HAMILTON COUNTY TOURISM, INC BOARD OF DIRECTORS
37 E. Main Street, Carmel, IN 46032
Friday, June 5, 2026

Board in attendance: Vince Dora, Scott Spillman, Kayla Arnold, Mark Truett, Matt Trnian, Michael Balcom, Susan Miller, Bob DuBois
Attending Virtually: Anne Poindexter/counsel
Also in attendance: Karen Radcliff, Brad Lynn, Todd Bolster, Sarah Buckner, Laura Kelner, Gabby Blauert

I. Call to Order
S. Spillman called the meeting to order at 8:32 a.m.

II. Minutes of the May 2026 Meeting
M. Truett made a motion to approve the minutes of the May 2026 meeting. V. Dora seconded. No further discussion. Motion passed.

III. Financials & Metrics CONSENT AGENDA
A. Tax Remittance Report
B. Lynn updated the board on 2026 Innkeepers tax revenue tracking for both the 5% and 3% tax base. April 2026 was a very strong month for revenue. M. Balcom and V. Dora shared the upcoming months are projected to be strong as well.
B. HCT Financial Report
B. Lynn shared the balance sheet through April 30, 2026. HCT continues to be in a strong position. Low liability, strong assets. B. Lynn also shared the Profit and Loss statement through April 30, 2026. New revenue can be seen in sports partnerships. Current spending from all departments is typical this time of year. There are no anomalies or items of concern. M. Balcom inquired about what was committed and not expensed in marketing, B. Lynn and T. Bolster informed that the bulk of the commitments are media buys. Also annual video, photography and retainers with agencies and independents are committed but will be expensed through the remainder of the year.
C. Visitor & Lodging Report
K. Radcliff presented the KPI report through May 2026. Booking pace looks strong, only August shows to be flat. HCT uses this data to determine marketing changes and group incentives offered. M. Truett asked if we use consumer sentiment to make strategic decisions. K. Radcliff shared we have access to consumer sentiment on a national scale from Tourism Economics and adjust as needed if the trends also appear to be supported locally.

M. Balcom made a motion to approve the financials and metrics as presented. M. Truett seconded. No further discussion. Motion passed.

IV. Old Business
A. NFL Flag Update
T. Bolster provided an update on NFL Flag football. 3,500 athletes to be expected during the July 23-26 event at Grand Park. Hotel room blocks have a strong forecast. Local attendance is still needed, K. Arnold, M. Trnian will work with HCT on engagement plans.
B. 250 America Update
S. Buckner informed the board on HCT's efforts with America's 250th celebrations. Work includes table engagements at community gatherings, a digital campaign and partner events.
C. Noblesville Creates
B. Lynn shared that Noblesville Creates & HCT have submitted a façade grant application to replace the front porch. The results from the grant review have not been shared with applicants yet. If the grant is approved, HCT would need to provide approximately $20,000 to update the porch. V. Dora asked what the long-term plan is for the building. The board requested details on what support is provided.

V. Dora made a motion to approve the funding of $20,000 to the porch repair project if the grant is awarded. The board will reconvene if the grant is not awarded. M. Truett seconded. No further discussion. Motion passed.

D. BEST Projects Wrap-up
K. Radcliff gave an update on the final BEST projects and the expected changes in the tourism commission.

V. New Business
A. Business Intelligence area report
S. Buckner, G. Blauert and T. Bolster provided an update on HCT's data collection and sharing strategies. This was a goal in the 2026 business plan and new strategic plan.
B. Grant Requests
K. Radcliff informed the board on the Westfield Mural project. This project pledge remained from previous HCT leadership. M. Trnian asked if the mural is public facing, S. Buckner informed it will be facing a high-volume area on 191st Street.

M. Truett made a motion to approve the funding request of $65,000 for the Westfield Mural project. M. Balcom seconded. K. Arnold abstained. No further discussion. Motion passed.

K. Radcliff requested funding for a comprehensive community assessment study for the Carmel Christkindlmarkt to evaluate community priorities and marketing operations across three key areas. The goal of the study is to increase visitor satisfaction when visiting the Christkindlmarkt. M. Truett requested that parking and traffic flow questions be included in the study.

K. Arnold made a motion to approve the funding request of $24,500 for the Carmel Christkindlmarkt comprehensive community assessment study. V. Dora seconded. No further discussion. Motion passed.

C. Audit Committee Volunteers
B. Lynn requested board volunteers for the audit committee. Three volunteers are needed in July to listen to and report back findings. The commitment is expected to be no more than one hour. S. Spillman and B. DuBois volunteered.

VI. Adjourn until 8:30 a.m., August 7, 2026
K. Arnold made a motion to adjourn the meeting at 10:14 a.m. V. Dora seconded. No further discussion. Meeting adjourned.