

SWITZERLAND COUNTY TOURISM
MEETING MINUTES
Monday, December 16 , 2019

Meeting Information

These are the minutes of the regularly scheduled meeting of Switzerland County Tourism held Monday, December 16, 2019, at 6:00 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): Anita Danner, Barbara Davidson, Rhonda Griffin, Pam Haines, Andrea Kappes, Jon Charles Smith, and Stacy Streett. Melissa Brush 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), and John Kniola (Vevay Main Street, Historic Hoosier Theater, and Switzerland County Parks).

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 in the previous minutes that Sheri Works' name was misspelled along with the amount of time to complete the feasibility report which should read six months.

Barbara Davidson made a motion to approve the Consent Agenda with changes, seconded by Pam Haines, Motion carries.

B. Presentations: None

C. Committee Reports

1. Executive Committee: No Report

2. Feasibility Committee/Feasibility Study: Paula Myers stated that a team will conduct an on-site visit in February for the Phoenix Building. The visit will not include any other areas of Vevay because the grant for the study is limited to the Phoenix Building. Limiting this grant enables us to apply for more building-specific grants in the future.

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

a. Paula Myers announced that she had met with Jeremy Robinson regarding future tourism opportunities with the National Wild Turkey Federation.

b. Paula Myers stated that SCT has received many compliments regarding the decorations and lights on Vevay Main and Ferry Streets.

D. Unfinished Business:

1. Christmas Lights on Main Street: Andrea Kappes reported that she plans to meet with Rose Leap regarding a time frame for completion of the project. At this time the vertical man lift (which is provided free of charge from J.J. Sullivan and Eddie Leap) is being used on another job.

2. Carriage House Update: The County Commissioners awarded the bid to Cheryl Burress.

3. Board Appointments: SCT requires one more candidate who must be a registered Democrat. If you know of any interest, inform the candidate to submit a letter for nomination to Nancy Craig or Bruce Williams prior to the next meeting on December 30, 2019.

4. Staff Planning for 2020:

a. There was discussion regarding an information meeting held on December 3, 2019 with members and staff of SCT; Carrie Lambert, Executive Director of Indiana Tourism Association; and Jim Epperson, Executive Director of Southern Indiana Tourism. Some of the topics discussed included destination marketing organizations, innkeepers tax spending, short term and long term strategic planning, and staffing.

b. A staff planning committee was established to research and provide information to assist the board in moving forward in the hiring and staffing process. Members of this committee include Pam Haines, Rhonda Griffin, Andrea Kappes, and Mike Dean.

E. New Business

1. Tourism Management Conference. The Indiana Tourism Conference is scheduled for March 2-4, 2020 at Caesars Southern Indiana Hotel & Casino, 11999 Casino Center Drive SE, Elizabeth, IN. <https://indianatourismconference.com/>

SCT recommends sending several board members and staff to attend.

Barbara Davidson made a motion to approve the attendance and registration of SCT board and staff members who volunteer to attend the Indiana Tourism Conference March 2-4, 2020, not to exceed a total of \$3,500.00, seconded by Rhonda Griffin. Motion carries.

2. January Reorganization and Officer Elections: Sheri Works requests that remaining and incoming board members submit their desires or nominations for officer positions to her as soon as possible so that she may contact others to confirm acceptance.

F. Public Comments:

1. Andrea Kappes announced that she has approximately 30 days available of which she would like to volunteer her time to work with the SCT staff in marketing.

2. Vevay Indiana added to National Register of Historic Places:

a. Jon Charles Smith stated that he and Martha Bladen met with a WCPO reporter at the Thiebaud farm house to announce the addition of Vevay to the National Register of Historic Places. Jon Charles said that he will be assisting with an official press release and following up for coverage of this announcement.

<https://www.facebook.com/vevayvintage/videos/1033297497005439/?t=78>

b. Jon Charles Smith added that with this announcement comes additional opportunities for grants from historic preservation and other agencies. There is a need to set up a meeting to discuss our plan for pursuing these opportunities.

Barbara Davidson made a motion to adjourn the meeting, seconded by Jon Charles Smith. Motion carries.

The next regularly scheduled meeting for the SCT is Monday, January 20, 2020 at 6:00 PM at the Switzerland County Tourism Visitor's Center, Vevay, IN 47043.

SCT Secretary
Barbara Davidson