



Hendricks County Convention and Visitors Bureau, Inc. Agenda

DATE: Thu March 11th, 2021

TIME: 2:00pm - 4:00pm EST

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

GROUPS: Hendricks County Convention and Visitors Bureau, Inc.

REMOTE: <https://us02web.zoom.us/j/88468478300?pwd=MzFFSml6eTlwUGxSVjFuRHhnMTkzQT09>
Call: +1 312 626 6799 Meeting ID: 884 6847 8300 Passcode: 7188750

1. Welcome

2. Metrics and Finances

a. **Financial Report**

b. **Occupancy and STR Updates**

c. **Treasurer's Comments**

[January & February VHC Treasurer Comments.pdf](#)

3. Consent Approval Items

a. **Minutes January 14, 2021**

[001 January VHC minutes.pdf](#)

b. **Financials as of February 2021**

[002 February VHC Balance Sheet.pdf](#)

[March 8 VHC P&L Actual vs Full Year Budget.pdf](#)

c. **Staff Reports**

i. Executive Director Report

JAIME BOHLER SMITH

ii. Director of Marketing Report

SARAH FERGUSON

[002 Marketing Report_March.pdf](#)

iii. Director of Sales Report

BECKY HARRIS

iv. Dashboards and KPIs

SARAH FERGUSON

4. **Programming Updates**

a. **Hotels and Partnerships Update**

BECKY HARRIS

b. **Legal Counsel Update**

GLENN BOWMAN

5. **Unfinished Business**

a. **Strategic Plan Update**

JAIME BOHLER SMITH

b. **Board Member Committees**

JAIME BOHLER SMITH

6. **New Business**

7. **Member Comments**

8. **Public Comments**

9. **Adjournment**

a. **Next Business Meeting scheduled for May 13, 2021 at 2:30 PM**