

MINUTES

Evansville Tourism Commission Thursday, June 13, 2024 At Creekside Place, 102 Maple St.

1. Call to order at 6:35pm
2. Roll call: Abbey Barnes, Shawn Dunphy, Raj Patel, Jenny Wiedel, Sue Berg (chair).
Absent: Jim Brooks, Ben Corridon, Raj Patel. Guests: Colette Spranger and Matthew Olson.
3. Motion to amend the agenda, moving item 8a (Web site Development) to precede item 6 (Tourism Commission updates) made by Shawn Dunphy, seconded by Abbey Barnes. Motion to amend carried.
4. Motion to waive the reading of the minutes from April 11, 2024, and approve them as printed made by Jenny Wiedel, seconded by Abbey Barnes. Motion carried.
5. Citizen appearances: None.
6. Web site Development: Matthew Olson, president of SignalFire, gave a thorough presentation about tourism website development, market impact, and identifying a brand. He addressed numerous questions ranging from development process to evaluation to ongoing support.
7. Tourism Commission updates: Jenny Wiedel announced that she will be leaving Creekside Place and the Tourism Commission. The announcement was met with regret. Her replacement on the Tourism Commission has not yet been determined by Creekside.
8. Old Business
 - a. Brochure distribution and inventory management update: The Barn Quilt brochure is depleted and needs to be reprinted. Shawn Dunphy will review the current list and identify changes. The Discover Evansville brochure is depleted and needs to be updated and reprinted. Jim Brooks is collecting suggestions for the narrative.
 - b. Murals #1 and #2 update: Sue Berg reported that Mural #1 is still in storage, and that Nancy Nelson and Sue Berg are still seeking an installer for this project. Mural #2, although not complete, is in its final stages of touchups.
 - c. Lamp post banners: Abbey Barnes presented a concept for new lamppost banners. The concept focuses on featuring historical figures on the banners. The commission members endorsed the concept.
9. New Business
 - a. Mural #3: Recruitment continues for an artist to execute the desired theme focusing on the Ice Age Trail.
 - b. Tourism promotional campaigns:
 - i. Social media: Shawn Dunphy reported successes with the most recent social media efforts.
 - ii. Bike the Barns: Sue Berg reported that CAC (the coordinator for Bike the Barns) named Evansville Tourism as a Bronze Sponsor for its in-kind donation of advertising support.
 - c. City Brochure: Jim Brooks is working on updates.
 - d. Market Research: Colette Spranger shared information about cost and statistics that could be provided about Evansville through tracking and market research.
10. Activities with Tourism Potential
 - a. EUM – check schedule at <https://evansvilleundergroundmusic.org/calendar/>

- b. Cruise Night June 6
 - c. Chamber Golf Outing June 21
 - d. Library Ice Cream Social June 28
 - e. Lake Leota 4th of July July 4-7
 - f. Cruise Night July 11
 - g. Cruise Night August 1
 - h. Citywide Garage Sales August 2-3
 - i. Evansville Night Out TBD
 - j. Fire Department 150th Anniversary August 10
 - k. History in the Park August 25
 - l. Cruise Night September 5
 - m. Ladies Night Out September 13
 - n. Bike the Barns September 15
11. Next meeting dates are August 8 and October 10, 2024.
12. Motion to adjourn at 8:45pm by Jenny Wiedel, and seconded by Abbey Barnes. Motion carried.