



## **Hendricks County Convention and Visitors Bureau, Inc. - Business Meeting Agenda**

Mar 14th 2024 2:00pm - 3:30pm

Crawley Business Center, 8 W. Main St., Danville, IN 46122

### **1. Welcome**

Julie Callis

2:00pm

- a. **Message from the CEO**
- b. **Introduction - Gary Everling**

### **2. Consent Agenda**

Julie Callis

- a. **Minutes January 11, 2024**
- b. **Financials as of February 29, 2024**
- c. **Marketing and Business Development Board Report**
- d. **Hotel Performance Charts**
- e. **Destination Performance Dashboards**
- f. **Approve Appendix B for contract extension with Rozzi & Associates**
- g. **Remove Mike Grabowski from HCCVB, Inc. Bank Accounts**

### **3. VHC Focus**

- |   |  |
|---|--|
| <ul style="list-style-type: none"><li>a. <b>Introduction to Destination Marketing</b><br/>Our VP/CMO will explain Destination Marketing and the types of channels we use to market our destination including Digital / Print, Group Sales, Communications and PR.</li><li><ul style="list-style-type: none"><li>i. <b>Target Markets</b></li><li>ii. <b>Customer Profiles</b></li><li>iii. <b>KPIs</b></li></ul></li><li>b. <b>Hendricks County Bicentennial Update</b></li></ul>   | <p>Sarah Ferguson</p>  |
| <br>  |  |
| <ul style="list-style-type: none"><li>4. <b>Board Development</b></li><li><ul style="list-style-type: none"><li>a. <b>Tourism &amp; Hospitality Assets in Hendricks County</b><ul style="list-style-type: none"><li>i. <b>Destination Drivers</b></li><li>ii. <b>Needs vs. Wants</b></li></ul></li><li>b. <b>Discussion: Consider your business as an asset</b><br/>What are most important trends happening? What is most exciting? What keeps you up at night? Based on what we heard from everyone, how might this impact tourism?</li></ul></li></ul> | <p>Jaime Bohler Smith</p>  |
| <br>  |  |
| <ul style="list-style-type: none"><li>5. <b>Unfinished Business</b><ul style="list-style-type: none"><li>a. <b>Strategic Plan Update</b></li></ul></li></ul>  | <p>Jaime Bohler Smith</p>  |
| <br>  |  |
| <ul style="list-style-type: none"><li>6. <b>New Business</b><ul style="list-style-type: none"><li>a. <b>HCCVB, Inc. Financial Procedures 2.0 Approval</b></li><li>b. <b>VHC 25th Anniversary Fund Approval</b></li></ul></li></ul>  | <p>Jaime Bohler Smith<br/>Nicole Lanum<br/><br/>Jaime Bohler Smith</p> |

i. **Donation Approvals**

7. **Comments and Questions**

8. **Adjournment**

a. **Next Business Meeting scheduled for May 9, 2024 at  
2:00 PM**

END  
3:30pm