

## Switzerland County Tourism Board Minutes

October 23, 2023 @ Switzerland County Visitor's Center

Call to order by President Matt Hocker @ 6:38pm

6 members present: Jon Bond, Matt Hocker, Kelly Hopper, Andrea Kappes (via phone), Richard Parks, Gina Roberts

Others present: Mark Schutte, Wilma Rosenburg, Mika King and Andy Truitt

Approval of Consent Agenda: Minutes of previous meeting: September 25, 2023. Claims for September 2023. Financial reports for September 2023. Motion to approve consent agenda made by Kelly Hopper 2<sup>nd</sup> Richard Parks. Approved 5/0/0

Public Comments: Wilma Rosenburg let us know that Musee De Venoge got approved for Indiana Historical Marker.

Old Business: Review outstanding \$2500 loan for Nancy Dornbush, Indiana Creek Photography. Agreed to approve \$75/month (per Nancy's request), no interest, if paid timely via ACH payment. Motion to approve made by Kelly Hopper 2<sup>nd</sup> by Richard Parks. Approved 5/0/0

New Business: Review of proposed 2024 Budget by the Director. Motion to approve budget by Richard Parks 2<sup>nd</sup> by Kelly Hopper. Approved 5/0/0

Director's Report: Sleepy Hollow Car Show/ Sleepy Hollow Arts & Craft Show recap – event went well with 116 cars registered and discussed ways to improve events for 2024. Discussed 2024 Budget with proposed marketing budget including print newspaper; various tourism guides; social media paid advertising; SCT signs and inserts at Markland Dam, Vevay (2) and Patriot; in house visitor guides, special projects and brand development.

Board Comments: None

Next Meeting: Monday, November 27<sup>th</sup> at 6:00pm

Motion to adjourn @ 7:49pm by Jon Bond 2<sup>nd</sup> by Richard Parks. Approved 5/0/0

Respectfully Submitted:



Gina Roberts – SCT Secretary

11/24/2023

