

MINUTES

Evansville Tourism Commission

Thursday, April 14, 2022

At Creekside Place, 102 Maple Street and Virtual Meeting Via Google Meet

1. Call to order at 6:30 p.m.
2. Roll call: Abbey Barnes, Jim Brooks, Dianne Duggan, Nancy Nelson, Raj Patel, Christina Slaback, and Sue Berg. Guests: Bill Lathrop, Collette Spranger and Jason Sergeant
3. Motion to approve the agenda made by Jim Brooks, seconded by Dianne Duggan. Motion carried.
4. Motion to waive the reading of the minutes from February 10, 2022, and approve them as printed made by Dianne Duggan, seconded by Jim Brooks. Motion carried.
5. Citizen appearances: None.
6. Tourism Commission updates: None.
7. Old Business
 - a. Brochure distribution and inventory management: Sue Berg will contact the contractor about distributing brochures prior to the Art Crawl May 6.
 - b. City web pages for tourism: Sue sent 2022 event information to Colette Spranger for the web site.
 - c. Downtown flowers: Jim Brooks contacted Public Works, and they agreed to water flowers on weekdays. Evansville Community Partnership is searching for a weekend waterer.
 - d. Mural committee: A public program about the mural and the women depicted is set for April 28 at Creekside Place. Artist Lacy Shotliff and Historian Ruth Ann Montgomery are featured speakers. For the Art Crawl May 6, the murals will be displayed at a local business, allowing visitors to see them up close and take pictures, if desired. Installation will occur after the Art Crawl. Nancy Nelson is already working on the next phase of the mural project. The proposed second mural needs a site, and Nancy has contacted the owner of a building in the downtown historic district about interest. Dan Stephens, chairperson of Evansville's Historic Preservation Commission, has agreed to be the committee's historic expert.
 - e. 2022 Walking Tour Guide Book: Sue reported that Dan Stephens gave excellent feedback and updates for the guide book.
8. New Business
 - a. Holiday Lights special request update: Earlier this spring, a shortfall in funds for the holiday lights was identified by Jason Sergeant, and Tourism Commission agreed to provide \$2000 from unspent allocations.
 - a. Promotional Support: no reports.
 - c. Tourism support for local lodging/retail/restaurants: Christina Slaback is preparing the first social media campaign, set to occur prior and up to the Art Crawl. Lack of quality photos was discussed. Guest Bill Lathrop volunteered assistance with Fourth of July photos. Christina will contact a photographer for coverage on other events.
9. Tourism activities
 - a. SpongeBob Square Pants: The Broadway Musical April 22-24
 - b. Cruise Night May 5
 - c. Art Crawl May 6
 - d. EUM May 6
 - e. Music on the Side May 18
 - f. Memorial Day Parade / Recognition May 30
 - g. Cruise Night June 2
 - h. Music on the Side June 15
 - i. Strawberry Festival June 17
10. Next meeting dates are June 9 and August 11.
11. Motion to adjourn by Jim Brooks, seconded by Dianne Duggan, at 7:27 p.m.