

MINUTES

Evansville Tourism Commission Thursday, August 8, 2024 At Creekside Place, 102 Maple St.

1. Call to order at 6:31pm.
2. Roll call: Abbey Barnes, Jim Brooks, Ben Corridon, Shawn Dunphy, Shirley Pate, Sue Berg (chair). Guests: Colette Spranger and Quinn Brooks-Ward.
3. Motion to approve the agenda made by Jim Brooks, seconded by Abbey Barnes. Motion carried.
4. Motion to waive the reading of the minutes from June 13, 2024, and approve them as printed made by Ben Corridon, seconded by Shawn Dunphy. Motion carried.
5. Citizen appearances: None.
6. Tourism Commission updates: Creekside Place selected Shirley Pate, meeting and events coordinator, to represent the organization on the Tourism Commission. She was warmly welcomed.
7. Old Business
 - a. Brochure inventory management update: Colette Spranger reported that there was an adequate supply of the historic guide, a scant supply of barn quilt brochures and no supplies of the general Evansville brochure. Jim Brooks reported on the progress of updates to the Evansville brochure. Shawn Dunphy reported that updates to the barn quilt brochure are about 75 percent complete.
 - b. Murals #1 and #2 update: Sue Berg reported on options for placement of mural #1, which is still in storage. The building that was considered for mural #1 is of an age that drilling is questionable and could possibly damage the wall; the owner would like to be on the list for a mural painted on the exterior wall instead. Two alternative building sites were recommended for follow up. Mural #2 is complete, and the artist and mural will be recognized September 13 at Ladies Night Out.
 - c. Lamp post banners: Abbey Barnes led discussion about the selection process for historical figures for the proposed banners.
8. New Business
 - a. 2025 Budget Proposal: Members of the Tourism Commission reviewed information about the 2024 budget, the status of the collections of room tax dollars, the fund balance and the proposed budget. A significant addition for 2025 is the development of a tourism website for Evansville. After extensive discussion, Jim Brooks moved and Abbey Barnes seconded to accept the proposed 2025 budget of \$54,190 and recommend it to the Economic Development Committee. The motion carried unanimously.
 - b. Web site development: Members discussed details of an extensive proposal submitted by Signalfire for website development and ongoing management.
 - c. Mural #3: Creekside Place intends to pursue development of a mural later in 2025. The potential for development of mural #4 was discussed.
 - d. Tourism promotional campaigns:
 - i. Social media: Shawn Dunphy will conduct campaigns for Ladies Night Out and Olde Fashioned Christmas.
 - ii. Bike the Barns: Shawn showed a brochure developed by the Chamber that will be inserted into the 1000 bags for Bike the Barns participants.

The brochure can be easily customized for future uses. She also created a general Welcome to Evansville banner.

9. Activities with Tourism Potential
 - a. EUM – check schedule at <https://evansvilleundergroundmusic.org/calendar/>
 - b. Fire Department 150th Anniversary August 10
 - c. Evansville Night Out August 14
 - d. Corn Roast August 18
 - e. History in the Park August 25
 - f. Cruise Night September 5
 - g. Ladies Night Out September 13
 - h. EUM in the Park September 14
 - i. Bike the Barns September 15
 - j. Creekfest September 21
 - k. Vintage Shop Hop October 4-5
 - l. Homecoming (Dance) October 12
 - m. Merchant Trick or Treat October 26
 - n. Olde Fashioned Christmas November 22-23
10. Next meeting dates are October 10 and December 12, 2024
11. Motion to adjourn at 7:50pm by Jim Brooks, seconded by Ben Corridon. Motion carried.