HAMILTON COUNTY VISITOR AND CONVENTION COMMISSION
37 E. Main Street, Carmel, IN 46032
Thursday, March 19, 2026

Commission members in attendance: David Boyer, Jack Russell, Chris Stice, Maranda Taylor, Lisa Hanni, Mario Massillamany, Jamie Hopwood, Sotiris Hji-Avgoustis, Kelly Tabeling, Kelly Sujka, Kelly McVey, Kersten Sommer Raza
Commission members attending online: S. Csereznyes
Also in attendance: Karen Radcliff, Brad Lynn, Todd Bolster, Sarah Buckner, Hayley Sears, Cameron Starnes, Mike Hubbs

I. Welcome & Introductions
J. Hopwood called the meeting to order at 5:33 p.m. The commission was then introduced to new members, C. Stice, M. Taylor, M. Massillamany, K. McVey.

II. Review Minutes of the November 2025 Meeting
J. Russell made a motion to approve the November 2025 minutes as presented. K. Sujka seconded. No further discussion, motion passes.

III. Governance-Related Items
A. Election of Officers 2026-2027
J. Hopwood presented the recommended slate of officers including J. Hopwood as the President, J. Russell as the Vice President, K. Sommer Raza as Secretary, S. Csereznyes as the Treasurer. No other nominations were made.
M. Massillamany made a motion to adopt the slate of officers as presented. K. Tabeling seconded. No further discussion, motion passes.

B. Bank Resolution for Officers as Signers
B. Lynn shared that signers are needed for documents. J. Hopwood and S. Cseresznyes were recommended as the signers from the commission.
K. Tabeling made a motion to adopt the recommended officers as signers on the bank accounts. L. Hanni seconded. No further discussion, motion passes.

IV. HCT/HCVCC Year-End Review
A.2025 Tax Report
B. Lynn presented the 2025 tax revenue tracking report. Details on the 5% and 3% fund totals for the year were included. No questions or discussion.
B. 2025 Tourism Commission Financials
B. Lynn presented the Commission balance sheet and profit and loss statement. No questions or discussion.
C. 2025 HCT Financials
Brad Lynn shared the Hamilton County Tourism balance sheet and profit and loss statement. No questions or discussion.
D. 2025 Year in Review
K. Radcliff provided a recap of 2025 year-end report. J. Hopwood, K. Sujka, K. Sommer Raza and K. Tabeling gave insights to their current hotel experiences. K. Radcliff shared new experiences and events to look forward to in 2026.

J. Russell made a motion to approve the 2025 financials as presented. K. Sujka seconded. No further discussion, motion passes.

V. Financials

A. 2026 Tax Report

B. Lynn shared the 2026 tax collections to date. Details on the 5% vs. 3% were included. No questions or discussion.

B. 2026 Tourism Commission Financials

B. Lynn presented the Commission balance sheet for 2026, year to date.

C. 2026 HCT Financials

B. Lynn provided an updated HCT balance sheet and profit and loss statement for 2026, year to date. J. Hopwood inquired if there is a forecast for the sports partnership revenue total. The current estimate is $40,000, which will be used to support event bids. This will also establish relationships with local businesses that want to align with sports. J. Hopwood shared concern that it appeared 77% of marketing has been spent from the budget. B. Lynn shared only 8% of the budget has been spent, the reported number is shows committed funds for potential campaigns.

J. Russell made a motion to approve the financials as presented. K. Sommer Raza seconded. No further discussion, motion passes.

IV. New Business

A. Legislative Update

K. Radcliff provided an update on new legislation that was proposed in this year's 2026 session. Our statute was rewritten so that the 3% tourism capital fund no longer funnels through the tourism commission. Instead, tax collections will be divided by four and go directly to the cities of Carmel, Fishers, Noblesville, Westfield. The funds are required to be used for tourism capital improvement and authorized by the city councils. J. Hopwood encouraged the commission to continue positive relationships and to work with local elected officials to make sure funds do go to tourism. J. Russell asked when this takes effect. H. Sears said that this takes effect July 1, 2026. J. Russell asked about the continuing long term BEST funds that have been pledged. K. Radcliff shared that funds have been collected and are held for current commitments, however she is now working through the county to understand the new process for distribution. J. Hopwood updated the commission that there is still an unknown on the county's need for their projects that came from the 3%. J. Russell asked if the 3% will continue to funnel to the commission until July 1, 2026. H. Sears stated that yes, as the law is written today the funds will continue to be collected by the tourism commission. J. Russell inquired how the funds have historically been distributed. K. Radcliff shared that funds have been distributed at the beginning of each year for approved projects or as projects are identified and approved. Discussion began about funds that have been collected for each city, with and without qualified and approved projects, and how the collected funds will be distributed. K. Tabeling asked if communication will continue after July 1, 2026, on how the funds will be used. K. Radcliff confirmed that the new process is still in development, and she should have more information at the next tourism commission meeting.

B. BEST Report

K. Radcliff provided an update on BEST projects. Conner Prairie's new Museum Experience Center will open in early April. The Hamilton County Extension project is on track. Hamilton County Parks and Recreation received funds for the Koteewi Run Expansion, that project is complete. The Hamilton County Airport Authority is on track for the customs facility implementation. No questions or discussion.

C. HCT Strategic Plan 2026-2028

K. Radcliff reviewed the strategic plan in place for Hamilton County Tourism and the positive work being done. J. Hopwood celebrated the recent awards Hamilton County Tourism won during the Indiana Tourism Conference. K. Radcliff shared that Hamilton County Tourism was once again included on the Best Places to Work list.

VI. Adjourn until Thursday, May 21, 2025

C. Stice made a motion to adjourn the meeting at 7:03 p.m. J. Russell seconded. No further discussion, meeting adjourned