

HAMILTON COUNTY VISITOR AND CONVENTION COMMISSION
37 E. Main Street, Carmel, Indiana
Minutes of the Meeting
May 9, 2019

Attending:

Robyn Pauker, Bill Smythe, Todd Burtron, Chris Renner, Perry Williams, Andrea Huisden, Brenda Tolson, Howard Stevenson, Tiffany Pascoe, Donna Prather.

Also Attending:

Brenda Myers, President/CEO; Karen Radcliff, Vice President/CSO; Betsy Ekelof, Operations Director; and, Christine Altman, Legal Counsel.

I. Welcome

P. Williams called the meeting to order at 5:45 p.m.

He introduced Todd Burtron, Deputy Mayor, Westfield and appointed representative from Westfield to the Tourism Commission.

II. Review of the Minutes of the February 2019 Meeting

P. Williams asked for a review of the February 2019 minutes.

C. Renner moved that the minutes be approved as presented. R. Pauker seconded. Motion passed.

III. New Business

A. Indiana State Board of Accounts DMO Reviews

B. Ekelof presented an update to the Tourism Commission re. a statewide Indiana State Board of Accounts review of all destination management organizations in the state to attempt to bring everyone into compliance per the Uniform Innkeepers Tax statute (for those that are organized under this statute). Working with the county auditors, DMOs and the SBOA are reviewing the funding agreements, accounting systems, board/commission structures and more. The SBOA has indicated the Hamilton County Visitor and Convention Commission and Hamilton County Tourism, Inc. is operating well, especially given the recent updates in the county's ordinance. Only two adjustments were proposed in the current structure:

- 1) While an official "request" for funding per the statute has long been made by the Tourism Commission to the county, formalizing this structure and providing a paper trail between the Commission leadership and the county will be strengthened.
- 2) Currently, the HCT provides financial oversight with appropriate fire walls of the Tourism Commission accounts and reviews. It is suggested in the next funding agreement that this service be specifically spelled out in the agreement.

There were no questions about the review.

B. 2020 Appropriations Request

B. Myers presented the Hamilton County Tourism, Inc. Board of Director's 2020 recommended appropriations request to the Hamilton County Council in June.

HCT provides a draft budget for appropriations planning purposes and provides support documentation for how it estimates tax collections for the coming year to the Tourism Commission for consideration.

After much discussion, the HCT leadership team recommends a gross request of \$5,728,723 and a net after bond debt service of \$5,467,000 for 2020. She provided documentation for both the budget and the estimated tax collections request – which is less than one-half the number of room growth in the county for 2020. HCT will bring a revised and final budget to both the HCT Board and the Tourism Commission in October/November respectfully.

B. Tolson moved that the appropriations request be advanced as presented. D. Prather seconded. Motion passed.

H. Stevenson asked what the status was for drawing down additional appropriations for 2019. T. Pascoe and B. Smythe agreed to check with the Hamilton County Council to determine if asking for additional appropriations at this time would be appropriate.

IV. Old Business

A. Attorney Selection

P. Williams noted that no progress has been made in this area. R. Pauker volunteered to re-connect with one of the candidates proposed and work to have a resolution by the next meeting. She also suggested a conflict of interest pre-check on the candidate, and B. Myers said she would provide that information to her for consideration.

B. Office Updates

The proposed project is still in development. No new news to report.

C. Special Projects Updates

B. Myers announced that the White River Vision Plan release will take place in early June and the Nickel Plate Express is gaining in strength and meeting its current obligations. She also mentioned the Creative Economies collaboration where HCT is bringing together the arts districts and Westfield/Cicero in more cross-county collaborations being organized through Sarah Buckner.

D. Fishers & Carmel Additional Tourism Commission Appointments

No new appointments have been made.

V. Financial Reports

2019 YTD HCT Budget Report

B. Myers presented the Tourism Commission budget report, which primarily shows pass-through revenue per the contract.

She then presented the 2019 budget through April:

- All categories tracking as projected, with some (like publications and community development always front-loaded and others like sales back-loaded for the year)
- Health insurance seems a bit up because it's through May and also includes HAS deposits the first of the year
- Only area we are watching is meals/entertainment. To trim the budget, we cut back on this and are using earned credit card points to support some entertainment for larger groups especially. We are still tracking higher than we had hoped and will continue to watch.
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Hamilton County's first quarter occupancy is one of the strongest on record, aside from the 2012 Super Bowl year.

| | Occ % | | ADR | | RevPAR | | Percent Change from YTD 2018 | | | | | |
|---------------------|-------|------|--------|--------|--------|-------|------------------------------|-----|--------|----------|------------|-----------|
| | 2019 | 2018 | 2019 | 2018 | 2019 | 2018 | Occ | ADR | RevPAR | Room Rev | Room Avail | Room Sold |
| Indiana | 54.3 | 53.4 | 98.11 | 95.97 | 53.23 | 51.29 | 1.5 | 2.2 | 3.8 | 7.2 | 3.3 | 4.8 |
| Hamilton County, IN | 57.4 | 56.8 | 109.39 | 108.65 | 62.81 | 61.74 | 1.1 | 0.7 | 1.7 | 7.8 | 6.0 | 7.1 |

The 2019 tax collections report through the May 2019 deposit reflects reduced receipts for November-December 2018 than had been budgeted but includes the stronger January-March 2019 receipts.

B. Myers noted that all KPI metrics as shown on the chart are on target, and those that are behind are goals that usually do not produce until the third and fourth quarters.

B. Tolson moved that the financial report be approved as presented. B. Smythe seconded. Motion passed.

There being no further business. C. Renner moved that the meeting be adjourned. H. Stevenson seconded. Motion passed.