

MINUTES

Evansville Tourism Commission Thursday, March 7, 2024 At Hop Garden, 18 East Main Street

1. Call to order at 6:30pm
2. Roll call: Abbey Barnes, Jim Brooks, Ben Corridon, Shawn Dunphy, Raj Patel, Jenny Weidel, Sue Berg (chair). Guest: Quinn Brooks-Ward.
3. Motion to approve the agenda made by Ben Corridon, seconded by Jim Brooks. Motion carried.
4. Motion to waive the reading of the minutes from December 14, 2023, and approve them as printed made by Shawn Dunphy, seconded by Ben Corridon. Motion carried.
5. Citizen appearances: Erin Ruppenthal announced that The Hop Garden had a role in the Top Chef TV series that was taped in Wisconsin last fall and will debut this March. The Hop Garden farm was the provider of green hops used by the Top Chef competition.
6. Tourism Commission updates: Raj Patel, proprietor of Boarders Inn & Suites, announced that he will be stepping down from the Tourism Commission. He has sold his hotel and will be moving to Atlanta. Raj encouraged the new proprietor to come to the Tourism Commission.
7. Old Business
 - a. Street closing fee update: The fee to close a street for an event remains the same, at \$25.
 - b. Brochure distribution and inventory management update: no report.
 - c. City web pages for tourism update: Jim Brooks reported that the updates are slow due to more pressing priorities.
 - d. Downtown flowers: Jim Brooks reported that Public Works agreed to water flowers during weekdays.
 - e. Murals #1 and #2 update: Sue Berg reported that the five portraits comprising mural #1 were successfully removed and stored for the winter season. The artist agreed to touch up the paint later this spring. A new location has been identified for displaying the portraits. Shawn Dunphy reported that an image of Mural #2 was included in the latest edition of the Chamber guide /directory. The artist will be approached about completing the mural perhaps in time for the Art Crawl.
 - f. Lamp post banners research: Jim Brooks reported there are 18 banner poles. The current banners measure 19.5in wide by 37in long. Most are faded and worn out. An ad hoc committee will review vendors and costs, and recommend a replacement strategy. Shawn Dunphy and Abbey Barnes will lead the ad hoc committee.
8. New Business
 - a. Mural #3: Jenny Weidel reported that Creekside Place is ready to pursue development of a mural for an outside wall on the building. Sue Berg will send the Request for Proposal used for the last mural to Jenny, as a potential template. Funding and timelines were discussed.
 - b. Tourism promotional campaigns:
 - i. Social media: Shawn Dunphy developed a template for 2024 social media campaigns and requested feedback and ideas. Sue Berg suggested that a consultant could help with development.
 - ii. Discover Evansville brochure will be updated this year. Sue Berg asked Tourism Commission members to review and provide updates.

- iii. Shawn Dunphy announced that the Chamber has taken over responsibilities for running the Art Crawl. Abbey Barnes will assist.
- iv. Sue Berg spoke with Tess Romanski, coordinator for Bike the Barns. The event will start and end at Lake Leota Sept. 15. The Tourism Commission and Bike the Barns will collaborate.

9. Activities with Tourism Potential

- a. EUM – check schedule at <https://evansvilleundergroundmusic.org/calendar/>
- b. Chocolate Extravaganza Feb. 10
- c. Super Bowl Feb. 11
- d. Vintage Shop Hop March 1-2
- e. FFA Farm Toy Show March 3
- f. Cruise Night May 2
- g. Art Crawl May 10

10. Next meeting dates are April 11 and June 13, 2024

11. Motion to adjourn at 7:48pm by Ben Corridon and seconded by Raj Patel. Motion carried.