

HAMILTON COUNTY TOURISM, INC. BOARD OF DIRECTORS
Hamilton County Tourism, Inc. Offices
37 E. Main Street
Carmel, IN 46032

Minutes of the Regular Meeting
August 2, 2019

Attending the meeting were Mark Truett, Jeffrey Brown, Bob DuBois, John Hughey, Andrew Newport, Judi Johnson and Norman Burns.

Also attending were Brenda Myers, President/CEO; Karen Radcliff, Vice President/CSO; Ashley Ledford, Director of Marketing and Promotions, Carol Sergi, Director of Marketing, Economic Development; Betsy Ekelof, Director of Operations; Sarah Billman, Assistant Director of Visitor Experience; and, Sarah Buckner, Destination Development Manager. Also attending, Christine Altman, Legal Counsel.

I. Welcome

The August meeting of the Hamilton County Tourism, Inc. Board of Directors convened at 8:43 a.m. with Chair B. DuBois welcoming everyone.

II. Review of the May 2019 Minutes

B. Dubois asked whether there were any changes to the minutes of the June 2019 meeting. No corrections were noted, and J. Brown moved that the minutes be approved as presented; M. Truett seconded. Motion passed.

III. Financials & Metrics

2019 YTD Budget Report – B. Myers presented a profit and loss historical trends and profit and loss vs. budget report as of July 31, 2019 with most expenses posted. Total expenses for the year are \$3,117,198 out of \$5,732,783 budget or 54% at a little more than halfway through the year. All lines of expenses and revenue are on pace for the year.

B. 2019 Occupancy Report – In addition to the monthly STR report through June, B. Myers presented a report of comparative markets demand growth provided by Marketing Manager Jordan Musall that shows market pressures on Hamilton County given all of the lodging supply growth of recent years. Hamilton County's RevPAR is negative 3.5% compared to everyone else in the comp set that is flat or growing. However, Hamilton County is second in demand growth at 7.8% which indicates absorption of some of the new inventory although at slower ADR growth. A Tourism Economics Study will be released in August showing how the county might absorb future inventory growth as well.

C. 2019 Tax Collections Report – One hotel set is struggling to report in-month this year, making the monthly report challenging. However, through the August deposit, tax collections were up 5% over 2018 same period and 2% ahead of budget. This translates to \$59,645 in excess revenue and would be more if we could continue to get hotels to catch up.

D. 2019 and 2020 Appropriations Updates – B. Myers reported that in July the Hamilton County Council approved release of the balance of 2019 appropriations to the Hamilton County Visitor and Convention Commission. HCT will present the 2020 appropriations request on behalf of the Commission at the August 6 budget hearings.

E. Second Quarter Key Performance Indicators – B. Myers presented the second quarter key performance indicators prepared by Tina Rodgers which shows most KPIs on track to meet goals by year-end.

IV. Old Business

A. HCT Office Updates – K. Radcliff reported there is no update.

B. Tax-Funded Community Support – B. Myers reported that she met with J. Brown, J. Geisendorff, G. Miller, K. Radcliff, L. Kelner to discuss requests by some Hamilton County's cities for a better process for distribution of lodging taxes for special projects. For any Grand Park additional support, progress needs to be made concerning the housing bureau arrangements. K. Radcliff reported that the sales/housing bureau/Grand Park management teams are now regularly meet and know this is a priority. It was suggested that a working meeting with the mayors be set up for September. B. Myers said she would work on that and report back.

C. Key Special Projects Updates – B. Myers noted that the White River Vision Plan is in its final stages of edits and a transition team is being formed to determine the appropriate governance structure. The 4-H Fairground improvements committee continues to work on prioritizing improvements. And, the Creative Economies initiative will kick off a cross-county "turquoise tables" initiative this month.

V. New Business

A. 990s Review and Approval – B. Ekelof reported that the Audit Committee met and reviewed the 2018 audit and the 990s had been sent to the Board for review and approval. There were no concerns with the 990s. N. Burns moved that they be approved and distributed. J. Brown seconded. Motion passed.

B. Other New Business – White River Study Contract – B. Myers presented a contract from MKSK to do a micro-study of the White River from 106th to 146th Streets on the west and east sides of the river in Carmel and Fishers. The idea is to support future development of a river education center at Conner Prairie by identifying the unique nature of this district and how these five public spaces can be better integrated as a destination. She wished the Board to waive the normal RFQ/P process because MKSK knows the area very well having done the Conner Prairie master plan which would create efficiencies. However, the Board did not have a quorum as N. Burns would need to recuse himself from voting; it was determined to wait until the October meeting to sign the contract.

VI. Adjourn

There being no further business, J. Brown moved that the meeting adjourn, and J. Johnson seconded. The meeting was adjourned at 10 a.m. The next meeting is October 4, 2019.