

Switzerland County Tourism Board Minutes

August 28, 2023 @ Switzerland County Visitor's Center

Call to order by Secretary Gina Roberts @ 6:00pm

7 members present: Jon Bond, Andrea Kappes (via phone), Teresa Lyons (left at 6:30pm), Richard Parks, Lane Penick, Gina Roberts, Robby Teeter

Others present: Mark Schutte, Wilma Rosenberger, Andy Truitt, Bradley Pugh

Pledge to American Flag led by Jon Bond

Approval of Consent Agenda: Minutes of previous meeting on July 24, 2023; Claims for July 2023; Financial Reports for July 2023. Motion to approve made by Jon Bond 2nd Robby Teeter. Approved 7/0/0

Public Comments: Andy Truitt said the Wine Festival stage had to be taken down to get the tent down. He will put the stage up again for Sleepy Hollow event in October.

New Business: Approval of IRS Form 990 for 2022 as completed by Stephanie Furnish and recommended by director. Motion to approve made by Teresa Bovard 2nd by Lane Penick. Approved 7/0/0

Acceptance of Vevay Switzerland Foundation \$25,600 grant on behalf of Swiss Wine Festival and approval of disbursement of same amount to Swiss Wine Festival. Motion to approve made by Robby Teeter 2nd by Richard Parks. Approved 5/0/2

Director's Report: Swiss Wine Festival decorating contest was a success with 21 "Get your Grape on" entries. Tourism needs to work with them and be aligned with them for the 2024 show. Sleepy Hollow Car show had third committee meeting and all logistics are lined up and secured. Mark will be attending multiple car shows over next 45 days to promote SHCS. Sleepy Hollow Craft show has its own separate Facebook page, separate logo and logistics are in place for the event. USA Today Best Town in the Midwest Award yard signs are going up and flag will be up as well. Working with Brandi Harsin and Signorama to get and put up Vevay signs. Mark meet with Switzerland County HS for preliminary conversations about signage at football stadium and basketball courts. Mark is checking out marketing agencies and graphic designers for future consideration. Facebook is starting to see more engagement, especially with the trivia questions to win WF tickets. Mark recommends a 7 year plan to use reserves @ approximately \$100K per year and recommends to cap grant fund at 22.5% of 2024 budget.

Board Comments: Teresa Bovard would like to acknowledge the passing of Mika King's husband the week prior to Wine Festival. Mika is the Information Specialist at the Tourism office.

Special board meeting to review funding requests is on Wednesday, September 20th at 6:00pm at the Tech Building. Next regular meeting is Monday, September 25th at 6:00pm.

Motion to adjourn @ 6:36pm by Lane Penick 2nd by Robby Teeter. Approved 6/0/0

Respectfully Submitted:



Gina Roberts – SCT Secretary

9/18/2023

