on each business. The remainder of the installations cost will be paid for by the participating businesses as per their decision amongst themselves. Tourism will pay their share of the money after the total job has been completed and a final billing has been figured. Tourism will only pay for one row of lights going across the tops of Main and Ferry Street businesses as outlined above. The businesses are responsible for the cost of the lights and the installation of any other lights on their buildings. Businesses will be responsible for providing the electric as needed. Motion was seconded by Anita Danner. Motion carries.

E. New Business: Grant Program submission deadline is set for April 1, 2020.

F. Public Comments: Paula Myers announced that the fairground wants to charge \$1,000.00 rental fee for the SCT Spring Fling. She offered \$500.00 and is waiting for a response. If they do not accept we will seek another venue, most likely the TEC Building.

Barbara Davidson made a motion to adjourn the meeting, seconded by Stacy Streett. Motion carries.

The next regularly scheduled meeting for the SCT is Monday, December 16, 2019 at 6:00 PM at the Switzerland County Tourism Visitor's Center, Vevay, IN 47043.

SCT Secretary
Barbara Davidson