

Switzerland County Tourism Board Minutes

July 24, 2023 @ Switzerland County Visitor's Center

Call to order by President Matt Hocker @ 6:07pm

5 members present: Matt Hocker, Kelly Hopper, Andrea Kappes, Lane Penick, Gina Roberts.

Others present: Mark Schutte, Wilma Rosenberger and Mika King

Approval of Consent Agenda: Minutes of previous meeting on June 26, 2023. Claims for June 2023. Financial Reports for June 2023. Motion to approve made by Lane Penick 2nd Andrea Kappes. Approved 5/0/0

Public Comments: None

Old Business: None

New Business: Approval of Qualification Application (CG-QA) for Indiana Gaming Commission to hold 50-50 split the pot raffle for Sleepy Hollow Car Show. Motion to approve made by Gina Roberts 2nd by Andrea Kappes. Approved 5/0/0

Directors' Report: Summary of Ken Maynard day given by Mika King. Had to go to a rain plan at the Hoosier Theatre where everything was done inside except shoot-out. Few minor tweaks will be made for 2024 including notifying local business of rain plan in advance.

Mark attended Swiss Wine Festival board meeting on July 11th and is looking forward to align with them for 2024. Mark had 2nd meeting of Sleepy Hollow Car Show committee and attended Rising Sun car show. He is working on new facebook page and branding for Sleepy Hollow Craft Show.

USA Today's Best Midwestern Small Town logo is purchased and will be in use (Belterra to reimburse \$2,500). Will use it for other items with Vevay under the cover of tourism.

Vevay banners are \$40 and up with an application fee to Duke Energy of \$150 for first pole and \$50 for each pole after, for a total of \$750. Going to inquire on when road work starts and ends on main street to see if we should proceed in 2023 or wait till after road work complete.

Mark spent substantial time learning GoDaddy templates and cleaning/organizing website. He bought VisitVevayIndiana.com, VisitPatrioIndiana.com and VisitPatriot.com. They now redirect onto town specific landing pages within the website. He also redesigned front page of website to be more compatible with Belterra kiosk. He will develop slideshow for upper monitor to replace outdated video. Mark created SCTCorporate.com for board meeting dates, minutes of prior meetings, board of directors, tourism staff (will provide a link on main website to access). Mark is teaching the team how to schedule Facebook posts and make plans long range.

Mark talked about the 2024 Grant Program and would like to see a cap fund percentage set in place for budgeting.

Board Comments: Andrea Kappes will write a grant to apply to Community Foundation for string lights on fence around the courthouse and Mark Schutte will sign.

Next meeting: Monday, August 28th at 6:00pm.

Motion to adjourn @ 7:07 by Lane Penick 2nd by Gina Roberts. Approved 5/0/0

Respectfully Submitted:


Gina Roberts – SCT Secretary

7/31/2023



