

HAMILTON COUNTY TOURISM, INC BOARD OF DIRECTORS
37 E. Main Street, Carmel, IN 46032
Friday, November 7, 2025
8:30-10:15 a.m.

Board in attendance: Michael Balcom, Norman Burns, Mark Truett, Scott Spillman, Andrew Newport, Bob DuBois, Chris Stice, Matt Trnian, Anne Clendenin.

Board in attendance online: Jimia Smith

Also in attendance: Anne Poindexter/counsel, Jill Doyle, Brad Lynn, Karen Radcliff, Tina Rodgers, Todd Bolster, Betsy Ekelof, Ashley Ledford, Laura Kelner, Carl Daniels, Lindsey Bonte.

I. Welcome and Introductions

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

Hamilton County Tourism's new Social Media Coordinator, Lindsey Bonte, was introduced and welcomed by the board.

II. Minutes of the October 2025 Meeting

A. Newport made a motion to approve the minutes for the October 2025 Meeting. B. DuBois seconded. No further discussion. Motion passed.

III. Financials & Metrics CONSENT AGENDA

A. 2025 Visitor Report

T. Bolster shared that the HamCo Hubway video has received over 3.1 million views and is the best performing video to date. Some of that is paid, but a lot of it is organic. In terms of map distribution, 4,200 have been mailed; 2,300 downloaded; and 1,300 delivered to local bike shops and groups. The City of Carmel had the Hubway maps on tables at the recent small business lunch. A. Poindexter said that the City of Noblesville is sharing the maps as well, and they have been very popular.

C. Stice shared a list of trail ribbon cuttings and emphasized that our cities and county are investing a lot in our trails system. These projects have been in the works for 30 plus years and we are now seeing positive impact. Civic leaders are making this happen. He said tourism for biking is a niche and it would be interesting to know some of the data on economic impact. K. Radcliff noted the power of packaging our trail assets so we can study the return on investment.

T. Bolster reported that World Aquatics was a success, with a world record set in the Carmel pool. There was lots of media coverage and international attention. Hotel turnout was strong, on par or better than LIV.

We just heard this morning that the Fishers Event Center won the Real American Freestyle Wrestling event. It will take place on Dec. 20.

The HCSA Sports Summit is on Nov. 18. Board members will receive a VIP guest invite. The guest speaker is Katelyn Ohashi.

Both the sports and sales teams are doing great work and up YOY in economic impact.

Project Civility was a huge success.

January is expected to be strong thanks to Gaylor.

B. 2025 Tax Report

B. Lynn shared that innkeepers tax revenue continues to be strong. For the 5%, we reached our appropriation figure in September and expect to have a \$2.4 or \$2.5 million rollover.

For the 3%, we are just about \$50,000 from surpassing the budget, so will have funds to appropriate in January for BEST.

According to M. Balcom, November outlook is positive. There is exceptional demand for December as well.

C. 2025 Financial Report

B. Lynn reported that our balance sheet is strong. We expect to end the year with strong cash balances. Few receivables and very little as far as liabilities. The 990s will be submitted and on time for the November 15th due date.

P&L—revenue matches our funding agreement. We see a big jump in grant revenue due to World Aquatics that wasn't budgeted for (\$250,000). These funds move in and out.

No grants disbursed this month, but we have utilized 99% of grant funds for the year.

B. Lynn reviewed committed funds for different departments, and all is on track.

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

IV. Old Business

A. Strategic Plan Early Indicators

T. Rodgers provided an update on the stakeholder input sessions and shared some initial priorities identified by the community. These included:

- A large conference center, with funding and location as key questions
- Sports—both increased event bid support as well as increasing competition/concern about losing market share as other communities invest heavily in sports facilities
- White River and outdoor recreation—county-wide trail will drive visitor interest and spending, need to expand options for winter sports
- Creative and cultural organizations—vital to creating a year-round economy, need for a central body to coordinate efforts
- Hamilton County Tourism—stakeholders feel positive about the organization, would like to see more customized, in-depth data, high demand for HCT to serve as a convener

The strategic plan facilitators emphasized that the quality of life in Hamilton County is special. It is authentic vs. manufactured as you see in high end resort communities.

There was some discussion about bands/music offerings in the county. A. Newport stated that it is not about the music or talent, it's about marketing and promotion.

B.2026 Business Plan and Budget Adoption

K. Radcliff reviewed the 2026 business plan.

Data & Intelligence—There are lot of resources included for data and intelligence. Not just as an internal tool for us, but to share out. HCT will hire a data analyst next year and build a communications plan to disseminate the data/information.

Marketing & Design—Looking at systems to determine what is working and what is not working. We will also understand what our name is. What is our brand?

Business Development & Partnership—We have great sales and sports teams. Business is up. We will lean into what is working well.

Experience & Sustainability—Cities are looking for new revenue streams because of SB1. The plan calls for an advocacy budget.

When looking at the 2026 budget, K. Radcliff noted that we have a million dollars to make an impact with. There is an opportunity to activate something big. She discussed an outdoor recreation package/Hubway art installation as an option. S. Spillman expressed support. K. Radcliff said she would keep the board informed as we find out about art and installation costs, whether there is grant funding available, etc. Some cities are ready for these next steps with an art installation.

C. Stice made a motion to adopt the 2026 budget as presented. N. Burns seconded. No further discussion. Motion passed.

V. New Business

A. Financial Policy Revision

B. Lynn reported that we revised the financial policy to update processes for approvals and add/update titles to include him and new Executive Vice President T. Bolster.

M. Truett made a motion to approve the financial policy revision as presented. A. Newport seconded. No further discussion. Motion passed.

B. Kincaid House Grant Update

K. Radcliff said we gave City of Fishers \$50,000 years ago to move the Kincaid House. Fishers has since demolished the house and have asked us to change the restriction to make those funds available for roof work on the Ambassador House.

N. Burns made a motion to allow Fishers to move the funds, with a 12-month window to complete the work and provide a report. C. Stice seconded the motion. No further discussion. Motion passed.

C. 2025 Goals Status

T. Rodgers provided an update on 2025 goal achievement. Staff is on track to reach 100% goal completion by the end of the year.

D. 2025 HCEDC/Invest MOU

J. Doyle said Invest is excited about their partnership with HCT and upcoming CSR work with DD. The 2026 MOU is basically the same as last year with one exception. Invest will contribute \$10,000 toward the data analyst hire and utilize that person in accordance with that investment.

B. DuBois made a motion to approve the MOU as presented. A. Newport seconded. No further discussion. Motion passed.

E. Golf Cart

B. Lynn asked the board to approve disposal of the golf cart used at Grand Park due to maintenance issues and non-use. This will involve a \$1,400 loss.

A. Newport made a motion to dispose of the golf cart. C. Stice seconded. No further discussion. Motion passed.

F. 2025 Governance Discussion

K. Radcliff reported that board terms are up for K. Arnold, M. Balcom, N. Burns, V. Dora, A. Clendenin, S. Spillman and M. Truett at the end of this year. At the annual February meeting, the Board will vote to renew their terms.

G. 2026 Meeting Calendar Review

K. Radcliff shared the 2026 board meeting schedule. Calendar invitations will be sent soon.

VI. Adjourn until Friday, February 6, 2026

M. Truett made a motion to adjourn until Friday, February 6 at 8:30 a.m. C. Stice seconded. No further discussion. Meeting adjourned at 9:59 a.m.