

HAMILTON COUNTY VISITOR and CONVENTION COMMISSION
37 E. Main Street, Carmel, Indiana
November 10, 2022
5:30-6:30 p.m.
Minutes of the Meeting
Hamilton County Tourism, Inc. Offices, 37 E. Main St., Carmel, IN 46032

Attending the Meeting in Person: Perry Williams, Robyn Pauker, William Knox, Jamie Hopwood, Jack Russell, Christian Renner, Howard Stevenson, Kelly Tabeling and Lisa Hanni.

Also Attending in Person: Brenda Myers, President/CEO, Hamilton County Tourism; Karen Radcliff, Vice President/CSO, Hamilton County Tourism; Brad Lynn, VP Finance, Hamilton County Tourism; and, Kris Kazmierczak, Legal Counsel.

Not Attending: Andrea Brown, Kevin Walter, Monique Wise and Tiffany Pascoe.

I. Welcome

R. Pauker welcomed everyone to the regular meeting of the Hamilton County Visitor and Convention Commission at 5:32 p.m.

II. August 2022 Minutes for Review

R. Pauker asked if there were any additions or corrections to the August 2022 Tourism Commission meeting minutes. J. Russell moved that the minutes be approved as presented. P. Williams seconded. Motion passed.

III. HCT & Community Metrics via Consent Agenda

B. Myers presented data for the following items, which had been distributed in advance to the Commission: Visitor Report, Tax Report, Tourism Commission Budget and HCT budget report. J. Russell moved that the report be accepted as a consent agenda item. H. Stevenson seconded. Motion passed.

A. 2022 Visitor Report – Through October 22, Fridays and Saturdays continue to lead in visits, although Wednesday and Thursday demand is starting to increase.

B. 2022 Tax Report – Through the upcoming November 2022 deposit, lodging tax remittances totaled \$7,230,011 and were almost \$3 million ahead of the very conservative forecast for the year. This is driven not only by demand, which is up 3.5% but also by a healthy ADR which is up 15.7%.

C. Tourism Commission Budget – B. Lynn presented the Tourism Commission budget through October activity. Revenue is \$1,830,794.03 net revenue of expenses, most of which was used to pay down the Hamilton County 2011 Tourism Bond, which did not flow through the Commission's books. Cash on hand included \$409,505.14 with two more drawdowns (November and December) remaining in the funding agreement.

D. HCT Budget Report – B. Lynn then presented the HCT financials, showing cash on hand of \$4,775,221 which includes ARPA recovery funds provided by the Hamilton County Board of Commissioners and Hamilton County Council. HCT is well on target to have net revenue of expenses for 2022 given a shift in when activities occurred for the Economic Development Administration grant.

IV. New Business

A. 2023 Business Plan & HCT Budget -- B. Myers then presented the 2023 business plan. She noted that HCT has added a seventh pillar to its 2025 Vision Plan based on input from board and commission leadership and community conversations, and the DNEXT study. That seventh plan is Community Connection, as the pandemic brought forth the idea that HCT has talents to help the community through its communications and business intelligence skills. A copy of the plan is in Boardable.

She then provided a copy of the HCT 2023 budget, adopted by the Board earlier in the month. It calls for \$6,060,000 in lodging tax receipts, \$1,043,070 in grants, in-kind and Invest Hamilton County partnership dollars,

and the use of \$1,673,242 in ARPA Recovery funds from 2022. The total is \$8,776,312 gross and \$8,728,570 net. She noted that the funding agreement request is different than the HCT budget request by The business plan walked through some of the larger budgeted line items including a \$1 million BEST Fund pilot project, which was explained as a pool of funds to support projects that will demonstrate the kinds of capital improvements BEST can fund if adopted.

No other questions were asked. J. Russell voted to support the business plan as presented. C. Renner seconded. Motion passed.

B. 2023 Funding Agreement Amendment – B. Myers presented the draft of the 2023 Funding Amendment to the 2020 Funding Agreement, which requests \$5,475,000 for 2023. She noted that the budget adopted called for lodging tax funding of \$6,060,000. The difference of \$anticipated even with recessionary winds blowing for the coming year. \$6,060,000 is still \$1.8 million, or 24% more than collected in 2022. HCT hopes the Tourism Commission will be willing to seek additional appropriations to close the gap. J. Hopwood moved that the funding agreement be adopted as presented. J. Russell seconded. Motion passed.

There being no further business, P. Williams moved that the meeting be adjourned at 6:37 p.m. J. Russell seconded. Motion passed.