

SWITZERLAND COUNTY TOURISM
MEETING MINUTES
MONDAY, JANUARY 27, 2020

MEETING INFORMATION

These are the minutes of the regularly scheduled meeting of Switzerland County Tourism held Monday, January 27, 2020. at 6:40 PM at the Switzerland County Tourism Center, Vevay, IN, 47043. The meeting was chaired by Pam Haines (President) and it was determined that a quorum was present. The following members were present Andrea Kappes, Pam Haines, Rhonda Griffin, Melissa Brush, Jon Bond and Jon Charles Smith. Barbara Davidson, Stacy Street and Michael Dean were absent.

Others present were Paula Myers, Stephanie Furnish, Cheryl Burress, John Kniola, and Teresa Lyons.

The meeting was called to order and the consent agenda was approved on a motion from Rhonda Griffin and seconded by Melissa Brush, all in favor.

On February 7, Ratio will be here to begin the preliminary work for the feasibility study. The staff planning committee will meet immediately following the feasibility meeting.

Board Meetings were discussed. It was suggested that the Tourism meetings be moved to another night of the week. As they stand on Mondays, the meetings overlap the Switzerland County Commissioner and Council meetings and also the Town of Vevay meetings. Melissa made a motion to move the meetings to the third Wednesday of each month at 6 PM at the Tourism Office beginning in February 2020. Andrea seconded the motion, all were in favor.

The Tourism Management Conference is March 4, 5 and 6, 2020 at Caesars Southern Indiana Hotel & Casino. Several Board Members have expressed an interest in attending as discussed at the last meeting. A spending cap of \$3500.00 was voted and approved on. Rhonda made a motion to raise this amount to \$5000.00. Jon seconded the motion, all in favor.

Andrea has been looking at marketing possibilities for Tourism. She asked the board if Travel Writers could be offered a monetary incentive to entice them to the county. She has also been looking at on-line marketing sites and would like to create a blog for Switzerland County Tourism.

Jon Charles made the suggestion that we should look into having an Antique/Flea market show in Switzerland County. He has been researching the Lawrenceburg show that is held once a

month and the large attendance it has. He has also been looking at other shows. There was some discussion and the board is in favor of checking into this. It was suggested that it could possibly be done in conjunction with the 4H fair in July.

Vevay Main Street is going to have a planning meeting on Thursday January 30, 2020 at the Switzerland County Tech Center. All members are invited to attend.

HGTV is currently running a contest for a Small Town Makeover. Vevay Main Street and some other citizens are working on a video to enter in the contest. The deadline for applying is February 4, 2020.

Cheryl Burress presented to the board the 2020 calendar for First Fridays.

After no further discussion the meeting was adjourned on a motion from Rhonda and seconded by Melissa.

The next regularly scheduled meeting for SCT is Wednesday February 19, 2020, at 6PM at the Switzerland County Tourism Office, Vevay, IN 47043.