

Switzerland County Tourism Board Minutes

February 6, 2024 @ Switzerland County Visitor's Center

Call to order by President Matt Hocker @ 6:49pm

7 members present: Matt Hocker, Kelly Hopper, Teresa Lyons, Gina Roberts, Richard Parks, Robert Teeter, Katherine von Drachenberg

Others present: Mark Schutte, Wilma Rosenberger, John Charles Smith, Angie Priest, Shannon Donner, Andrea Kappes

Public comments: None

Confirmation of Officers: President- Matt Hocker, Vice President – Robert Teeter, Secretary – Gina Roberts, Treasurer – Kelly Hopper. Motion to approve made by Robert Teeter 2nd by Richard Parks. Approved 7/0/0

Meeting dates for 2024 - Mondays: February 26, March 25, April 22, May 20, June 24, July 22, August 26, September 23, October 28, November 18, December 16. Motion to approve made by Robert Teeter 2nd by Kelly Hopper. Approved 7/0/0

Approval of Consent Agenda: agenda items; minutes of previous meeting on December 18, 2023; no minutes for January 4, 2024 due to lack of quorum (meeting canceled); no minutes for January 22, 2024 due to lack of appointment (meeting canceled); claims for December 2023; financial reports for December 2023; detail for transfer resolution approved December 18, 2023. Motion to approve made by Robert Teeter 2nd by Gina Roberts. Approved 7/0/0

Old Business: Volunteer to purchase gift for retiring board members Andrea Kappes and Lane Penick @ \$150 each to be sourced from local businesses – Katherine von Drachenberg

New Business:

- A. Approval of agreement with Stephanie Furnish for monthly financial reporting for 2024. Motion to approve made by Teresa Lyons 2nd by Richard Parks. Approved 7/0/0
- B. Approval of agreement with Stephanie Furnish for preparation of Form 990 for 2023. Motion to approve made by Teresa Lyons 2nd by Richard Parks. Approved 7/0/0

Director's Report:

- Eclipse event is scheduled for April 8, 2024. Glasses have been purchased and working with YMCA, Switzerland County Library and Switzerland County schools to coordinate destination points for kids.
- Fred the Goat is scheduled for May 11, 2024 and the Community Art Center is taking the lead. Fred the Goat coloring contest, will go out around the middle of March for a deadline of late April, to the Switzerland County schools and will be judged based on age groups.
- Coming soon: New Visitors guide which will be a 6 panel expanded version with more detail on destination points. Working with Belterra on 3 panels for the guide.
- Web Site: Signed a 1 year agreement with ITI Digital for content on Places and Events. Received programming codes on January 15th. Cleaned up the site and went live on January 17th. Now going through the site and touching up each place as needed. Will expand the listing categories and content.
- Historic Walking Tour on Pocket Sights is now linked off SCT website as well. Working on getting all pictures in place as available.
- Belterra monitor now displays a slide show featuring SCT slides, business slides and event slides. Will rotate businesses as demand increases.

- Welcome signs for Vevay and Markland Dam Park are approved and production about to begin with installation expected March/April. Looking at a potential sign for the side of the Community Art Center.

Board Comments: Katherine von Drachenberg asked to view planned programs and events for 2024 and 2025. Katherine von Drachenberg and Mark Schutte will discuss separately as she would like to be more involved in the planning and creative. Katherine von Drachenberg expressed a desire to remove the VEVA sign stating most people did not get the idea and think it is a misspelling of the town's name. She also expressed a desire to get rid of the Ken Maynard event and spending the money on another event that better promotes tourism since most people outside of Vevay do not know Ken Maynard.

Angie Priest commented that the Santa pics for Small Business Saturday will be coordinated by BOB moving forward.

Motion to adjourn at 7:47 made by Robert Teeter 2nd by Richard Parks.

Respectfully Submitted:



Gina Roberts – SCT Secretary

2/13/2024

