

Switzerland County Tourism Board Minutes

June 24, 2023 @ Switzerland County Visitor's Center

Call to order by President Matt Hocker @ 6:01pm

8 members present: Jon Bond, Matt Hocker, Kelly Hopper, Andrea Kappes, Teresa Lyons (left @ 6:52pm), Gina Roberts, Richard Parks (left @ 7:21pm), Robert Teeter.

Others present: Mark Schutte, Mika King, Wilma Rosenberger, Tina Girton, Roxy Morin, Rod Morris, Angie Priest, Kat Von D (left after her public comment)

Pledge to American Flag led by Richard Parks.

Approval of Consent Agenda: Minutes of previous meetings: Executive Session May 23, 2023; Regular Meeting May 23, 2023; Executive Session May 30, 2023; Special Session June 2, 2023; Claims for May 2023. Financial Reports for May 2023. Motion to approve consent agenda by Teresa Lyons 2nd by Richard Parks. Approved 8/0/0

Public Comments: Angie Priest suggested to look up new senate bill 28 – designated outdoor refreshment areas. Angie also asked where to get agenda before meetings. Tourism passes out agenda to people present at the meetings but does not publish it prior.

Kat Von D asked who is behind the creative of new t-shirt where artwork from the Indianapolis Monthly article "Why Kat Von D moved to Indiana's Weirdest Town". She did not like the article which talked about the Nudist and the "quickie" church service at the Catholic church. The tattoos were taken off her image and tattoo gun was replaced with wine class in artwork for t-shirt. She stated tourism is exploiting her and to confer with her if we wanted to use any images/artwork of Kat Von D or her home, the Schenk Mansion, in the future. Tourism agreed not to make any more t-shirts with this artwork on them.

Rod Morris asked about the progress of canoe and kayak on Indian Creek at Splinter Ridge. Tourism has received no response. Next steps are to possibly collaborate with Madison and/or go to DNR.

Roxy Morin brought new rack cards for Roxy's. She also stated that the video at Belterra needs updated as the information is very outdated.

Old Business: None

New Business: Request to provide cell phone for director either as a separate business plan through SCT or reimbursing him for an additional 812 number on his personal plan (cost will be \$20/month plus cost of phone (which will be SCT property). Teresa Lyons made a motion to pay for a new phone with cost of phone not to exceed \$1350 and \$20/month to add to his personal plan. Motion to approve by Teresa Lyons 2nd by Richard Parks. Approved 8/0/0. Permission to add Director as a card holder for SCT VISA credit card with First Financial and upon receipt of card, remove Interim Director as a card holder. Motion to approve by Teresa Lyons 2nd by Richard Parks. Approved 8/0/0

Approval of Exempt Activities Notification to Indiana Gaming Commission for 50-50 Split the Pot (raffle) for Sleepy Hollow Car Show. Motion to approve by Gina Roberts 2nd Jon Bond. Approved 8/0/0

Directors' Report:

Mark Schutte's first two weeks as director were very productive. Mark went with Jon Bond to meet with Peter Chu at Belterra and went to Noblesville with Mika King to the Indiana Travel Association. He also attended the June 19th Vevay Town Council meeting and the June 20th Switzerland County Commissioners meeting. Mark met with the CEO of YMCA, Lindsey Simmons and Tye Sullivan at the Community Foundation of Switzerland County. He plans to attend the Patriot (4th of July event) meeting later this week and met with Andrew Forrester @ Visit Madison on July 10th about coop advertising and working together for tourism. Mark inquired about using the Kentucky Speedway Billboards for advertising and unfortunately, they can only be used for Ky Speedway events.