

HAMILTON COUNTY TOURISM, INC BOARD OF DIRECTORS  
37 E. Main Street, Carmel, IN 46032  
February 6, 2026

**Board in attendance:** Andrew Newport, Michael Balcom, Matt Trnian, Vince Dora, Mark Truett, Chris Stice, Kayla Arnold, Norman Burns, Anne Clendenin, Scott Spillman, Susan Miller, Bob DuBois, Jimia Smith

**Also in attendance:** Anne Poindexter/counsel, Sarah Buckner, Mike Thibideau, Brad Lynn, Karen Radcliff, Todd Bolster, Betsy Ekelof, Ashley Ledford, Laura Kelner, Carl Daniels, Gabby Blauert

**ANNUAL MEETING AGENDA**

**I. Welcome**

S. Spillman called the annual meeting to order at 8:31 a.m.

**II. Election of 2026-2027 Board Members**

S. Spillman presented the Slate of Directors for 2-Year Terms of Office:

Kayla Arnold, City of Westfield  
Michael Balcom, Renaissance Indianapolis North  
Norman Burns, Conner Prairie  
Anne Clendenin, Fishers Event Center  
Vince Dora, Dora Hospitality  
Scott Spillman, Mudsock Youth Athletics  
Mark Truett, Center for the Performing Arts

N. Burns made a motion to approve K. Arnold as presented. C. Stice seconded. K. Arnold abstained. No further discussion. Motion passed.

V. Dora made a motion to approve M. Balcom as presented. M. Truett seconded. M. Balcom abstained. No further discussion. Motion passed.

C. Stice made a motion to approve N. Burns as presented. M. Truett seconded. N. Burns abstained. No further discussion. Motion passed.

K. Arnold made a motion to approve A. Clendenin as presented. M. Trnian seconded. A. Clendenin abstained. No further discussion. Motion passed.

M. Truett made a motion to approve V. Dora as presented. C. Stice seconded. V. Dora abstained. No further discussion. Motion passed.

N. Burns made a motion to approve S. Spillman as presented. M. Balcom seconded. S. Spillman abstained. No further discussion. Motion passed.

C. Stice made a motion to approve M. Truett as presented. K. Arnold seconded. M. Truett abstained. No further discussion. Motion passed.

**III. 2025 Year-End Financials**

**A. 2025 Final Tax Remittance Report**

B. Lynn presented the 2025 tax remittance report, for both the 5% and 3% funds. K.Radcliff will request additional appropriations at the March county council meeting for the additional earnings in the 3% fund.

## **B. 2025 Year-End Financials**

B. Lynn presented the unaudited financials for 2025. Finished in a strong cash position. Accounts receivable larger than normal, due to the LIV bid fee and an invoice from Invest Hamilton County. Not a huge year for fixed assets. N. Burns inquired if all capital improvements were paid out in 2025. B. Lynn advised that everything is being well tracked in the depreciation schedule. C. Stice asked about the Noblesville Creates buildings, what work was done. B. Lynn advised that all work was done, apart from the porch repairs. Those repairs will happen in 2026. B. Lynn reviewed the Profit and Loss report. A. Newport noted that business has doubled in the last seven years, if there has ever been an indicator that we should not let off the gas and gave kudos to the team for moving forward. The board discussed advocacy and communication on the mission of the organization, which will appear in the strategic plan. A. Newport volunteered the board to help with the advocacy component. B. DuBois suggested continuing the relationships with the mayors but also add members of city and town councils.

A. Newport made a motion to approve the 2025 year-end financials as presented. C. Stice seconded. No further discussion. Motion passed.

## **IV. 2025 Year-End Overview**

K. Radcliff showcased the Hamilton County Tourism Year in Review report. This report will be distributed to the community and is available to review in Boardable.

## **V. Comments and Recognitions**

K. Radcliff recognized the operations department. T. Rodgers for managing the strategic plan, B. Lynn for managing the financial reports, department budgeting and scenario planning, and C. Kersteins for leading the path to AI and improved overall technology. K. Radcliff also recognized A. Poindexter for the advice and counsel over the last year. S. Spillman gave kudos to the staff for managing a difficult transition and to the board for their service.

## **VI. Adjournment**

N. Burns made a motion to adjourn the annual meeting at 9:03 a.m. K. Arnold seconded. No further discussion. Motion passed.

## **REGULAR MEETING AGENDA**

S. Spillman called the regular meeting to order at 9:03 a.m.

## **I. Minutes of the November 2025 Meeting and January 26 Email Vote**

V. Dora made a motion to approve the minutes as presented. M. Truett seconded. No further discussion. Motion passed.

## **II. New Business**

### **A. Senate Bill 242**

K. Radcliff shared details on Senate Bill 242, which requests a \$5 per hotel room tax. This was presented by the cities of New Haven and Carmel and would be used for tourism. An amendment to the bill changed language in Hamilton County's innkeeper's tax chapter allowing the 3% BEST fund to be divided into fourths for each city to use for tourism capital. Funds would go direct to the cities. An additional amendment included retitling the 5% promotion fund to Tourism Promotion and Capital Fund to allow for capital projects in the 5% fund. The language is written for this change to begin July 1 of this year. B. DuBois asked about the timeline for the vote, K. Radcliff noted the short session ends February 28. M. Balcom asked if the BEST requirements will continue with the new guidelines. K. Radcliff does not have that information yet.

### **B. NFL Flag Football**

C. Daniels shared details on the benefits, financial commitments, and dates for NFL Flag Football. K. Radcliff reviewed that NFL Flag Football commitment is a two-year obligation. M. Trnjan shared with the board that the venue has confidence that the event will move forward once the bid is finalized. N. Burns inquired about provisions made if legislation changes HCT's funding structure. A. Poindexter shared that contracts state "resources are subject to funding." M. Trnjan shared this is a great opportunity for the venue and community. T. Bolster shared we will have two of the four

“flagpole” events of the NFL, which is a priority on the state level. S. Spillman inquired why we want another July event when it is a busy time of year. M. Trnjan and C. Daniels shared the benefits of working with the NFL on this event.

M. Truett made a motion to enter a two-year contract with the NFL Flag Football event. M. Balcom seconded. Discussion continued. M. Trnjan abstained. Motion passed.

### **C. Viewpoint Project**

K. Radcliff shared that the team is project managing a package with the county and the show Viewpoint featuring Dennis Quaid on a short form video on why Hamilton County is a great place to visit and bring a business. The show will go into rotation on PBS for one year beginning late June. The package also includes production of a commercial and email marketing campaign.

### **D. Winter Marketing Campaigns**

A. Ledford provided an update. The marketing team will launch three marketing campaigns in the first quarter, which is a first for the office. The January 2 – January 31 campaign focused on Wellness, which is a national travel trend. The spring campaign launched this week and will run February 2 – April 13. This is a layered strategy to increase awareness and drive trips. Around the Table’s campaign will run February 16 – March 15.

## **III. Old Business**

### **A. Strategic Plan Review**

K. Radcliff shared the strategic plan will be a discussion for the next board meeting but shared that the current draft is available for the board to review as needed.

## **IV. Adjourn until Friday, March 6, 2026**

V. Dora made a motion to adjourn the meeting at 10:21 a.m. N. Burns seconded. No further discussion. Motion passed.