

Switzerland County Tourism Board Minutes

March 25, 2024 @ Switzerland County Visitor's Center

Call to order by Secretary Gina Roberts @ 6:09pm

7 members present: Jon Bond, Matt Hocker (arrived at 6:20), Kelly Hopper, Christina Kappes, Teresa Lyons (left at 7:02), Gina Roberts, Kat Von D

Others present: Mark Schutte, Wilma Rosenberger, Mika King, Brandi Harsin, Jon Charles Smith

Public comments: None

Approval of Consent Agenda: agenda items; minutes of previous meeting on February 26, 2024; claims for February 2024; financial reports for February 2024. Motion to approve consent agenda made by Teresa Lyons 2nd by Kelly Hopper. Approved 6/0/0 (Matt Hocker absent for vote)

Old Business: None

New Business: Insurance adjuster and Herschel Brichto inspected the roof at the Tourism Building this morning, March 25, and nothing is compromised but took a beating from the hail storm on March 14th, 2024. Insurance adjuster will get back with claim estimate this week.

Board Comments: Kat Von D made an Instagram account called "Hello Vevay" and within a few weeks has @ 30K followers. There was a lot of discussion between Kat Von D and Director Mark Schutte regarding Switzerland County Tourism not being included. Kat Von D said she used her own time, money and production and did not need permission from SCT to start an Instagram account about Vevay. After last month's meeting Mark Schutte was under the assumption, when Kat Von D said she wanted to be part of the creative for SCT and was advised by the SCT Board to meet with Mark, that they would work together under the SCT umbrella to drive tourism. Kat Von D expressed that nothing new was being brought to the table by the SCT Board and that SCT events/initiatives have been a flop and was again advised by SCT Board to meet with the Director, Mark Schutte to provide her expertise.

Director's Report: Mark Schutte and Mika King attended the Indiana Travel Association annual conference in Evansville, Indiana on March 11 – 13th. The conference delivered lots of good energy and information. Mika stated a good take away was to concentrate on action items such as shopping or hiking to bring visitors into the county. Don't just give them a destination, give them an action to do at the destination. April 8, 2024 Eclipse event, "Dark in the Park," is set and working with the YMCA, Switzerland County Library and Switzerland County Schools to coordinate destination points for kids who will be released at 12:30 and bused to Ogle Riverfront Park. Handing out moon pies and glasses at event as well as having food trucks present. On April 20th, 2024, Roxy's has organized a "Wheels on Fire Cruise In" with food vendors on Pike Street (street will be closed to traffic). Goataugua is May 11th, 2024 and Community Art Center is taking the lead with Fred the Goat coloring contest and Dress Fred the Goat contest. Sunday, May 19, Queen City Riverboats will be at Ogle Riverfront Part from 11am to 5pm providing cruises and will be announced this week. Ken Maynard Cowboy Day is Saturday, July 13th and Teresa Lyons is trying to get different events but having issues with insurance covering them. September 11th, 2024 at Ogle Riverfront Park at 6:00pm Flotsam! River Circus will perform. Sleepy Hollow Arts and Crafts Show is set for October 12th at Vevay courthouse square and the Sleepy Hollow

Car show is at Ogle Riverfront Park. December's "Christmas in Vevay" is switched from the Racing Performance museum to the Ogle Haus Inn. The Welcome signs production process is about to begin and installation for March/April. The Community Art Center signs for the side of the building is in production. The 2024 USA Today Best Midwestern Town is currently being led by Madison with Vevay in 6th place and Mark has been coordinating with Madison for potential joint marketing opportunity for SE Indiana being back to back Best Midwestern Towns and potential joint press conference or event in Madison where we pass the honor. New Vevay and Fred the Goat mugs are in for the gift shop and new Vevay branding merchandise coming soon.

Motion to approve 50/50 split with Town of Vevay maximum \$30K for 14-20 poles/signs and to repaint the Vevay Flood Poles made by Gina Roberts 2nd by Kelly Hopper. Approved 5/0/1 (Teresa Lyons absent for vote)

Motion to adjourn at 7:30 made by Kelly Hopper 2nd by Christina Kappes. Approved 7/0/0

Respectfully Submitted:



Gina Roberts – SCT Secretary

3/27/2024

