

## **Switzerland County Tourism Board Minutes April 22, 2024 @ Switzerland County Visitor's Center**

Call to order by Matt Hocker @ 6:20 pm

6 members present: Jon Bond, Matt Hocker, Kelly Hopper, Teresa Lyons, Robert Teeter, Kat Von D

Others present: Director Mark Schutte, Wilma Rosenberger, Mika King, Anita Danner, Andrea Kappes and Amy Teeter.

Public comments: None

Approval of Consent Agenda: agenda items; minutes of previous meeting on March 25, 2024; claims for March 2024; financial reports for March 2024. Motion to approve consent agenda made by Jon Bond; 2<sup>nd</sup> by Robert Teeter. Approved 6/0/0

Old Business: None

New Business: Claim for reimbursement of expenses for Publicity Agreement for First Quarter 2024 expenses. Motion to approve by Jon Bond 2<sup>nd</sup> by Robert Teeter. Approved 6/0/0

Information concerning storm damage to roof and windows 3/14/2024. The roof was inspected 3/25/2024. Approximately \$35,000 check (\$40,000 estimate less \$5,000 deductible) from insurance company has been received. There is a 2-year window to complete repairs. Mark asked the Boatd who to use for repair/replacement. Matt recommended we get an estimate from Herschel Brichto and come back to the Board. Teresa suggested any unused funds be used for other capital improvements. Treatment of funds as "emergency procedures" was discussed. Wilma has asked Herschel Brichto and JJ Sullivan for estimates, therefore meeting the bid requirement. More information is required before the Board votes.

A Board volunteer is needed for the gaming license. Teresa, Kat and Robert had volunteered. Matt is checking with his insurance company.

Kelly spoke on the timing of signers on the bank accounts. At First Financial Bank, all signatures must be secured before the bank accepts the change and deletes old signers.

Director's Report:

- Mark estimated approximately 2,000 visitors in town for Kat's black tulip field. She said it was a missed opportunity by Tourism by not being open. Mark agreed and responded; communication could have been better. It is difficult to forecast when flowers bloom and Kat's social media announcement was spontaneously based on the full blooms. Kat also asked about the Veva sign and flowerpot in front of Tourism building. The Town of Vevay moved the pot and sign due to the sidewalk project currently underway. Anita state income in patrons during the tulip bloom weekend and approximately 75% of those patrons made purchases. Kat would like to have twice the number of bulbs in 2025. She also related an idea from Lisa Fisher to plant black sunflowers in the summer. Lisa owns the field where flowers are being planted. Matt suggested lavender plants too.

- The Wheels on Fire Cruise in by Roxy's Vevay had a great turnout on 4/20/2024. Anita proclaimed the Arts Center had an outstanding day. Opened at 10 am, closed at 7 pm. All patrons were in happy moods. The only negatives were more bathroom facilities were needed, and food vendors had long lines. SCT donated \$1,000.
- Other planned events were briefly discussed. Fred the Goat/Goataqua; Queen City Riverboats – tickets \$5; Ken Maynard Cowboy Day. Swiss Wine Festival; Flotsam! River Circus; Sleepy Hollow Arts & Craft Show; Sleepy Hollow Car Show; Christmas at the Inn which will be held the 2<sup>nd</sup> Friday in December. Anita asked for a typed list of events.
- A lengthy discussion was had surround the Swiss Wine Festival. Mark has been attending the meetings. He has concerns about organization and volunteers.
- 2024 Initiatives include new Welcome Signs coming into town; Community Art Center signs installed 4/19/2024; Banner Polls; Marketing agreement with Jannsen Ag Company/Dam Auction Company.

Executive Director Q&A continued with issues surrounding the Swiss Wine Festival. The SWF committee's next meeting is Thursday 4/26/2024 @ 5:30 pm.

Motion to adjourn at 7:32 pm by Robert 2<sup>nd</sup> by Teresa. Approved 6/0/0

Anita Robert

Kelly J. Hopper