

**SIRMC Meeting Minutes** – Main Street Bistro, Dubois County, March 14, 2025, 11:00am ET/10:00am CT

**Attendees:** Katerina Koehler, *SoIN / Clark & Floyd County Tourism*; Kori Peterson, *Indiana Destination Development Corporation*; Kate Reibel, *Visit Evansville*; Janice Barniak, *Visit Vincennes / Knox County*; Eric Heindenrich, *Gibson County Tourism*; Shari Sherman, *Warrick County Chamber of Commerce*, Mindy Rogers, *Visit French Lick West Baden*; Leslie Townsend, *Historic Southern Indiana*; Megan Glenn, *Historic Southern Indiana*; Heather Weyer, *Visit Dubois County*

**Call to Order:** Janice called the meeting to order at 11:08 am

**Past Meeting Minutes:** Kate makes a motion to approve the meeting minutes from the November 2024 meeting, Eric seconds it. The motion passes unanimously.

**Treasurer's Report:**

- We are still waiting on three counties dues; reminders will be sent out March 17. They will be removed at the end of March is not received.

**New Business:**

- a. Officer elections for 2025
  - President – Eric
  - VP – Janice
  - Treasurer – Shari
  - Secretary – Kat
    - We have agreed to elect officers for 2025 even with the uncertainty of the future of SIRMC. Shari will not be treasurer in 2026.
  - Heather makes a motion to approve these officers for 2025. Mindy seconds. The motion passes unanimously.
- b. 2025 Meeting Schedule
  - April 11 – Virtual
  - June 13 – In person SoIN Tourism Visitor Center, Jeffersonville
    - SoIN Tourism's Kia Black will speak about data – send any data questions to Kat.
  - August 15 – Virtual
    - Lunch and learn topic – Uses of AI/ChatGPT
  - October 10 – In person
  - December 12 – Virtual
- c. Planning Session Recap – recap is available on SIRMC member's site.
- d. Next Steps/Updates
  - Online calendar/monthly event promotion – SIRMC is removing the events listings from the website all together. Megan will be emailing the group once a month asking for event to feature on our Facebook page. With this information Megan will put together a weekly SIRMC events social post.
  - Discussion with Radius – Jill spoke with Kristal and she is open to having a virtual call with SIRMC to answer our questions about SIRMC and Discover Southern Indiana having some sort of future partnership.
    - Mindy is setting of the meeting with SIRMC and Kristal
    - Eric is gathering questions to give to Kristal before we talk
  - Audience info/analytics – Kat gave everyone a document of how to find your demographics in G4. We have asked everyone to gather some basic information on your demos to better figure out who SIRMC should be targeting with our marketing efforts for 2025.

**Old Business:**

- a. Update your member information in the contact documents – Megan will send out.
- b. Ideas for lunch and learns – Eric suggested uses of AI. The August 15 meeting will have the topic of AI. Kori is going to see if she can get someone from IDDC to speak if not we will all just bring a few AI tips and uses.
- c. Marketing report – Kat shared the 2024 year-end reports with the group.
  - Web sessions have increased 25.7% over last year. That's +21,316 more sessions this year.
  - The number of web pages viewed by travelers has risen 28% over last year. +34,911 more pageviews this year.
  - Web sessions attributable to Facebook are down compared to last year.
  - The number of SIRMC Facebook followers is basically flat. There are 17,329 followers.
  - Reach compared to last year is up 10%. Engagement rate has decreased since last year. 2024 recorded 1,642 less users than 2023.
  - Added 33 new subscribers this year. 4,457 total subscribers currently. The open rate average for the year is 39.52%. This is an improvement over last year and now has exceeded the industry standard open rate. The
- d. Future marketing plan – Because we are still discussing the future of SIRMC for now we will be doing our own in-house marketing.
  - Megan has offered to update some general more evergreen blogs

- Megan and Kat will execute a social media plan and run Facebook ads/boosts
  - Officer and marketing committee will meet before the April meeting and make a plan and request each DMO to write out their own Facebook post for the year.

**Radius | Discover Southern Indiana:** N/A

**HIS:**

- Ohio River Scenic Byway meeting on April 4, they have updated signs
- Megan has updated the calendar of events rack cards and have sent them out to those who have requested.

**IDDC Update:**

- Indiana Makers Night – May 19 – Shipshewana: This is a media event, reach out if you are interested in going.
- Digital and social ads are still available
- They are not sure about their budget going forward

**Next Meeting:** April 11, Virtual

**Good of the Order:**

- a. Send Janice any field trip ideas from homeschooled kids. She is putting an agenda together for the whole state to present.

**Motion for adjournment:** Shari motions, Kate seconds.