

Update On Best Small Midwestern Town award from USA Today: The license is \$5,000 (splitting cost with Belterra @ \$2,500 each) to use the award logo for one year and begins upon execution of agreement.

Update on Ken Maynard Cowboy Day July 15th, 2003 was given by Mika King regarding piano player Steve Ward, the Fall City Boys will play from 2pm -4pm, trick roper demos throughout the day, the Cowboy Posse shootout @ 12pm and 3pm and cowgirl/ cowboy contest.

Update on Sleepy Hollow Car Show & Cruise (October 13,14): Mark Schutte, Mika King and Wilma Rosenberger sat down and laid out a start of action plan and to do list for the car show. Mark attended Glendale Ohio Car show Sunday June 25th and plans to check out more car shows to stream line ideas. Potential billboard coming from I-71 before Markland Dam @ \$600 per month with a 3-month lease + \$600 production fee.

Update on Sleepy Hollow Craft Show: Mika King is working on getting vendors.

Preliminary 2024 initiatives includes identifying and branding company; logo development; redevelopment of web site; Vevay banners; advertising in print media such as Visit Indiana Visitor's guide and Indiana Festival guide; advertising on billboards; improvement of digital media advertising; potential radio advertising; adding additional page with maps to visitor's guide; additional print collateral such as Vevay walking tour, Fred the Goat, Bike trail/route, driving tour or Switzerland County; develop Vevay wayfinding/directional signage.

Board Comments: Andrea Kappes reminded of Patriot parade @ 11:00am on July 1st. Talked about a girl from Switzerland (the country) was staying in Carrollton and changed her plans to come stay in Switzerland county.

Next meeting: Monday, July 24th 6:00pm

Motion to adjourn at 7:42 by Robert Teeter 2nd by Kelly Hopper. Approved 6/0/0

Respectfully Submitted:



Gina Roberts – SCT Secretary

7/23/2023

