

Hancock County Tourism Executive Director's Report November 13, 2018

Actionable/Important Items:

1. Approve Mileage Claim
2. WSVX, Shelbyville, is interested in having Tourism sponsor their live broadcasts of local high school basketball games (all four county schools). This would be 15 different games between November ó March. As sponsor we would receive 4 ó 30 second commercials during the games, and 20 ó 30 second commercials during the month to advertise listening to the games. This is a total of 24 ó 30 second commercials for \$275 per month for 5 months (Nov ó Mar).
3. FYI - Final approval given for Festival Guide Ads, Roadway Map Ad, Brochure Ad, ó See Submitted drafts. First set of corrections given to the Travel Guide ads ó including all of the hotel ads.
 - a. Contacted all of the hotels and planning a meeting in January to discuss better communication, marketing ideas, etc.
 - b. **Tyner Pond Farm ó may not be renting out the Farmhouse ó we supported them with an individual ad in Travel Guide ó looking into this.
4. I have not been signed up so that I can sign checks on the Star Bank account; however, I do have a Debit Card for that account.
5. Met with Patrick Stewart with My Deck App ó he has made several upgrades to the calendar program. Planning some community trainings on how to get businesses and associations involved.
6. Update on Riley Showcase:
 - Gary West had approximately 80 in attendance. We brought in \$688.00 in ticket sales.
 - The Eventbrite online ticket sales went well. George was pleased with the data.
 - Sammy Terry had approximately 125 in attendance. However, due to the fact that the HCHS was able to get their entire expense ó funded ó they made **\$1,744**
 - Brandywine Wind and the Riley video had very low attendance. Debbie Wilkerson's performances were both packed.
 - Overall, the event was positive and well received by all involved and everyone that attended. There were no problems with any sort of destruction in the bathrooms ó so the Friends of the Theater did their job.
 - Wish that our Gary West event had better numbers. Friday night was a tough sell going up against the Flying Toasters down the street ó and it was free, and Friday night football games. We lost money on Gary West, and finding people to help load and unload was a problem. If the Riley Festival would have included our events with theirs ó this might have helped.
7. Matt Lark contacted me late in October, and he has reported **DOUBLE the number** of people attending Lark Ranch over the weekend ó so hopefully we can partially credit the Katie Stam Irk video. Ruth Ann Roney has a harder time tracking numbers because they are not ticketing everyone that enters. She reported huge numbers all month long in October as well. She reported long lines, and huge crowds at Tuttle's Orchard. Again ó credit the Katie Stam Irk video.

8. Appeared before the County Commissioners ó and provided them with an update on the HCTC and our promotional and advertising efforts. Showed them the Katie Stam video and our advertising pieces. They were very impressed with everything.

9. Would like to look at one board member to be the keeper of the grant database. Their role would be to keep track of grants ó when reports are due, and when disbursements need to be made ó especially if there are multiple disbursements. Anyone interested in taking on that job???

Report of Past Month's Activity:

Advertising

-Worked with Katy Cavaleri in reviewing all of our proofs for the festival guide, the map guide, and the Travel guide. Provided her with corrections and additions. Gave final approval on some pieces ó waiting on updated proofs for others.

-Editing photos.

-Photographed: Greenfield Home Tour and Lip Sync War

- Loaded photos to Facebook and website.

-Posted events to Facebook page.

-Went down to WSVX to promote upcoming Thanksgiving and Christmas events on the Penny Lane show (for free).

Events

-Attended ROHS annual meeting.

-Attended Greenfield Historic Landmarks Home Tour

-Attended Hancock County Arts Council Event and Reorganization meeting.

-Attended the Planning Commission Meeting ó regarding the All County Bike Trail Plan.

-Attended the County Commissioners Meeting ó regarding the All County Bike Trail Plan.

-Attended the County Commissioners Meeting to give Tourism update.

-Attended the Nameless Creek Lodge Ribbon cutting and Open house.

-Attended Open Enrollment meeting.

-Attended the Lip Sync War by the Psi Iota Xi's

Community Collaboration and Communication

-Assisted Joanie Fitzwater with looking up some info for the Stellar Grant.

-Sorted through mail, and email ó returned phone calls, and emails.

-Contacted all of the hotels (or at least attempted to contact) ó talked with GM's, updated Hotel database, got information about opening date for Fairfield.

-Attended the Planning Commission Meeting for them to discuss the All County Bike Trail plan.

-Attended Hancock County Arts Council Event and Reorganization meeting. Talk about reviving Second Fridays ó and ways to promote (amongst other things).

-Met with Patrick Stewart to discuss upgrades of Deck app ó and to start to implement trainings.

-Communicating with Dave Hill about the Leadership tour ó I will be the tour guide for this group on their bus tour.

-Wrapping up and following up with all of the stats and other issues with the Riley Showcase - - I have already been told that the Riley Festival has asked for the theater for next year.

Hancock County Tourism Commission

- Providing George with bills and other financial documentation.
- Looked up several different documents for George.
- Communication via phone and email with board members on a variety of issues. There were lots of issues and problems this past month.
- Made check deposits at Star Bank.
- Set up a Debit Card at Star Bank.
- Communication with Sarah Wolfe ó several times via email and phone regarding rent checks, and disbursements.
- Created envelopes for bills and took them to the post office.
- Dropped off first set of mailed info packages to the post office.
- Created documents for the Commissioners meeting.
- Spent several hours putting together the presentation for the Commissioners. This presentation included video, hand outs, and copies of documents.
- Uploaded documents to the Commission page for public viewing.
- Made copies of all of the documents for the HCTC meeting.
- Loaded all of the documents up to the website.
- Created Executive Director's Report and Financial Report.
- Made presentation to the County Commissioners on 10/16.
- Played a minor role in assisting George with the check fraud issue ó notified board members. Check writing and purchasing put on hold for weeks until this was sorted out.
- Lots of issues and paperwork going to Star in regards to the new bank accounts. Assisting Kelly and George with this.

Grants

- Received Grant from Joanie Fitzwater for the stellar application.
- Received Grant report from Dennis Dunn and 40 & 8.

Visitor Center

- Received training from Neopost about electronic label service.
- Butch and Pat Kuhn donated some perennial plants to put underneath the information kiosk ó so this area will not have to be mowed. I planted them outside.
- Assisted visitors who came into the office ó answered questions and provided literature.
- Picked up trash outside and took trash out of the office.
- Basic office work filing and organizing.
- Vacuumed and clean office.
- Dropped off toner cartridges for recycle.

October 9, 2018 ó November 12, 2018