

HAMILTON COUNTY TOURISM, INC. BOARD OF DIRECTORS
37 E. Main Street, Carmel, Indiana
Minutes of the Annual & February Meetings

March 5, 2021
Minutes of the Board Meeting

Attending the Meeting:

Bob DuBois, Andrew Newport, Jimia Smith, Mark Truett, Jackie Dikos, Toby Miles, Scott Spillman, Robin Turner, Angie Frazier, Chris Stice, Mark Truett.

Also attending:

Brenda Myers, President/CEO; Karen Radcliff, Vice President/CSO; Betsy Ekelof, Operations Director; Ashley Ledford, Director of Marketing & Promotions; Sarah Billman, Visitor Experience Manager; Tina Rodgers, Assistant Director of Resources; Carol Sergi, Director of Marketing, Economic Development; Christine Altman, Counsel; and, Ken Alexander, Hamilton County Council representative.

I. Welcome

B. DuBois then welcomed everyone to the regular meeting of the Board of Directors at 8:32 a.m.

II. February 2021 Annual & Regular Meeting Minutes for Review

B. DuBois asked if there were any additions or corrections to the February 2021 HCT Annual & Regular Board Meeting Minutes. Jeffrey Brown noted that he was not listed as having attended but was there. The change was accepted as an edit. J. Brown moved that the 2021 Annual Meeting minutes be approved as edited. R. Turner seconded. Motion passed. J. Brown then moved that the February 2021 Board Meeting minutes be approved as edited. C. Stice seconded. Motion passed.

III. 2021 Financials & Metrics

- a) **Occupancy Report** -- The February 2021 report would not be available until later in March, but preliminary occupancy reports show the month running at 37.5% occupancy with an ADR of \$88.71 and Demand down 22.8% over 2019. It was noted that the lack of sports business and business transient stays this winter is negatively impacting activity.
- b) **Tax Collection Reports** -- Lodging tax collections through the March 2021 deposit (activity periods November-January) total \$569,803.32 and are down \$60,196.87 or 9.5%. March activity will hopefully start showing a rebound.
- c) **2021 Budget Revenue Clarification** -- B. Myers noted that the Hamilton County Council has provided a generous \$75,000 grant to support Hamilton County Economic Development Corporation. The budget was adopted with a \$325,000 revenue and \$125,000 expense line for HCEDC. While the grant was \$75,000, the HCEDC Board would like to provide an additional \$50,000 to support workforce activity in the partnership. B. Myers asked for approval to amend the budget accordingly. C. Stice moved that the amendment be accepted. M. Truett seconded. Motion passed.
- d) **2020 Year-End Budget Reports & 2021 Balance Sheet** -- Betsy Ekelof presented the financial statements for year-end 2020 and provided a 2021 balance sheet. Both showed HCT is in a good cash position, especially with the addition of the Payroll Protection Program loan.
- e) **Budget Committee Volunteers** -- Jeffrey Brown and Andrew Newport agreed to serve on the 2022 Budget Committee.
- f) **2022-2025 Early Revenue Forecast Reports** -- For planning purposes, B. Myers presented look at potential revenues 2022-2025, noting everything is subject to change.

A. Newport moved that the financial reports be approved as presented. A. Frazier seconded. Motion passed.

IV.

V. New Business

- a) **HCEDC MOU and Sustainability** -- B. Myers presented the 2021 Memorandum of Understanding between Hamilton County Economic Development Corporation and HCT, Inc. She also noted that a task force exploring career development options has approached the HCEDC and HCT about partnering and allowing the director of that initiative to work within the HCT staff during a two-year development period. Discussion took place as to the funding for this position, and it was agreed so long as clarification about the partnership with the funding agents was made it could be an amendment to the contract at another time. S. Spillman moved that the 2021 MOU be accepted as presented. M. Truett seconded. Motion passed.
- b) **Director of Workforce Strategy Search** -- T. Rodgers updated the Board on the replacement for Carol Sergi, who has announced her retirement at the end of May 2021. A search is under way and several candidates are being interviewed.
- c) **Spring Ad Campaign** -- A. Ledford presented information about the upcoming Spring ad campaign, focusing on the results of this primarily social media promotion targeted to Indiana.

VI. Adjourn -- R. Turner moved that the meeting be adjourned. C. Stice seconded. Motion passed.